**Comcast Sees 80% Rise in Demand for Streaming Content**

Demand for streaming services content at Comcast has risen by 80% from the same period in 2019, the cable company's Rebecca Heap says, calling the aggregation of streaming programming "critical to our strategy." Over-the-top video has proved especially important to Comcast's broadband-based Flex platform.

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[***https://www.fiercevideo.com/video/comcast-says-demand-for-ott-content-up-80-its-platform***](https://www.fiercevideo.com/video/comcast-says-demand-for-ott-content-up-80-its-platform)