Comcast keeps losing customers despite price guarantee and unlimited data

Cavanagh said that over the past year, Comcast “made the most significant go-to-market shift in our company’s history. We have simplified our broadband offering by moving away from short-term promotions toward a clear, transparent value proposition.” But more changes are needed, he said.

“Looking ahead, 2026 is about building on the changes we made in 2025… This will be the largest broadband investment year in our history, focused squarely on customer experience and simplification, with the goal of migrating the majority of residential broadband customers to our new simplified pricing and packaging by year-end,” Cavanagh said.

Comcast’s domestic broadband revenue was $6.32 billion, down from $6.38 billion a year ago. Cable TV revenue was $6.36 billion, down from $6.74 billion year over year. Mobile revenue rose from $1.19 billion to $1.40 billion year over year, buoyed by 1.5 million new mobile lines added during the full year of 2025.

Comcast said it now has over 9 million total mobile lines and aims to get more of its broadband customers into bundles of Internet and wireless service. Comcast offers consumer mobile service through an agreement with Verizon and struck a deal with T-Mobile to deliver mobile services to business customers this year.

Peacock boosts revenue

As the owner of NBCUniversal, Comcast has a lot more going on than cable and mobile. Strong results in the Peacock streaming service and Universal Studios theme parks helped Comcast meet analysts' revenue projections and exceed profit estimates. Peacock paid subscribers increased 22 percent year over year to 44 million, and revenue grew 23 percent to 1.6 billion in the quarter, Comcast said.

Total Q4 2025 revenue was $32.31 billion, up 1.2 percent year over year. Net income was $2.17 billion, a 54.6 percent drop compared to a profit of $4.78 billion in Q4 2024. Comcast indicated the drop isn't as bad as it sounds because it reflects "an unfavorable comparison to the prior year period, which included a $1.9 billion income tax benefit due to an internal corporate reorganization." Comcast's stock price was up about 3 percent today but has fallen about 16 percent in the past 12 months.

Comcast is one of the two biggest cable companies in the US alongside Charter, which is scheduled to announce Q4 2025 earnings tomorrow. In Q3 2025, Charter reported a loss of 109,000 Internet customers, a bit more than Comcast's 104,000-customer loss in the same quarter. Charter, which is seeking regulatory approval to buy cable company Cox, had 27.76 million residential Internet customers and 2.03 million small business Internet customers.

Disclosure: The Advance/Newhouse Partnership, which owns 12 percent of Charter, is part of Advance Publications, which owns Ars Technica parent Condé Nast.

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