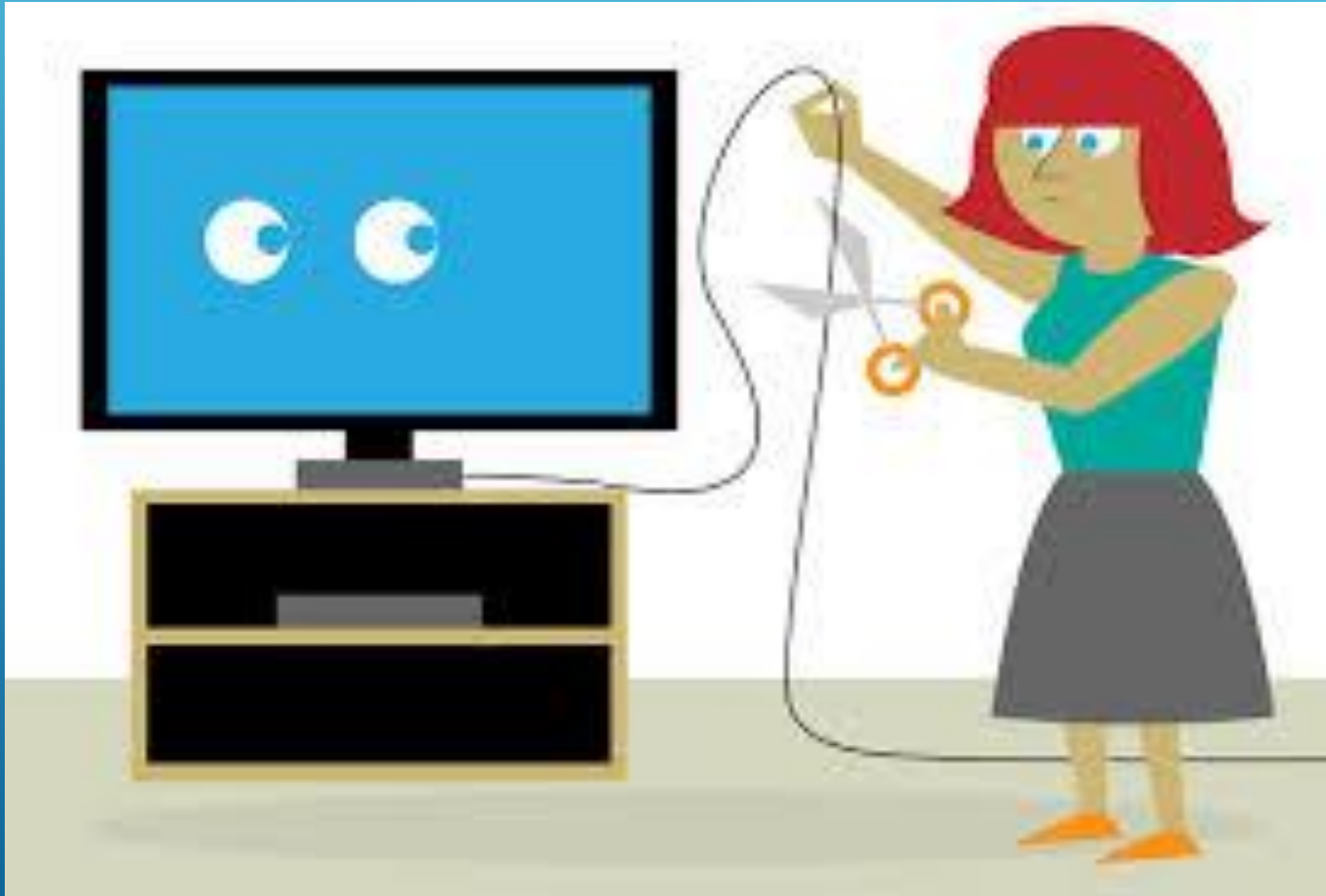


CUTTING THE CORD

IS IT RIGHT FOR YOU?

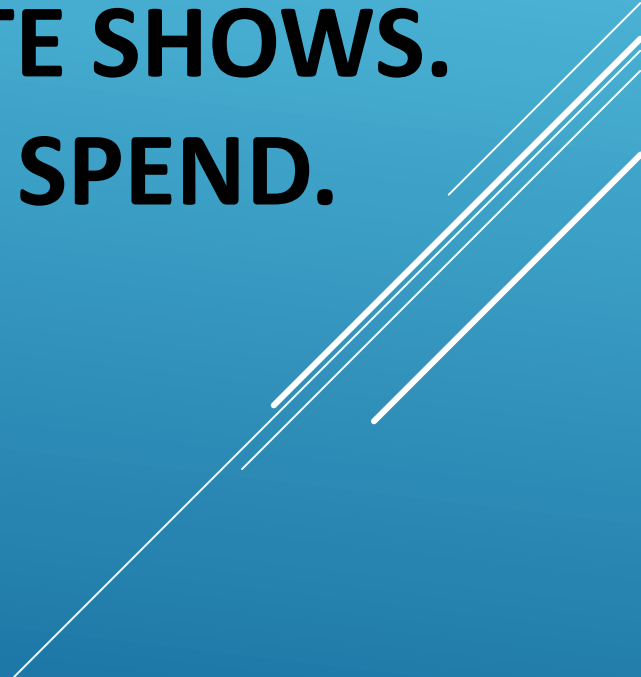
May 2021

WHAT TO KNOW IF YOU'RE THINKING OF DUMPING CABLE AND GETTING STREAMING SERVICES.



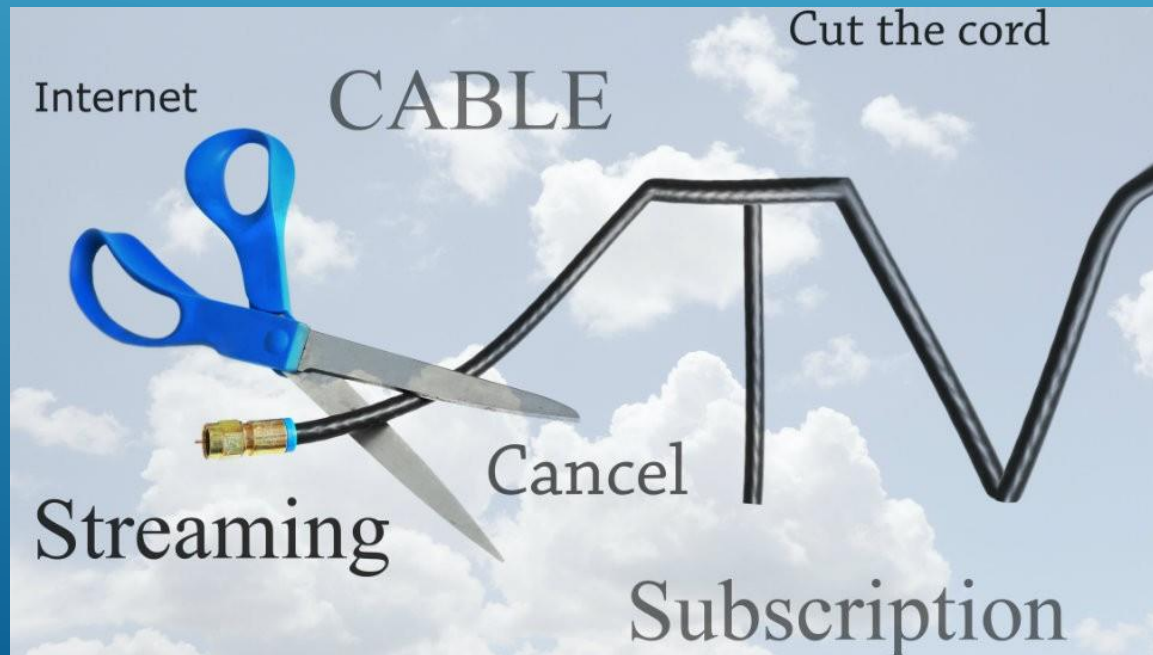
THESE DAYS, MORE OF US ARE CONSIDERING CUTTING THE CORD AND GETTING RID OF CABLE. IT'S A VERY APPEALING OPTION, CONSIDERING HOW EXPENSIVE CABLE TV IS AND ALL THE NEW STREAMING SERVICES BEING OFFERED THESE DAYS. HOWEVER, NOT EVERYONE WILL BE HAPPY DUMPING THEIR CABLE OR SATELLITE TV PACKAGE. THE DECISION CAN BE MORE COMPLICATED THAN IT SEEMS AT FIRST, BUT NOW LESS CAN BE MORE FOR YOU IF YOU CHOOSE WISELY.

USERS GUIDE TO CUTTING THE CORD

- **WHAT KIND OF HARDWARE WILL YOU NEED.**
 - **WHERE YOU CAN FIND YOUR FAVORITE SHOWS.**
 - **HOW MUCH YOU SHOULD EXPECT TO SPEND.**
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, located in the lower right quadrant of the slide.

HARDWARE

Once you unplug your cable box, you'll need a way to funnel streaming content directly to your TV. The good news is that this process is both easy and inexpensive, and you may even own the necessary components already.



CABLE CHANNELS FROM ALTERNATE COMPANIES

IF YOU WANT TO WATCH STANDARD CABLE CHANNELS, THERE ARE OTHER SERVICES THAT HAVE THOSE AS WELL.

PHILO TV IS A SERVICE THAT OFFERS 40 CABLE CHANNELS (AMC, DISC, TLC, FOOD, NICK, COMEDY CENT...ETC) FOR A REASONABLE PRICE.

THIS IS AN APP ON APPLE TV, AMAZON FIRESTICK AND ROKU DEVICES.

STARTS AT \$16- \$20 / MONTH

ROKU



CHROMECAST



AMAZON FIRESTICK



STREAMING SERVICES

IF YOU'RE LOOKING TO REPLICATE WHAT YOU GET FROM A TRADITIONAL COMPANY, CONSIDER ONE OF THE CABLE STYLE STREAMING SERVICES. THESE INCLUDE

- **AT&T TV NOW (FORMERLY DIRECTV NOW),**
- **FUBOTV,**
- **HULU + LIVE TV,**
- **SLING TV,**
- **YOUTUBE TV.**

THESE SERVICES RANGE IN PRICE FROM ABOUT \$30 TO \$65 A MONTH, AND THEY TYPICALLY BUNDLE LIVE LOCAL BROADCAST NETWORKS—ABC, CBS, FOX, AND NBC, AND PBS AND TELEMUNDO—WITH AN ASSORTMENT OF CABLE CHANNELS SUCH AS AMC, CNN, AND HGTV.



STREAMING SERVICES

THE DIFFERENT STREAMING SERVICES DON'T OFFER THE EXACT SAME PACKAGES AS THE CABLE COMPANIES, MEANING YOU'LL ALMOST DEFINITELY BE MISSING OUT ON SOMETHING. IF YOU'RE ONE OF THOSE PEOPLE WHO ACTUALLY WATCH TONS OF DIFFERENT CHANNELS, THE LIVE STREAMING SERVICES MIGHT OFFER LESS THAT WHAT YOU'RE LOOKING FOR.

SUBSCRIBING TO A LOT OF THEM WONT SAVE YOU ANY MONEY AS OPPOSED TO CABLE, BUT YOU WILL GET THE FREEDOM TO WATCH WHAT YOU WANT, WHENEVER YOU WANT.

STREAMING DEVICES

IF YOU WANT TO TAKE ADVANTAGE OF STREAMING SERVICES — NETFLIX, HULU, AMAZON PRIME AND SO FORTH — YOU'LL NEED A WAY TO DISPLAY THEM ON YOUR TV. IF YOU HAVE A RECENT TV FROM A MAJOR MANUFACTURER, YOU MAY NOT NEED TO GET ANYTHING AT ALL. SMART TVS USUALLY HAVE THESE APPS BUILT IN, AND ALMOST EVERY HIGH-END TV SOLD WITHIN THE LAST FIVE YEARS OR SO HAS SMART CAPABILITIES.

STREAMING DEVICES

IF YOU DON'T HAVE A SMART TV, SETTING UP YOUR TV FOR STREAMING CAN STILL BE SIMPLE AND INEXPENSIVE. THERE ARE MANY DEVICES THAT CAN BE CONNECTED TO YOUR TV, (SET TOP BOXES, STREAMING STICKS, GAMING CONSOLES ETC.).

YOUR LAPTOP WILL WORK QUITE WELL TOO. JUST GET A WIRELESS KEYBOARD AND MOUSE, AND YOU'RE READY TO GO.

ROKU



CHROMECAST




AMAZON FIRESTICK



PREMIUM CHANNELS

BY CUTTING THE CORD, YOU'RE ALSO LOSING YOUR ACCESS TO PREMIUM CHANNELS, WHICH OFTEN HAVE SOME OF THE BEST CONTENT ON TV. NETWORKS LIKE HBO, SHOWTIME AND STARZ ARE THE PRIME DESTINATION FOR EDGY DRAMAS LIKE GAME OF THRONES, HOMELAND AND OUTLANDER, RESPECTIVELY. YOU CAN ALSO GET COMEDY SPECIALS, NICHE DOCUMENTARIES AND NEWLY RELEASED MOVIES.

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PREMIUM STREAMING SERVICES

CHANNELS LISTED BELOW HAVE THEIR OWN STREAMING SERVICES, WHICH OFTEN HAVE SOME OF THE BEST CONTENT ON TV. NETWORKS LIKE HBO, SHOWTIME AND STARZ ARE SOME OF THE BEST PREMIUM CHANNELS.

HBO \$14.99 PER MONTH

SHOWTIME \$10.99 PER MONTH

PARAMOUNT (CBS +) \$6 - \$10 PER MONTH

STARZ \$8.99 PER MONTH

SOME OTHER STREAMING SERVICES INCLUDE:

APPLE TV, WHICH COSTS \$5 A MONTH;

DISNEY+, WHICH COSTS EITHER \$8 A MONTH ALONE, OR \$13 A MONTH WHEN BUNDLED WITH HULU AND ESPN,

DISCOVERY + \$5 OR \$7 PER MONTH

PEACOCK, AN AD-SUPPORTED SERVICE FROM NBC HAS BOTH PAID AND FREE TIERS.

SMORGASBORD

ONE OPTION FOR CORD CUTTERS: COMBINE SOME OF THESE SERVICES.

YOU CAN PUT TOGETHER A ROBUST ASSORTMENT OF PROGRAMMING FOR UNDER \$100 PER MONTH, FOR ALL OF YOUR CONTENT.



TIME TO DECIDE

YOU'LL PROBABLY NEED MORE THAN ONE SERVICE TO GET THE CONTENT YOU WANT.

FOR EXAMPLE: HULU WITH LIVE TV DOESN'T HAVE AMC, BBC AMERICA & DISCOVERY.

MOST CORD CUTTERS ADMIT THAT THEY CAN'T GET ALL THE CHANNELS THAT THEY HAD BEFORE. COMPROMISE.

CONTENT ON SERVICES (NETFLIX, AMAZON, HULU ETC) ARE ALWAYS CHANGING. WHAT WAS THERE YESTERDAY MIGHT NOT BE THERE TOMORROW.

THIS RELIABILITY IS WHAT MAKES CABLE DESIREABLE

SKETCHY INTERNET WILL DEFINITELY INTERFERE WITH WATCHING TV.

YOUR INTERNET CONNECTION

SINCE ALL THIS CONTENT IS COMING TO YOU VIA THE INTERNET, YOUR INTERNET CONNECTION, AND SERVICE, SHOULD BE ABLE TO HANDLE THIS CONTENT.

SLOWER INTERNET, IE: VERIZON DSL, MAY BE TOO SLOW AND UNRELIABLE TO BE ABLE TO BE USED FOR STREAMING VIDEO. ALSO, IT WILL SLOW DOWN OTHER DEVICES ON YOUR NETWORK WHILE USING IT .

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YOUR INTERNET CONNECTION

THE ALTERNATIVE IS TO GO FOR A FASTER INTERNET CONNECTION. THIS USUALLY MEANS CABLE INTERNET. THIS MEANS ANOTHER, HIGHER EXPENSE FOR CUTTING THE CORD TO CABLE TV.

DISH NETWORK HAS MADE SATELLITE INTERNET AVAILABLE TOO. IT DOES REQUIRE A DISH TO BE MOUNTED OUTSIDE YOUR HOME, BUT THE SPEED IS 10X FASTER THAN DSL, ON AVERAGE.

FINAL THOUGHTS

AT THE PRESENT TIME, CUTTING THE CORD COMPLETELY IS NOT FOR EVERYONE.

IF YOU'RE WILLING TO COMPROMISE ON CONTENT, YOU MAY SAVE SOME MONEY.

IF YOU LIKE ALL THE DIVERSE OFFERINGS OF CABLE, YOU WILL HAVE TO SPEND A LOT TO GET IT.

YOUTUBE TV

WITH SEVERAL MORE CHANNELS ADDED RECENTLY, PLUS THE INCLUSION OF NFL AND REDZONE, YOUTUBE TV HAS MORE TOP CHANNELS THAN ANY COMPETITOR -- AND IT'S STILL THE ONLY ONE WITH LOCAL PBS STATIONS.

YOUTUBE TV HAS A VERY GOOD DVR SERVICE AS WELL IF YOU WANT THE BEST SERVICE AVAILABLE AND DON'T MIND PAYING FOR IT THEN YOUTUBE TV IS THE ONE TO GET.

HOWEVER, IF YOU JUST WANT TO SAVE MONEY OVER A TRADITIONAL CABLE SUBSCRIPTION THEN SLING TV IS THE SUPERIOR BARGAIN.

SLING TV

WHAT MAKES SLING TV DIFFERENT IS THAT THERE ARE ESSENTIALLY TWO MAIN PLANS FOR THE SAME \$35 ENTRY PRICE: SLING ORANGE AND SLING BLUE. THEY SHARE MANY OF THE SAME CHANNELS (LIKE CNN, HISTORY AND TNT) BUT OTHER CHANNELS ARE EXCLUSIVE TO ONE OR THE OTHER. SLING TV BLUE IS ESSENTIALLY THE FOX AND NBC OPTION, WHILE SLING ORANGE IS THE ESPN AND DISNEY PACKAGE.

THE BIGGEST DOWNSIDE TO BOTH IS THAT IF YOU WANT A FULL SLATE OF LOCAL CHANNELS -- NAMELY YOUR LOCAL ABC, CBS FOX, NBC ETC -- YOU'LL HAVE TO AUGMENT SLING TV WITH AN OVER THE AIR ANTENNA, OR SOMETHING LIKE THE MORE EXPENSIVE ALTERNATIVES SUCH AS HULU PLUS LIVE TV.

FUBOTV

THERE'S A LOT TO LIKE ABOUT FUBOTV -- IT OFFERS A WIDE SELECTION OF CHANNELS SECOND ONLY TO YOUTUBE TV, AND ITS SPORTS FOCUS MAKES IT ESPECIALLY ATTRACTIVE TO SOCCER FANS IN PARTICULAR. IT'S ALSO A GREAT CHOICE FOR NFL FANS SINCE IT'S THE ONLY SERVICE ASIDE FROM YOUTUBE TV WITH NFL NETWORK AND OPTIONAL REDZONE.

BASE PRICE IS \$65 PER MONTH

HULU + TV

WITH A DECEMBER PRICE HIKE CAME A NUMBER OF ADDITIONAL CHANNELS, BUT HULU PLUS LIVE TV IS STILL SECOND BANANA, YOUTUBE TV. ITS CHANNEL SELECTION STILL ISN'T AS ROBUST AS YOUTUBE TV AND FUBOTV BUT HULU'S SIGNIFICANT CATALOG OF ON-DEMAND CONTENT HELPS SET IT APART. EXCLUSIVE TITLES SUCH AS THE HANDMAID'S TALE GIVE IT A CONTENT ADVANTAGE NO OTHER SERVICE CAN MATCH. ITS INTERFACE AND DVR LAG BEHIND COMPETITORS, HOWEVER, AND YOU'LL STILL HAVE TO PAY ANOTHER \$10 A MONTH TO SKIP COMMERCIALS ON HULU'S CLOUD DVR (THE BASE CLOUD DVR, WHICH IS INCLUDED, DOESN'T PERMIT SKIPPING ADS). IN SHORT, FOR THE SAME BASE PRICE, YOUTUBE TV IS STILL BETTER THAN HULU.

SPORTS

STREAMING LIVE SPORTING EVENTS CAN BE TRICKY. COMPANIES LIKE ESPN HAVE SPENT A LOT OF MONEY TO ACQUIRE THE RIGHTS TO BROADCAST SPORTS. THEY ARE NOT GOING TO LET YOU JUST STREAM THESE EASILY.

EVERY MAJOR SPORTS ORGANIZATION OFFERS SOME KIND OF STREAMING PACKAGE, FROM MLB.TV TO NFL LIVE TO NBA LEAGUE PASS. THESE SERVICES ARE EXPENSIVE COMPARED TO STREAMING SUBSCRIPTIONS, AND CAN COST BETWEEN \$100 AND \$200 PER YEAR.

SPORTS

IF YOU'RE A DIE-HARD SPORTS FAN IN GENERAL, A CABLE SUBSCRIPTION IS PROBABLY WORTHWHILE FOR THAT CONTENT ALONE. BUT IF YOU FOLLOW ONLY ONE OR TWO TEAMS IN ONE OR TWO SPORTS, YOU CAN PROBABLY GET AWAY WITH PAYING \$15 TO \$20 PER MONTH — MUCH LESS THAN TRADITIONAL PAID TV.

BUT IT'S ANOTHER FEE TO ADD.

CLEARBROOK COMPUTER GROUP

APRIL 2021

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