Comcast’s “fiber-powered Wi-Fi” is just cable, AT&T says in false advertising case



“Describing that service as ‘Fiber-Powered,’ ‘Powered by fiber,’ and ‘the most reliable, fiber-powered Wi-Fi’—particularly alongside Comcast’s own representations that fiber connections outperform ‘copper-based’ alternatives—is literally false or false by necessary implication,” AT&T wrote. “In that context, Comcast unambiguously conveys that Xfinity Internet is delivered to the home over fiber or is equivalent to fiber-to-the-home service, like AT&T Fiber.”

AT&T sued Comcast in US District Court for the Northern District of California, telling the court that Comcast violated US and California competition laws. AT&T alleged that Comcast’s fiber-powered advertising is a fraudulent business act or practice and an unfair method of competition.

“Comcast should be required to restore to AT&T any and all profits earned as a result of its false and misleading

advertising or provide AT&T with any other restitutionary relief the Court deems appropriate," the lawsuit said. The lawsuit asked for a permanent injunction "requiring Comcast to cease describing its hybrid fiber-coaxial service as 'Fiber-Powered.'"

AT&T said that even if the court doesn't find Comcast's advertising to be literally false, it should determine that it is "misleading because it deceives or has the capacity to deceive a substantial segment of reasonable consumers into believing that Xfinity Internet is delivered to the home over fiber alone."

Comcast is cutting jobs in its cable division, which for the past few years has been losing Internet customers to fiber and fixed wireless competitors. Comcast lost 144,000 residential broadband customers in Q3 2026, up from a 91,000-customer loss in the same quarter a year ago.

Comcast is struggling against cheaper Internet service providers, including fiber ISPs. Comcast co-CEO Mike Cavanagh complained in an earnings call last month that some competitors are offering what he called "irrational pricing." Comcast CFO Jason Armstrong said fiber ISPs are offering $30 to $40 monthly broadband deals in certain markets, and he said this is irrational because deploying fiber costs $1,500 or more per home.

https://arstechnica.com/tech-policy/2026/11/comcast-falsely-advertises-cable-internet-as-fiber-powered-att-lawsuit-says/