# Comcast to Launch StreamSaver Bundle Including Peacock, Netflix, and Apple TV+



**Comcast Announces StreamSaver Bundle**

Comcast, the parent company of NBCUniversal, is introducing a new streaming service bundle called StreamSaver. The bundle will combine Comcast's streaming service Peacock with Netflix and Apple TV+, providing customers with all three services at a reduced price compared to subscribing individually. This was announced by Comcast CEO Brian Roberts at an investor conference on May 14, 2024.

StreamSaver is set to debut later this month, although the exact pricing has not been disclosed. Roberts emphasized Comcast's long history of successful video bundling and expressed confidence in the appeal of this new package. This initiative continues the recent trend among entertainment companies to attract customers by offering bundled streaming services.

Earlier collaborations include Warner Bros. Discovery, Fox, and Disney's joint streaming service for sports content and the Disney-Warner Bros. Discovery bundle featuring Disney+, Hulu, and Max.

For years, Comcast has provided services like Netflix and Apple TV+ as add-ons through its Xfinity package. This new move marks the first time both services are offered in a discounted bundle directly.

Comcast, which services millions of broadband and cable television customers in the U.S., aims to leverage StreamSaver to retain and attract subscribers. Despite the competitive streaming market, Comcast is hopeful that this bundling strategy will enhance customer loyalty and increase its revenue.

Peacock, launched in 2020, reported a loss of $2.7 billion last year, even as paying subscribers grew to 31 million. Comcast is optimistic about narrowing these losses as the service continues to mature.

*Benjamin Mullin covers major news and entertainment companies. Contact him securely on Signal at +1 530-961-3223 or email him at benjamin.mullin@nytimes.com.*