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Instacart Plus shoppers get free Peacock Premium subscription as a membership perk. Instacart Plus costs \$10 per month -- or \$100 per year -- and grants members unlimited fast, free delivery on orders over \$35. Sign up for Peacock via the Instacart app.

[How to Get Peacock Premium for Free - CNET](#)

However, due to increasing costs and the lack of profitability, Peacock is now transitioning towards a focus on paid subscriber growth. By phasing out free access for Comcast subscribers and discontinuing the free ad-supported tier for new users, Peacock aims to encourage more users to opt for its paid premium tiers.

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