

13

# Comcast Cable Communications, LLC.

## **National Advertising Division**

NAD Case #7212

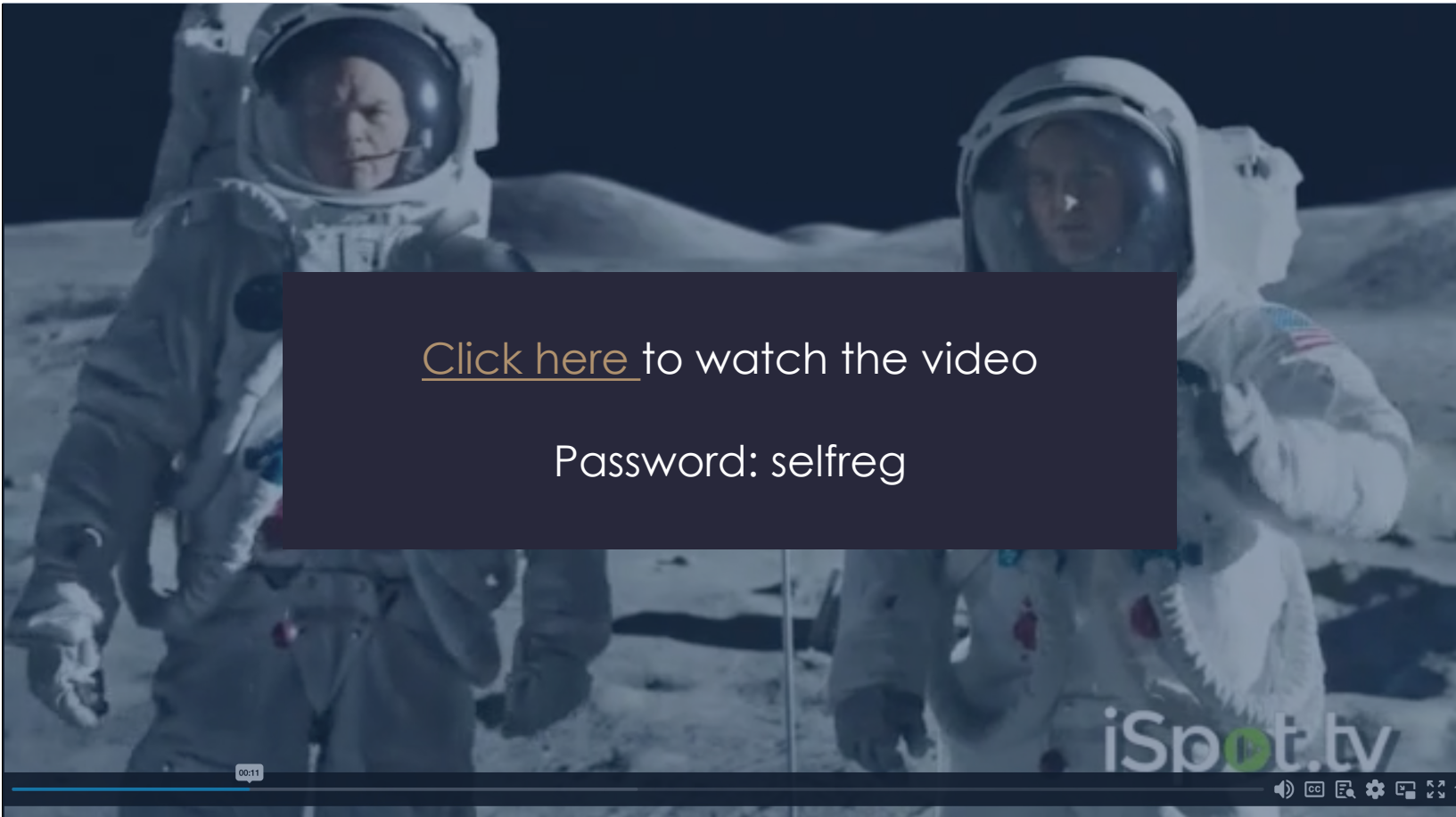
October 2023

## **National Advertising Review Board**

NAD Case #325

January 2024

Relevant Media



# Summary

T-Mobile US, Inc. challenged express and implied claims made by Comcast for its Xfinity 10G network and provided a consumer survey as evidence that consumers are misled by the “10G” name. Relying in part on T-Mobile’s consumer survey, which the National Advertising Division (NAD) found persuasive, NAD concluded that “10G” as used in the name “Xfinity 10G” conveys both an express and implied message that 10G means 10 Gbps (10 gigabits per second) as well as 10th Generation.

NAD determined that the evidence did not support the broad unqualified message that all consumers on the network will receive a significant increase in speed up to 10Gbps. NAD recommended that Comcast discontinue the following claims: “10G,” “Xfinity 10G,” and “Xfinity 10G Network” or modify its advertising to make clear that it is implementing improvements

that will enable it to achieve 10G and that 10G is an aspiration. NAD found that Comcast provided a reasonable basis for its “Next Generation” claims that appeared in several commercials, and that Comcast has implemented several substantial upgrades and improvements supporting the claim.

A National Advertising Review Board (NARB) panel affirmed NAD’s decision and recommended that Comcast discontinue the term 10G, both when used in the name of the network itself as well as when used to describe the Xfinity network. NARB concluded that 10G expressly communicates that the Xfinity network provides subscribers with 10 Gbps speeds, a claim not supported by the evidence.