**Comcast Buys Xumo, a Free Streaming Service**

Comcast has reportedly paid in excess of $100 million to purchase Xumo from Meredith Corp. and Panasonic, intending to operate the advertising-supported video-on-demand service independently. Xumo joins Vudu in the company's lineup of services that offer free streaming video over smart televisions, an increasingly important segment for companies trying to compete in the streaming arena without established rosters of original content.

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[***https://variety.com/2020/digital/news/comcast-acquires-xumo-free-streaming-video-service-1203515001/***](https://variety.com/2020/digital/news/comcast-acquires-xumo-free-streaming-video-service-1203515001/)