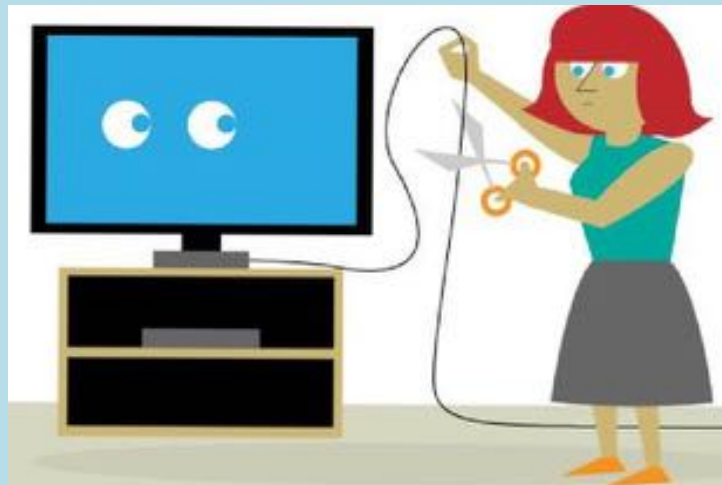


Cutting the Cord

OR

How I Learned to Love Streaming Television



What Are We Talking About?



What Are We Talking About?

Why Should I Care?

What Are We Talking About?

Why Should I Care?

**Okay, I'm Sold. What Do I Do
Next?**

What

Streaming TV is a signal sent over the Internet straight from a source to your device in real time.

Source can be:

Source can be:

- **President's Inauguration speech**

Source can be:

- **President's Inauguration speech**
- **A Sporting Event**

Source can be:

- **President's Inauguration speech**
- **A Sporting Event**
- **A Live TV Show**

Source can be:

- **President's Inauguration speech**
- **A Sporting Event**
- **A Live TV Show**
- **A Digital copy of a past TV show or Event**

Source can be:

- **President's Inauguration speech**
- **A Sporting Event**
- **A Live TV Show**
- **A Digital copy of a past TV show or Event**
- **Just About anything**

Your Device Can Be:

Your Device Can Be:

- iPhone



Your Device Can Be:

- iPhone



- iPad



Your Device Can Be:

- iPhone



- iPad



- Mac



Your Device Can Be:

- iPhone



- iPad



- Mac



- **And yes, your television screen**

Can I find Free Stuff?

Can I find Free Stuff?

- **Prime Time TV Shows — delayed**

Can I find Free Stuff?

- **Prime Time TV Shows – delayed**
- **24 hour CBS News – and others**

Can I find Free Stuff?

- **Prime Time TV Shows – delayed**
- **24 hour CBS News**
- **Most PBS Shows – all for contributors**

Can I find Free Stuff?

- **Prime Time TV Shows – delayed**
- **24 hour CBS News**
- **Most PBS Shows – all for contributors**
- **Weather**

Can I find Free Stuff?

- **Prime Time TV Shows – delayed**
- **24 hour CBS News**
- **Most PBS Shows – all for contributors**
- **Weather**
- **Apple Events**

**What if I'm willing to spend a
bit?**

What if I'm willing to spend a bit?

- Netflix — the industry standard



What if I'm willing to spend a bit?

- Netflix — the industry standard 
- Amazon Video — Prime offers it and more



What if I'm willing to spend a bit?





- Netflix — the industry standard
- Amazon Video — Prime offers it and more
- Hulu — The streamer's best friend

The Netflix logo, consisting of the word "NETFLIX" in white, uppercase letters on a red rectangular background.The Amazon logo, featuring the word "amazon" in lowercase black letters with a yellow curved arrow underneath it.The Hulu logo, featuring the word "hulu" in white, lowercase letters on a green rectangular background.



What if I'm willing to spend a bit?

- Netflix — the industry standard 
- Amazon Video — Prime offers it and more 
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- CBS All Access — trend setter with live TV 





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What are my Choices?



Combinations

- Free streaming TV and selected Pay TV sites
- Slimmed down cable or satellite production



Why?

The two big 'Cs

Control

Cost

Control

Control

- You decide what channels you want

Control

- You decide what channels you want
- You decide when you want to view your favorite shows

Control

- You decide what channels you want
- You decide when you want to view
- You decide what season you want to view

Control

- You decide what channels you want
- You decide when you want to view
- You decide what season you want to view
- You decide when to cancel or renew

- The TV is yours! So is the

CONTENT

COST

**Wide variation, but one thing is constant
It will be less expensive**





Wi-Fi

You Gotta Have It

Only two suppliers in this area at this time

- **ComCast**
- **CenturyLink**



Should be able to handle streaming with 10 mbps service. More is nice but not necessary. Not everyone is located where CenturyLink can supply high-speed

One Time Expense

Device to collect the signal

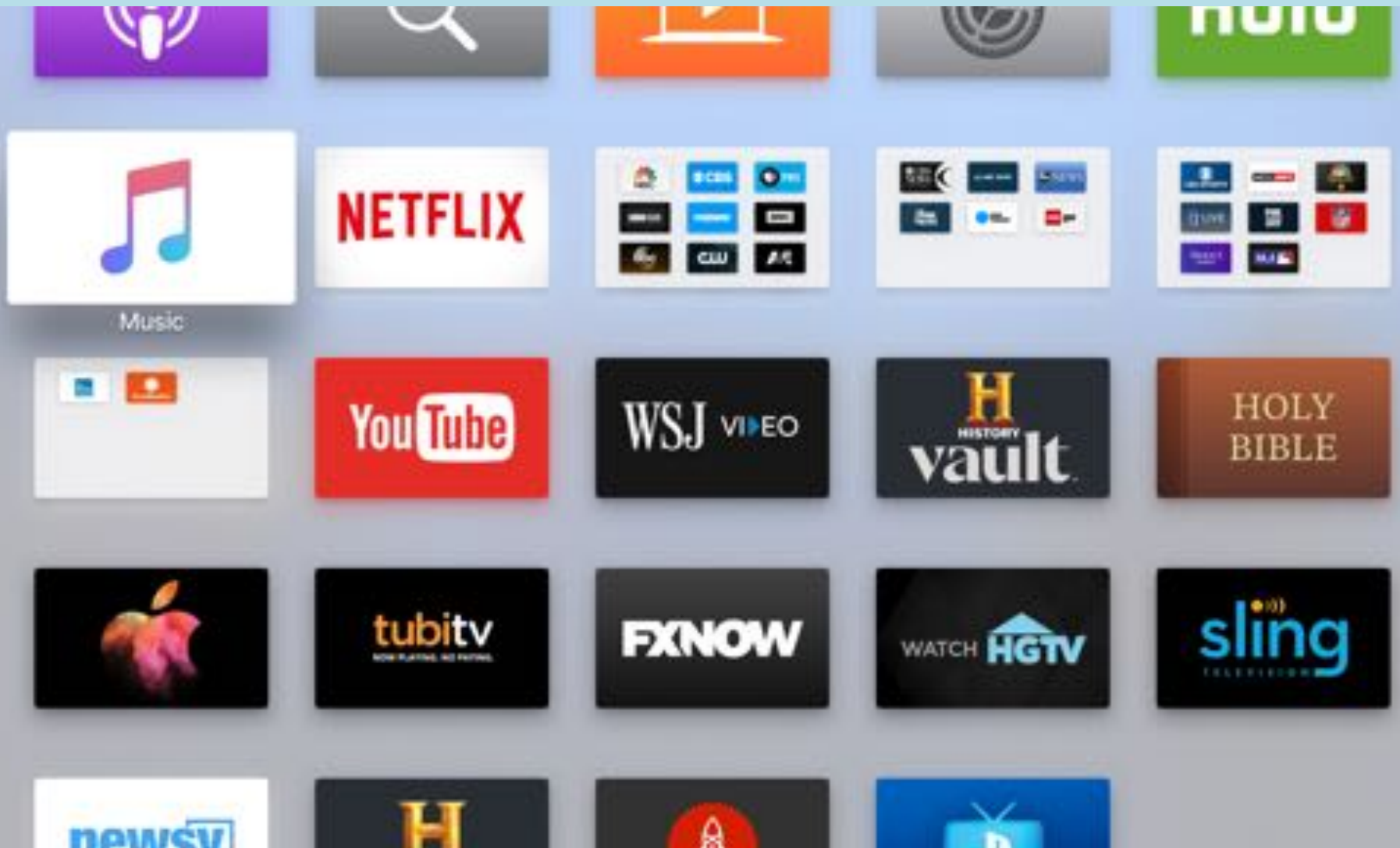
- Apple TV — Gen 3 or 4**
- Roku — Six models to choose from**
- ChromeCast and similar**

Apple TV and Roku are the two leading full-service devices. Each has certain advantages.

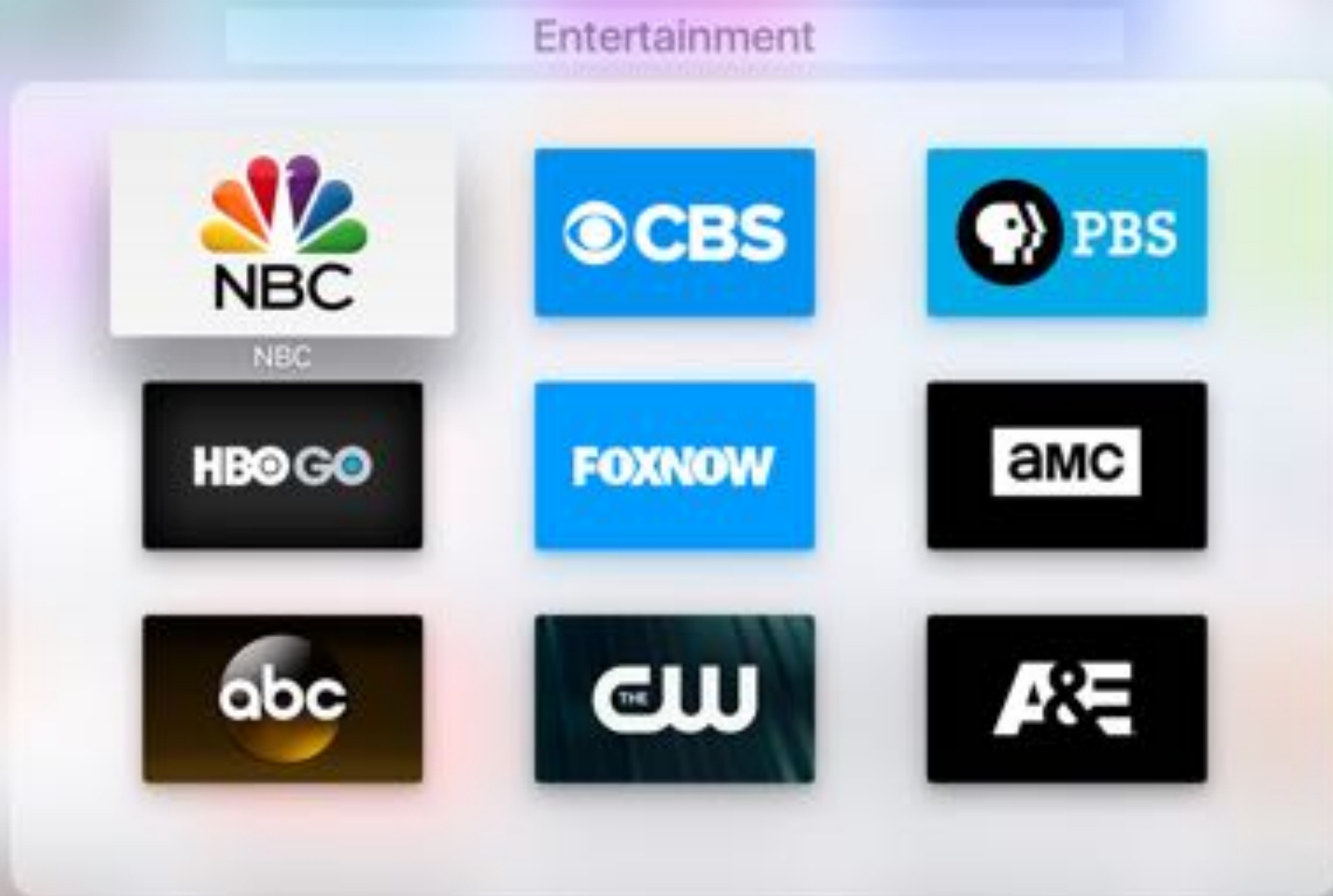
Apple TV

- **Gen 4 — \$149 with 32 GB memory**
- **Touch-Screen operation — exclusive**
- **Siri — exclusive**
- **TV control sets automatically — exclusive**
- **Single sign-on — exclusive**
- **Gen 3 — available on eBay. \$70 or less**

An AppleTV Screen



An AppleTV Folder



Roku

10:09 pm

Options *

35 Channels

Home

My Feed

Movie Store by Fandango

TV Store by Fandango

News

Search

Streaming Channels

Settings

hulu

amazon
video

sling
TELEVISION

SHOWTIME

HBO
NOW.

CBS
ALL ACCESS

- MOVIES & TV -
VUDU


Google Play
Movies & TV


NBC

Roku

- **Express @ \$20 to Ultra @ \$130**
- **Little slower, especially with cheaper models**
- **Separate TV remote needed**
- **4k capability in upper range models.**
- **At least one big advantage – remote gives a clue.**



Control is the Key

You have full control over what you want

- **Cut the cord completely**
- **Use limited pay TV services**
- **Go for *light* TV package to supplement free service**

Full Cut

- **Need only wi-fi and AppleTV or Roku**
- **Still can view many major network shows**
- **Have 24 hour national news available**
- **Weather Channel is available**
- **Can view most PBS shows**

Only recurring monthly cost will be wi-fi

Some Pay Service

- **Netflix — \$10.46 per month**
- **Amazon Prime — \$8.25 per month**
- **Hulu — \$7.99 per month**
- **CBS-All Access — \$5.99 per month**
- **HBO — \$15 per month**
- **Starz — \$8.99 per month**
- **Showtime — \$10.99 per month**
- **PGA Tour Live — \$5.99 per month**

Very Important

All these services, except wi-fi, are month-to-month.

**No contracts. Sign on when you want.
Cancel when you want. Resume later if
your want.**

No penalties. No pressure.

TV Light

- **Dish offers Sling — \$20-\$40 with add-ons**
- **Sony offers PlayStation Vue — \$25 - \$65 with add-ons**
- **DirecTV offers streaming package — from \$35 Light packages without contracts, satellite disks or bother**

My Package

- **Netflix**
- **Amazon Prime**
- **CBS – All Access**
- **PlayStation Vue**
- **Plan on HBO and Starz one month each per year**

But it all could change tomorrow.

IT'S MY CHOICE

**Now, doesn't all that sound
easy?**

