

Comcast takes a swing at news streaming with CNBC+

Article

The news: Comcast is planning to launch a streaming service for financial news network CNBC in Q1 2025, per Variety reporting.

- The service, dubbed **CNBC+**, will be a lean operation. Unlike other news networks that have attempted to cross the gap to streaming, CNBC+ will not feature any exclusive or original

content. Instead, the service will repurpose content from the TV network in addition to providing a “global feed” of news and broadcasts.

- The news comes weeks after Comcast announced that it would [split its linear tv and digital video assets](#), spinning off CNBC and several other networks into a company tentatively named SpinCo.
- CNBC+ is priced at \$14.99 a month in the US.

News and streaming: News networks’ difficulty in breaking into streaming is perhaps best summarized by the rapid rise and fall of ill-fated **CNN+**, a news streaming service that folded weeks after it launched due to low interest. Since then, several networks have experimented with how to attract digital viewers.

- Despite the CNN+ flop, **Warner Bros. Discovery** has continued experimenting by [bringing CNN content to Max](#). **Paramount’s CBS** has a news livestreaming service with original content like additional morning news shows. **Disney-owned ABC News** has also gotten its most prominent news personalities to host additional livestreaming shows.
- This isn’t Comcast’s first rodeo with news streaming, either. **MSNBC** has experimented with uploading broadcasts of popular shows like “**Morning Joe**” to **Peacock**.

Our take: SpinCo’s creation is primarily aimed at reducing the burden of linear TV’s decline from streaming ventures, but the CNBC+ news is the first glimpse at how the newly formed company could attempt to revitalize its networks—though Comcast has said SpinCo could take a year to set up.

CNBC has unique qualities among streaming services. Its daily, moment-by-moment coverage of markets and finance makes it a staple of office buildings and trading floors, and CNBC+ will likely aim to lean into the network’s function as a workday news companion, perhaps by selling enterprise subscriptions.

Average Time Spent per Day With Total Media by US Adults, by Media, 2022-2026

hrs:mins

	2022	2023	2024	2025	2026
Digital	7:29	7:48	8:02	8:14	8:25
—Mobile devices	3:48	3:55	4:00	4:03	4:07
—Video ⁽¹⁾	1:15	1:20	1:23	1:24	1:26
—Social networks	1:11	1:15	1:17	1:18	1:18
—Audio	0:43	0:43	0:44	0:44	0:45
—Other	0:35	0:36	0:37	0:38	0:39
—Desktop/laptop	1:10	1:08	1:05	1:02	1:00
—Video ⁽¹⁾	0:21	0:22	0:21	0:21	0:20
—Audio	0:12	0:10	0:09	0:08	0:08
—Social networks	0:09	0:08	0:08	0:08	0:08
Other connected	0:38	0:41	0:42	0:44	0:45
Traditional media	4:53	4:43	4:35	4:28	4:21
—TV ⁽²⁾	3:10	3:02	2:55	2:49	2:43
—Radio ⁽³⁾	1:22	1:20	1:20	1:19	1:18
—Print ⁽⁴⁾	0:17	0:17	0:16	0:16	0:15
—Newspapers	0:09	0:09	0:08	0:08	0:08
—Magazines	0:08	0:08	0:08	0:07	0:07
—Other traditional media	0:04	0:04	0:04	0:05	0:05
Total	12:22	12:31	12:37	12:42	12:46

Note: ages 18+; includes all time spent with digital internet activities (desktop/laptop, nonvoice mobile, and other connected devices), print, radio, TV, and other traditional media including printed catalogs, direct mail, cinema, and out-of-home; (1) includes time spent with video via social networks; (2) includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); excludes digital; (3) excludes digital; (4) offline reading only

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