



CUTTING THE CORD

(TV not Internet)



Background

- **Complicated, detailed, short amount of time**
- **Technical terms**

Cable Operators

TV As We Know It Is Changing



Disclaimer

- **Products or services mentioned in this presentation are provided for informational purposes only.**
- **It is up to the individual to determine whether “cutting the cord” is a viable solution to own’s own situation.**
- **A simple internet search can provide specific information on any mentioned product’s or service’s capabilities, advantages, limitations and costs.**
- **This in NO WAY is an endorsement from QCCC for any product or service.**



Cutting The Cord

- **There are literally hundreds of options out there.**
- **Changing almost on a daily basis.**
- **It is imperative that you do your own personal requirements and cost analysis.**
- **What is great for your neighbor may not be good for you.**
- **Streaming consists of two areas:**
 - **Pre-recorded; movies and TV shows**
 - **Live; sports and news**



Internet Connection

- **Must have an internet connection for “Streaming”.**
- **Last year’s Cox Communications presentation.**
 - **Continuously trying to stay ahead of customer requirements through upgrades.**
 - **Equipment replacement schedule.**
 - **Discussion of low internet speeds in parts of Quail Creek.**
 - **Has to do with number of customers accessing at one time.**
- **In order to have successful “Streaming”, a consistent, high speed internet connection is a must.**



Data Requirements

- **What does the letter 'p' mean?**
- **The number of horizontal lines in a video from top to bottom.**
- **480p is also referred to as Standard Definition. Transmission rate is 1MB/sec.**
- **720p is also referred to as High Definition. Transmission rate is 2.5-4MB/sec.**
- **1080p is also referred to as Full High Definition. Transmission rate is 8MB/sec.**
- **4K is also referred to as Ultra High Definition; it is 4x a 1080p presentation. Transmission rate is 18MB/sec.**



What Does That Mean To You?

- **In order to stream different quality transmissions from a service requires different internet speed and data plan requirements.**
- **Suggested minimum speed is 50MB/sec**
- **More speed and data mean higher monthly costs.**
- **i.e., Under Cox's expanding rules, customers who use more than 1 terabyte of data in a single month must pay an additional \$10 for every 50 gigabytes they go over the limit. The 1 TB limit is enough to watch 140 two-hour high-definition movies or stream 30,000 songs, Cox says, and only 2% of customers exceed the limit.**
- **A terabyte is one Trillion bytes.**
- **All Cox plans have the 1TB cap.**



Advantages

- **All streaming services provide their own channel lineup.**
 - **What channels are important to you?**
- **Reduced cost**
 - **A thorough analysis is required here.**
 - **One has to compare cost of additional services to meet personal desires or requirements.**
- **Greater variety**
 - **Depending on the service obtained.**
- **Usually 1st month is free and most can cancel anytime.**



Limitations

- **Live TV limited or non-existent.**
- **Cheaper services have advertising.**
- **Sports broadcasts are limited.**
- **Internet speed**
- **Data plan**
- **Loss of bundle savings**



So Many Options That You Must Have A Plan

- **What exactly do you want?**
 - **Local channels only**
 - **Are you going to miss some of your favorite channels?**
 - **Sports a must?**
 - **Is live TV important?**
 - **Do you care about ads?**
 - **Are you dependent upon your DVR?**
 - **Are more sources for movies important to you?**
 - **Ease of use**



Options

- **Antenna**
- **Streaming Service**
- **Streaming Devices**
- **Streaming Boxes 1**
- **Streaming Boxes 2**



Antenna

- **Local channels only...with new bandwidth technology it is possible for up to 20+ channels**
- **One time fixed cost for equipment and installation.**
- **HD broadcast of channels available.**
- **May need HOA/POA permission.**
- **nocable.org**
- **Different price ranges have different distance ranges.**
- **Must be oriented correctly for optimum reception.**

Station	Network	Channel	Direction	Signal
<u>KVOA</u> + 2 subchannels	<u>NBC</u> TUCSON	4	NNE (36 m)	UHF ..
<u>KUAT</u> + 2 subchannels	<u>PBS</u> TUCSON	6	NNE (36 m)	UHF ..
<u>KGUN</u> + 2 subchannels	<u>ABC</u> TUCSON	9	NNE (36 m)	VHF-Hi .
<u>KMSB</u> + 3 subchannels	<u>FOX</u> TUCSON	11	NNE (36 m)	UHF ..
<u>KOLD</u> + 2 subchannels	<u>CBS</u> TUCSON	13	NNW (21 m)	UHF ..
<u>KTTU</u> + 2 subchannels	INDEPENDENT TUCSON	18	NNE (36 m)	UHF ..
<u>KUAS</u> + 2 subchannels	<u>PBS</u> TUCSON	27	N (18 m)	UHF ..
<u>KHRR</u> + 2 subchannels	INDEPENDENT TUCSON	40	NNW (21 m)	UHF ..



Smart Devices

- **All may access streaming applications that are either pre-loaded or downloaded later.**
 - **If TV older than 2006, needs analog to digital converter.**
 - **If TV is 2007 or newer, more than likely a Smart TV.**
 - **Smart DVRs.**
 - **Smart Phones.**
 - **Tablets, iPads**
 - **Blue Ray DVD Players.**



Streaming Services

- **Not all services provide the same, that is why it is imperative to compare what is available versus what you want or require.**
- **Costs vary from Free to \$55 per month**
- **Must have an account**
- **Individually paid on a monthly basis.**
- **Ad supported apps are cheaper.**
- **Some have DVR capability in the Cloud.**



Streaming Services

- **Examples:**

Acorn TV, Amazon Prime Video, Apple TV, AT&T TV, AT&T Watch TV, BritBox, CBS All Access, Crackle, The Criterion Channel, DC Universe, Direct TV Now/AT&T TV Now, Disney+, ESPN+, FilmStruck, FuboTV, HBO Now, Haystack TV, Hulu, Hulu + Live TV, Netflix, Philo, PlayStation Vue, Plex, Pluto TV, Puffin TV, Shack TV, Showtime, Sling TV, Starz, Tubi TV, T-Mobile Tvision Home, You Tube TV, Vudu

- **Researching and comparing every tier of subscription services is a painstaking task. Some services offer live TV, some include original programming, and some offer extra third-party streaming content like Amazon Channels and Apple's upcoming Apple TV Channels.**



Streaming Services

Something to consider:

- **At the end of this month, your bill for streaming video services could total up to \$63:**
- **\$16 - Netflix**
- **\$12 - Hulu**
- **\$25 - Sling TV**
- **\$10 - Amazon Video (Included with Amazon Prime)**
- **If Disney+ is added your bill could balloon up to \$69 per month. And if [Apple TV+](#) is any good and reasonably priced, your bill could increase as well.**

Bottom line is: keep the big picture of what you actually will watch and what your wants and requirements are.



Streaming Devices/Boxes/Sticks

■ **Examples:**

Apple TV (\$149 + \$10/mo), Amazon Fire TV (Stick \$40 + Programming; Cube \$120 + programming; Amazon Prime \$120 annually), Google Chromecast (\$35 1080p, \$70 4K; Play On \$30/yr; Play Later is a pay for Cloud DVR), Roku (Express \$30, Express+ \$40, Streaming Stick \$50, Streaming Stick+ \$70, Ultra \$100), NVIDIA Shield (Gaming...\$200), TiVo (Subscription and contract, \$17 - \$20/mo dependent on length of contract.

- **Attaches through a USB plug or HDMI connection.**
- **As a general rule, the device/Box/Stick will only work through the attached TV.**
- **One time fixed cost.**



Streaming Devices/Boxes Part Deux

- **These are only recommended to members who have a high level of technical expertise.**
- **These boxes operate with an open source software media center called Kodi.**
- **Allows access to all kinds of content.**
- **Android boxes can download anything from Google Play Store and from 3rd party web sites.**
- **One time fixed cost, varies from \$70 to \$550.**
- **Most boxes auto update**



So What Is Your Next Move?

- Evaluate exactly what you require.
- Evaluate exactly what you want.
- Do the arithmetic.
- If you can live without many of the features that cable TV provides you now and want to save some \$\$\$, this may be for you. However, be aware of adding too many services as it may cost you more than you thought.
- If your cable provider is giving you what you need and if you use your DVR extensively, this may not pencil out for you.



It is up to you to do a thorough evaluation and comparison of the devices and services that are available in this ever-changing video streaming world.

New products are becoming available every day.

If you decide that ‘cutting the cord’ is for you, remember that most, if not all, services allow for 1st month free and cancel at anytime. This gives you the opportunity to explore your options.

QUESTIONS???