Cord Cutting 101

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An informational presentation about cutting the ties from traditional cable television.

What is cord cutting?

Cord cutting is the decision to forgo a cable or satellite subscription in lieu of streaming services over the Internet.

It's also used to describe the active online community that keeps tabs on streaming services and new trends (cord cutters).



Why cord cut?

- Lack of cable or satellite competition in your area
 - Fees, prices, equipment updates, and customer service
- Contracts Streaming services can be canceled at any time without a fee. They also include free trials
- Most streaming services are significantly less expensive than the cost of traditional television
 - For a baseline comparison, divide the amount of hours a month you watch television by the cost and compare that to one or two streaming services.

My Experience

Pros	Cons	Cost without Hulu / CBS		Cost with Cable		DirectTV Now		Youtube TV - current cost		
Save Money!!	Missing Channels	Hulu	\$12.98	Netflix	\$9.99	Netflix	\$9.99	Netflix	\$15.11	
Disney XD and Jr	- PBS, History, Lifetime, HGTV	NFL Relpay	\$4.16	Amazon Prime	\$8.25	Amazon Prime	\$8.25	NobilA	\$10.11	
Live TV - channel surfing	- PBS, History, Lifetime, HSTV	Netflix	\$9.99	HBO / Showtime / AMC	\$0.20	HBO / Showtime	\$0.00			
Local Sports and News		Amazon Prime	\$8.25	HBC/ Showline / Amo	\$0.00	nbo / Showane	\$0.00			
Unlimited DVR		HBO / Showtime / AMC	\$0.23					Youtube TV	\$37.80	
Live TV and DRV in bedroom		Tibe / bilowane / Auto	0.00	Cable and Internet Cost	\$130.98	DirectTV Now	\$35.00		001.00	
BBC and National Geo				Tivo	\$14.99	Internet Cost	\$64.99	Internet Cost	\$64.99	
		CBS all access	\$9.99	Apple Music	\$5.33	internet obst	4 04.55		04.55	
Faviorte Kid Network	How to watch									
	Youtube TV	Internet Cost	\$64.99	Youtube Red /Google Music	\$16.00					
Disney, Junior and XD - Test										
Nickeloden and Nick Jr Test	арр									
PBS - Test	арр									
Favirote shows	How to watch	Total Cost per month	\$110.36	Total Current	\$175.55	Total Current	\$118.23	Total Current	\$117.90	
Survivor	Youtube TV	Cost per year	\$1,324.32	Cost per year	\$2,106.60	Cost per year	\$1,418.76	Cost per year	\$1,414,80	
Walking Dead	Youtube TV		+1,021.02	0000 por jou.	42,100.00	oott por you.	¢ 1,1 1011 0	0000 por jou.	• • • • • • • • • • • • • • • • • • • •	
New Girl	Youtube TV							PROS	CONS	
Brooklyn Nine-Nine	Youtube TV							Unlimited DVR	Missing channels	Forced to watch
Bob's Burgers	Youtube TV			Mothley Savings	\$57.65			Live TV	History	r orceu to watch
Project Runway / Lifetime	App ?			Yearly savings	\$691.80				HGTV	
SNL	Youtube TV			reany savings	4031.00			ABC	Food network	
Late Night talk shows	Youtube TV							CBS	Nickeloden	
FX shows Fargo / Americans	Youtube TV							FOX	PBS	
Say Yes to the Dress	Hulu / Netflix / app							NBC	Discovery	
HGTV	Hulu or app							AMC	Distortiny	
Syfy	Youtube TV							BBC		
Vikings	app - or wait till DVD release							Bravo	Shows we would mis	e
• mingo								Cartoon Network	Project Runway	арр
								CNN	Say Yes to the Dress	
								CW	Vikings	(wait for DVD)
								Disney	This Old House	app
								Disney XD		
								Disney Junior	Commericals on DVR	
								ESPN		
								FX	Savings per month	
								National Geographic	\$57.65	
								SyFy		
								TBS		
								TNT		
								тсм		
								Truty		
								USA		

Topics Covered Today

- Device options
- Streaming basics
- Subscription and Live TV options
- Tips and Trends

Definitions

- Streaming
- On Demand
- Live TV
- DVR

Internet

• If you are planning on enjoying streaming content available online, you must have some type of high speed Internet connection.

• At least 20 MP down speed, slower speeds will affect streaming quality.

• Internet is available through cable providers and other third parties dependent on the address location.

• Find your options

here: <u>https://www.allconnect.com/internet</u>

• If you have unlimited data through your mobile carrier, you can use a hot spot in your home to provide Internet. Do not use this if you have a metered plan.

Broadcast Television

Converter box and antenna questions.

Rooftop Antennas

Roku

- Models available for newer and older televisions.
 - ☞ 1080p HD, 4K
- Ree and premium channels
 - ♂ 3,500+ channels of television, movies, games, and music.
- Reasy to pair with broadcast TV



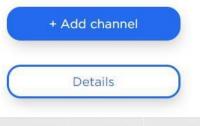
Roku + Local News

- Roku is hard at work with local news stations to create stations.
- Local channel 3 and channel 19 have FREE Roku channels that provide live and ondemand weather, news broadcast, and more.
 Downloadable in the channel store.



₩KYC ★★★★★

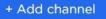
This is the official Roku channel for WKYC-TV in Cleveland, Ohio. Coverage includes local news,...





Cleveland 19 News

Watch live and breaking news from Cleveland 24/7 with the Cleveland 19 News app. Featuring live...



Details

Amazon Fire TV Stick

- ℴ Works on TVs with HDMI ports.
 - Options available for older TVs
- Newest model offers Alexa voice command allowing you to command your television with your voice.
- Access to 7,000 channels.
- Quality of the search of the search for shows across apps.
 - Highly useful if you are new to cord cutting and are unsure where to find specific shows.

R Price: \$39.99



Google Chromecast

- Interface works using your smartphone, tablet, laptop or Chromebook.
 - Control Load the service you want and "cast" it to the television



Other Options

 PlayStation, Xbox, or Wii gaming console,
 Smart TV
 Apple TV
 Some Blu-Ray Players on the market (check before purchasing)



Streaming Service Basics

Subscription and free pricing models.
Licensing rights.
Exclusive content.
Original content.
Live vs. on demand programming.



Netflix

- On demand programming for movies, documentaries, and television.
- Largest distributor of original content.
- ᢙ Movies and television added every week.
- Recommendations based on what you watch and review.
- Reference Numerous genres for browsing.



NETFLIX

Netflix Licensing

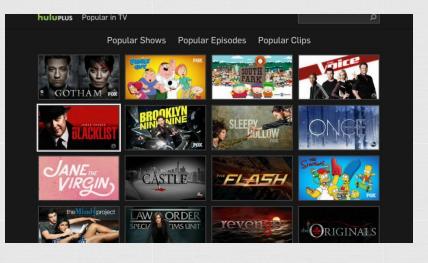
- Lists are announced by the local media of "what's coming and going" to Netflix.
- Some website keep track of the changes and provide handy lists so you can plan your watchlist accordingly.
- https://www.whats-onnetflix.com/coming-soon/



hulu

- **R** Television and movies.
- Airs exclusive and original content.
- R Profile Options
- Children's options for kid-friendly programming.
- Prices: \$7.99
 (with ads)\$11.99 (no ads), SHOWTIME add on \$8.99 more





Amazon Video

- Movie, TV, and children's programming.
- Ability to create watch list/play list for your favorite shows.
- Ability to download video for later viewing.
 Price: \$10.99 per month or \$99 per year.



CBS All Access

- Commercial or commercial-free access to CBS content.
- CBS All Access Originals, live TV, and back catalog.
- NFL cannot be watched on a mobile device.
- ペ Price: \$5.99-\$9.99 per month.

CBS OALL ACCESS

FOX NOW

- Watch and catch up on the latest FOX broadcast shows & some FX/National Geographic content.
- Repisodes are one week behind.
- Reverse Price: Free

FOXNOW

Acorn TV

- Includes television from Britain, Europe, and Australia.
 Commercial free
- № \$4.99 per month after free trial expires.



HBO Now

- HBO does not license their shows out to other corporations.
- R To watch HBO, you need to pair it with an existing service,

or purchase HBO Now.

- Ability to watch premiers live as they air on television.
- Real Includes a mix of current and back catalog titles.
- Reprice: \$14.99 a month



YouTube TV

More than 50 channels including YouTube Red originals.
TV On Demand
Local News
Unlimited DVR
\$40 per month







Starz

෬ Original content – like
෬ Price: \$8.99 a month
෬ No cancelation fee

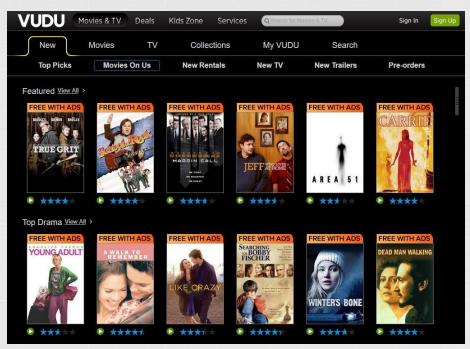


VUDU

Movies and television
Purchase a season pass of television.

 Movies on us feature"
 Thousands of free movies and updated monthly.

Gree movies do contain ads.



Freebies!

R Crackle R Popcornflix **R** Tubi TV **R** Crunchyroll Shout! Factory **CR** TV Land **R** PBS Video Reference Free movies on YouTube







CRACKLE

Library Freebies!

- Read Hoopla: Free streaming music, television shows, movies, and more.
- ᢙ Ohio Digital Library: Movies to stream
- べ TV/movies on DVD: While not streaming, these can help fill in the gaps of a favorite show that you may not be able to find elsewhere.



DIRECTV Now

- Stream 60-120+ channels with live or on-demand functionality.
- № 25,000+ on-demand movies.
- ℴ Works on all streaming devices.
- 🛯 No contracts

https://www.directvnow.com/thegoodst uff#the-full-lineup

DIRECTV

PlayStation Vue

- Real Contraction C
- Offers a mix of sports, popular shows, news, and children's programming
- Cloud storage DVR available as an upgrade.



https://www.playstation.com/enus/network/vue/channels/?smcid=seechannels:plans:pdc:network:vue:home

Hulu Live TV

 Four tiered packages
 Live and on-demand broadcasting

- Stream on up to five devices at one time.
- R No contracts
- Reprice: \$40 per month (base package)



https://www.hulu.com/live-tv

Final Tips

Know that there isn't one way to cord cut. Some people do maintain basic cable packages because they do not want to miss their local broadcast stations.

Real open to new services, try new shows.

Future Trends

More networks and services will migrate to their own streaming services.

- Repect to see more all a carte offerings so you pay what you want.

Helpful Resources

Ra Tom's Guide on Cord Cutting:

Mathematical Structure Stru

A Just Watch: See if a specific show is available to stream on a platform

3 https://www.justwatch.com/us

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Helpful Resources

Internet Speed Test
 <u>http://beta.speedtest.net</u>
 Roku Blog on current events:
 <u>https://blog.roku.com/index</u>

Washington Post Cord Cutting Survey
<u>Mattps://www.washingtonpost.com/graphics/business/create-your-ideal-streaming-bundle/?utm_term=.2543cd64aac7</u>