Peacock Announces $3 Monthly Subscription Hikes

NBCUniversal's streaming service, Peacock, announced $3 monthly price increases Thursday for its various subscription packages.

Peacock's ad-supported plan, Peacock Premium, will now cost $10.99 per month, up from $7.99, and the ad-free plan, Premium Plus, will rise to $16.99 from $13.99. Annually, Premium will now cost $109.99, and Premium Plus will cost $169.99.

The price change—which goes into effect Wednesday, July 23, for new subscribers and on or after Aug. 22 for existing subscribers—represents a nearly 40% increase for its ad-supported plan and a 20% increase for its ad-free plan.

This latest price increase marks the largest one since Peacock's launch in 2020 and comes one year after a $2 monthly increase was implemented across the board.

According to Vulture's Joe Adalian, once the increase is implemented, Peacock's ad-supported plan will cost $1 more per month than Warner Bros. Discovery's HBO Max, Disney's Hulu, and Disney+'s ad-supported plans. It will cost $2 more than Amazon's Prime Video's stand-alone plan, and $3 more than Netflix's and Paramount+'s ad-supported plans.

The hike comes as NBCU loads the streamer with more original and live sporting content. This fall, in addition to its coverage of soccer's English Premier League, Peacock will also air National Basketball Association games as part of NBC Sports' new 11-year media rights agreement with the league.

For those who may not be able to stomach this latest price

hike, Peacock announced that it will test a new ad-supported tier, Peacock Select. This plan—priced at $7.99 per month, or $79.99 per year—will offer content from NBC and Bravo, as well as select other titles.

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