

---

## **Comcast Business Releases 2025 Cybersecurity Threat Report: 34.6 Billion Reasons Businesses Must Get Threat Ready**

**PHILADELPHIA – OCTOBER 1, 2025** – [Comcast Business](#) today released its [2025 Cybersecurity Threat Report](#), a comprehensive analysis of **34.6 billion cybersecurity events detected** between June 1, 2024 and May 31, 2025. Now in its third year, the report offers business leaders a unique perspective into the evolving threat landscape and provides actionable insights to help organizations strengthen their defenses and align cybersecurity with business risk.

As cyberattacks grow in volume, velocity, and sophistication, the report delivers a clear message: businesses must evolve their cybersecurity strategies to stay ahead of increasingly stealthy and AI-powered adversaries.

“Cybersecurity is no longer just a technology issue – it’s a business imperative,” said Noopur Davis, Chief Information Security and Product Privacy Officer, Comcast Corporation. “Our 2025 Threat Report underscores the urgency for businesses to rethink risk, invest in multi-layered, adaptive defenses, and put people at the center of their security strategy.”

### **The 2025 Report Analyzed 34.6 Billion Cybersecurity Events, including:**

- **4.7 billion phishing attempts** targeting human error and poor credential hygiene
- **9.7 billion drive-by compromise attacks** requiring no user interaction
- **44,000 DDoS attacks** often using short bursts and carpet-bombing techniques to test and overwhelm defenses
- **19.5 billion resource development events**, showing attackers investing heavily in infrastructure

The report also highlights a growing reliance on “living off the land” (LOTL) techniques, where attackers use legitimate tools to move laterally and evade detection – blurring the line between normal operations and malicious activity.

### **The Human Equation:**

This year’s report introduces “The Human Equation” – a point of view that reframes cybersecurity as both a technological and people-centric challenge. It explores the dual pressure facing CISOs and IT leaders: overextended security teams battling escalating threats, and end users whose everyday behaviors introduce new vulnerabilities.

“We’re seeing a shift from perimeter-based security to people-centric resilience,” continued Davis.

“Comcast Business is uniquely positioned to support both sides of the equation – with secure networking, 24/7 managed detection and response, and a deep understanding of the human factors that shape cyber risk.”

### **Comcast Business: A Leader in Enterprise Cybersecurity and Global Secure Networking**

With a portfolio that spans secure SD-WAN and SASE, DDoS mitigation, and AI-powered Managed Detection and Response (MDR), Comcast Business delivers the integrated solutions enterprises need to:

- Reduce dwell time
- Protect uptime
- Lower the operational burden on security teams
- Align cybersecurity and business risk

As a recognized leader by [Gartner](#), [ISG](#), [Frost & Sullivan](#), [Vertical Systems Group](#), and more, Comcast Business continues to set the standard for global secure networking and cybersecurity – serving some of the world's most complex organizations across industries and geographies.

To download the full 2025 Comcast Business Cybersecurity Threat Report, visit:  
<https://business.comcast.com/enterprise/resources/reports/2025-comcast-business-cybersecurity-threat-report>

### **About Comcast Business**

Comcast Business offers leading global businesses the technology solutions and forward-thinking partnership they need. With a full suite of solutions including fast, reliable connectivity, secure networking solutions and advanced cybersecurity and a range of managed service options, Comcast Business is ready to meet the needs of businesses of all sizes. Comcast Business has been recognized by leading analyst firms for its continued growth, innovation, and leadership, and is committed to partnering with customers to help them drive their businesses forward.

For more information, call 800-501-6000. Follow [@ComcastBusiness](#) on social media networks at <http://business.comcast.com/social>.

### **About Comcast Corporation**

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](http://www.comcastcorporation.com) for more information.

###

### **Media Contacts:**

Matt Helmke  
215.286.8666  
[Matt\\_Helmke@comcast.com](mailto:Matt_Helmke@comcast.com)