



Comcast's Xfinity Unveils StreamStore: A Smarter, Simpler Way to Discover, Manage and Enjoy Entertainment

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A New Destination on Xfinity's Entertainment Devices to Browse, Purchase and Manage a Growing Catalog of Streaming Apps, Channels and Bundles - All in One Place

StreamStore Puts Customers in Control of Their Streaming Experience - Powered by the Nation's Largest, Fastest and Most Reliable WiFi Network

PHILADELPHIA--(BUSINESS WIRE)--Jul. 23, 2025-- Today, Xfinity is launching StreamStore, a first-of-its-kind destination that makes discovering, purchasing and managing streaming apps, channels and networks easier than ever. Available to both Xfinity TV and Internet customers, StreamStore is designed to give customers more choice, value and control, all in one seamless experience.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250723961324/en/>



Xfinity launches StreamStore

"We believe that technology should work for you - not the other way around," said Jon Gieselman, Chief Growth Officer, Connectivity & Platforms, Comcast. "Xfinity StreamStore is taking the complexity out of

finding the content you love and putting the power back in the hands of our customers. It's an important advancement in harnessing tech to make the complicated easy and entertainment smarter, simpler, and more connected."

StreamStore brings together the best of Xfinity's entertainment platform with the nation's largest, fastest and most reliable WiFi network available in Comcast markets*. The destination is a one-stop shop for one of the world's largest catalogs of entertainment, including over 450 streaming apps and channels and 200,000 movies and TV shows to rent or purchase. StreamStore makes it easy to:

- Find something new to stream with a thoughtfully, curated experience that makes discovering something new to watch in a sea of choices, simple and easy.
- Shop, purchase and manage the best and most popular collection of streaming apps and channels directly on the television - all in one place, and in one monthly bill.
- Bundle and save with exclusive streaming packages like StreamSaver, a bundle of Apple TV+, Netflix standard with ads and Peacock for \$15.

StreamStore is also coming to [Xfinity.com](https://www.xfinity.com), giving customers a simple way to shop, manage and activate a selection of a la carte apps and bundles like StreamSaver, NOW TV and NOW TV Latino in the same place they manage their Xfinity Internet, Mobile and TV services.

Later this year, Xfinity will give customers new ways to save through StreamStore with new StreamSaver bundles, additional streaming apps to add a la carte, plus enhanced subscription management and activation capabilities across devices and on [Xfinity.com](https://www.xfinity.com).

Streaming Dominates Internet Usage

Today, streaming makes up more than 70% of all internet traffic, driven by live sports and entertainment. Whether watching the big game, or streaming in 4K on multiple devices, Xfinity delivers customers a fast, reliable wall-to-wall WiFi experience with multi-gig speeds, ultra low-lag, and the capacity to connect hundreds of devices in the home.

And with WiFi PowerBoost, Internet customers with Xfinity Mobile get free WiFi speeds up to 1 gig at home and on-the-go via millions of Xfinity WiFi hotspots across the nation, bringing the best streaming experience to mobile devices, anywhere.

To learn more about StreamStore, please visit <http://www.xfinity.com/StreamStore> or simply say "StreamStore" in the Xfinity voice remote.

* [USA, Fixed Broadband Experience, May 2025 | Opensignal](#)

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Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.

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