

# CORD CUTTING 101

<http://bit.ly/EGcordcutting>

# WHAT IS CORD CUTTING?

# WHAT IS CUTTING THE CORD?

- ▶ Cord cutting is canceling your cable or satellite services and seeking alternate sources for programming traditionally found on cable or satellite services.
- ▶ Cord cutting can also include not having a landline and using your cellular phone in its place.

**WHY CUT THE CORD?**

# WHY CUT THE CORD?

- ▶ Some may feel that their cable or satellite bill is too high
- ▶ Avoid long-term contracts (most streaming services offer month to month plans and can be canceled at any time)
- ▶ Streaming services offer content that is available exclusively on streaming platforms. Examples of this include Stranger Things on Netflix, The Handmaid's Tale on Hulu, and The Marvelous Mrs. Maisel on Amazon Prime Video

# WHY CUT THE CORD?

- ▶ Cutting the cord is not for everyone, but you may be surprised to learn how much content is available via a digital antenna and streaming platforms.

# WHERE TO START?

- ▶ Check out your options
  - ▶ Digital Antenna
  - ▶ Streaming Services (Netflix, Hulu, etc.)
  - ▶ Live TV Streaming (also called Over the Top TV)

# BASIC CORD CUTTING: DIGITAL ANTENNAS

- ▶ If you want to go the route of no cable, satellite, or internet, you can still receive over the air TV signals via a digital antenna.
- ▶ In 2009, all TV broadcast signals in the US changed to digital. An older style analog antenna will need a digital converter to receive digital signals.

# DIGITAL ANTENNA BASICS



STANDARD DIGITAL ANTENNA

- ▶ Variety of types
- ▶ Receives all basic channels (ABC, NBC, PBS, CBS, Fox)
- ▶ In addition to the basic channels, with an antenna, you will receive bonus channels that are broadcasted from each network such as MeTV, Heroes & Icons, Justice TV and many others

# DIGITAL ANTENNAS: SETTING THEM UP

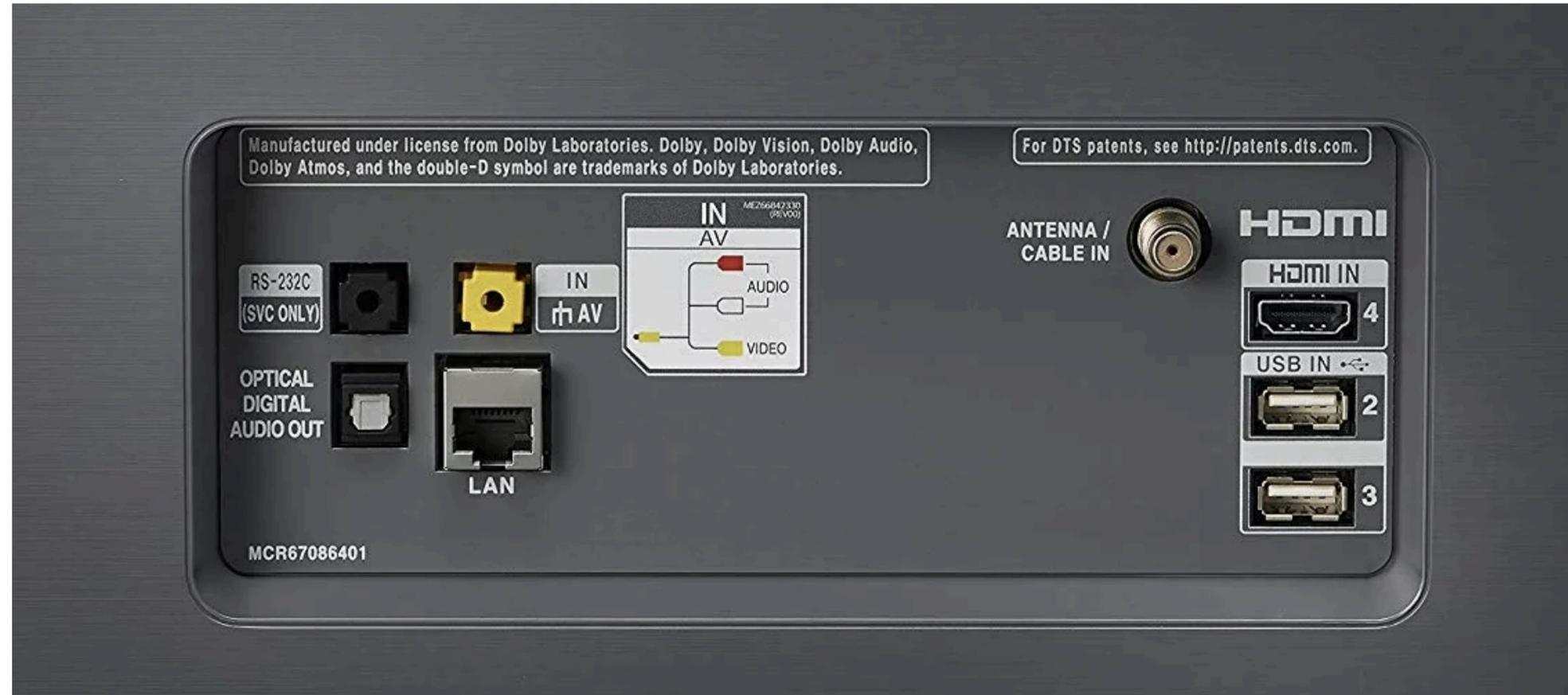
- ▶ In order to connect a digital antenna, you will need either a TV with a built in converter (most flat screens have this feature) or a digital converter box if you have an older style tube TV.
- ▶ You can still use an analog antenna, but you will need to connect it to a digital converter box, even if you have a newer TV.



# DIGITAL ANTENNAS: SETTING THEM UP

- ▶ When choosing where to set up your antenna, the location in your home is very important. If possible, choose a spot that is higher up, and close to a window.

# DIGITAL ANTENNAS: SETTING THEM UP



- ▶ Your digital antenna will plug into the ANTENNA/ CABLE IN port on the back of your TV.

# DIGITAL ANTENNAS: SETTING THEM UP

- ▶ Once you have connected all the appropriate cables, you will need to do a channel scan on your TV. This can be accessed through the settings menu on your TV or digital converter box. The channel scan will go through all the possible channels to see what signals your antenna receives.

# DIGITAL ANTENNAS: SETTING THEM UP

- ▶ Once you have connected all the appropriate cables, you will need to do a channel scan on your TV. This can be accessed through the settings menu on your TV or digital converter box. The channel scan will go through all the possible channels to see what signals your antenna receives.
- ▶ Once the channel scan has been completed, you're ready to go! You can use your channel up/down button on your remote or TV to see all the channels your antenna can receive.
- ▶ If you find that you aren't getting many channels after the first channel scan, try moving the antenna to a different spot. You'll receive different channels depending on where in your home the antenna is located. From personal experience, when I set my antenna up at home, I got a much better signal upstairs than downstairs.

# DIGITAL ANTENNAS: SETTING THEM UP

- ▶ Once you have connected all the appropriate cables, you will need to do a channel scan on your TV. This can be accessed through the settings menu on your TV or digital converter box. The channel scan will go through all the possible channels to see what signals your antenna receives.
- ▶ Once the channel scan has been completed, you're ready to go! You can use your channel up/down button on your remote or TV to see all the channels your antenna can receive.
- ▶ With a digital antenna, the channels are formatted with dashes. For example, the main NBC network will be on channel 13-1, and any extra channels will be 13-2, 13-3, and so on.

# DIGITAL ANTENNAS: SUMMED UP

- ▶ The bonus channels you receive with a digital antenna include MeTV, which features classic shows from the 1950s through the 1990s, the Justice Network, which airs true crime documentaries, Comet, which airs classic and current Sci-Fi programming, and many others.
- ▶ If you are interested in seeing how a digital antenna will work in your home, there is one available for check out in our Library of Things. This can give you a basic idea of the setup and what type of reception you will get in your location.

READY, SET, STREAM!

The image displays a collection of streaming service logos arranged in a grid-like fashion. At the top left is the text "READY, SET, STREAM!". Below it, the logos are as follows: "NETFLIX" in red, "hulu" in green, "prime video" in blue with the Amazon arrow, "apple tv" with the Apple logo, "Sling TELEVISION" in blue, "PLUTO TV" with the tagline "IT'S FREE TV" on a black background with white eyes, "HBO GO" in white on a black background, "PlayStation Vue" with the PlayStation logo, and "CRACKLE" in large black letters.

# WHAT IS STREAMING?

- ▶ Streaming is viewing television, movies, and other programming through an internet connection
- ▶ The main ways to access streaming content are through a Smart TV, a peripheral device (such as a Roku, smartphone or blu-ray player), or a computer
- ▶ You can pay for streaming content on a month to month basis without signing a long term contract. Many services also offer trial periods. For example, Netflix has a trial period of 30 days. Beyond the 30 day trial, you can cancel at any time.

# WHERE TO START?

- ▶ To get started with streaming, you will need to have both the hardware and software.
- ▶ Hardware is the term for the devices you use to watch programming
- ▶ Software are the apps used to watch the program.

# WHERE TO START?

Examples of hardware, the devices you can use to watch programming, include:

- ▶ Roku devices
- ▶ Apple TV
- ▶ Amazon Fire Stick and Amazon Fire Cube
- ▶ Smart TV
- ▶ Tablet or smartphone
- ▶ Laptop or Desktop computer
- ▶ Game consoles (Xbox, Playstation, Wii)

# WHERE TO START?

Examples of software, or apps you can use to watch programming, include:

- ▶ Netflix
- ▶ Hulu
- ▶ Amazon Prime Video
- ▶ HBO Now
- ▶ Sling TV
- ▶ Playstation Vue

# WHERE TO START?

- ▶ In order to stream, you will need to have a high speed internet connection.
- ▶ In the East Greenbush area, your two main options for high speed internet are Spectrum (formerly Time Warner Cable) and Verizon DSL. If you don't already have DSL, you will also need to have a landline from Verizon. Verizon FIOS is faster than DSL, but is not available in all areas. You can check Verizon's website to see if FIOS is available in your area. You may also have the option of a mobile hotspot through your cellular provider for an additional fee. If you go this route, be sure to check to see if the mobile hotspot can handle high bandwidth.

# WHERE TO START?

- ▶ Depending on where you live, you may also have the option to use Consolidated Communications (formerly FairPoint) internet. You can check their availability on their website.
- ▶ Additionally, satellite based internet is available from DISH and DirectTV. You can go to the respective companies websites to check availability in your area.

# WHERE TO START?

- ▶ Depending on where you live, you may also have the option to use Fairpoint internet. You can check their availability on their website.
- ▶ There is also satellite based internet from DISH and DirectTV. You can go to the respective companies websites to check availability in your area.
- ▶ Once you have your high speed internet set up, the next thing you'll need is a device capable of streaming.

# WHERE TO START?

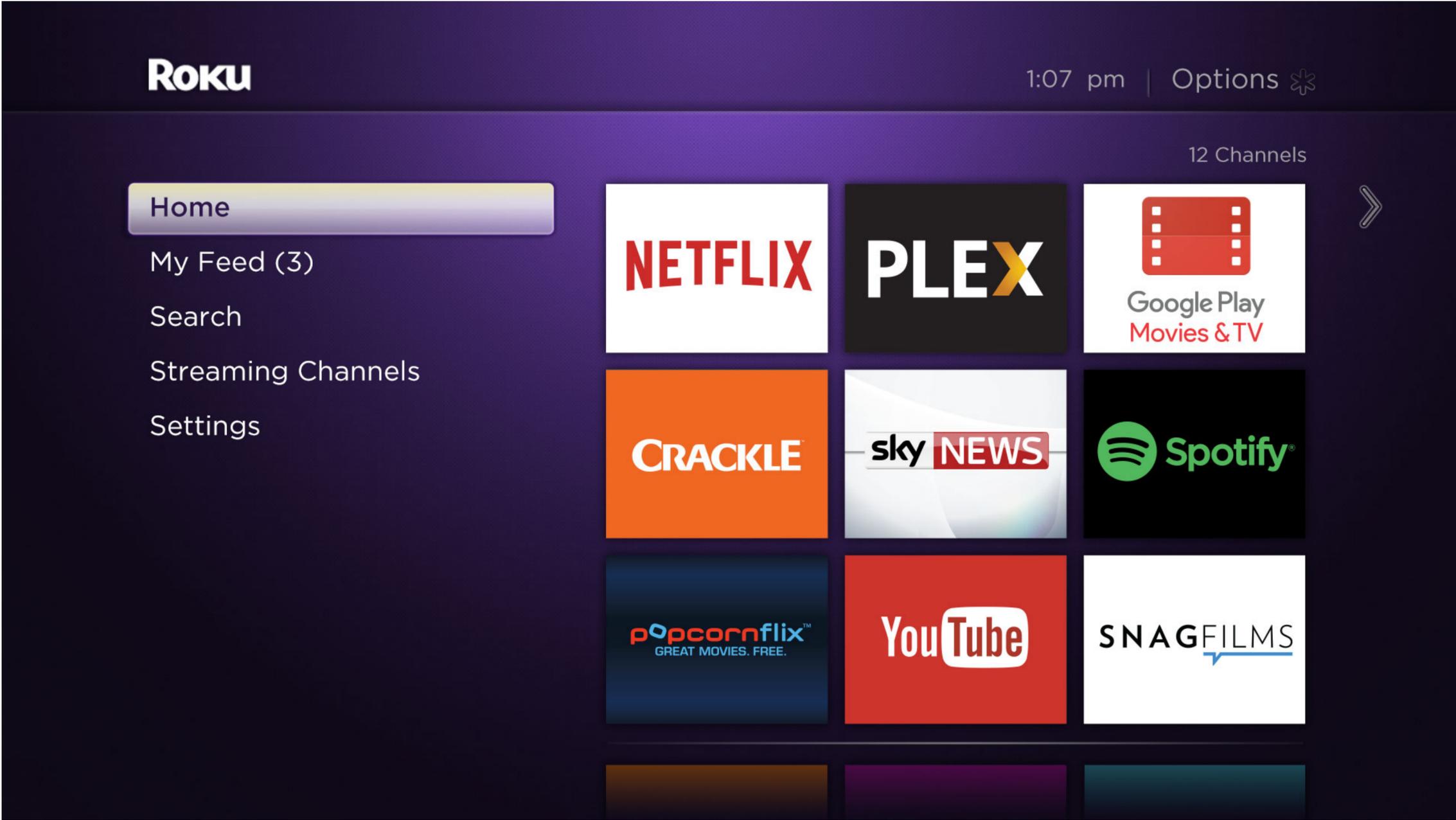
- ▶ There are many types of devices that can stream. These include, but are not limited to:
  - ▶ Smart TVs
  - ▶ Roku devices
  - ▶ Apple TV
  - ▶ Amazon Fire TV Stick and Fire Cube
  - ▶ Google Chromecast
  - ▶ A blu-ray player with streaming capabilities
  - ▶ Game Consoles, such as XBox, Wii U, PS3, PS4 and others
  - ▶ Tablets and smart phones

# STREAMING DEVICES: ROKU

- ▶ Roku is one of the most popular types of streaming devices. There are several types of Roku devices, such as the stick, which connects to the HDMI port in your TV, and other Roku devices that are standalone and connect to your TV via an HDMI wire. Once you purchase a Roku, there are no monthly fees associated with the device. There are also Smart TVs with the Roku platform built in. These are called Roku TVs.



# STREAMING DEVICES: ROKU



# STREAMING DEVICES: AMAZON FIRE TV

- ▶ Another popular streaming device is Amazon Fire TV, which offers the Fire Stick and the Fire Cube. Like Roku, there are Smart TVs with the Amazon Fire platform built in.



# STREAMING DEVICES: AMAZON FIRE TV



# STREAMING DEVICES: APPLE TV

- ▶ Apple also has a streaming player called Apple TV.



# STREAMING DEVICES: APPLE TV



# HELPFUL HINTS

- ▶ Keep in mind that if you are using a Smart TV to access streaming services, you will first need to connect your TV to the internet, which can be done in the TV's settings.
- ▶ Most peripheral devices connect via an HDMI port. If you have an older tube TV without an HDMI port, the best option is the Roku Express+ which allows for connect via the RCA connections (the red, white, and yellow inputs). The downside to this option is that the video quality will not be as good as connection with an HDMI port.

# WHERE TO BEGIN?

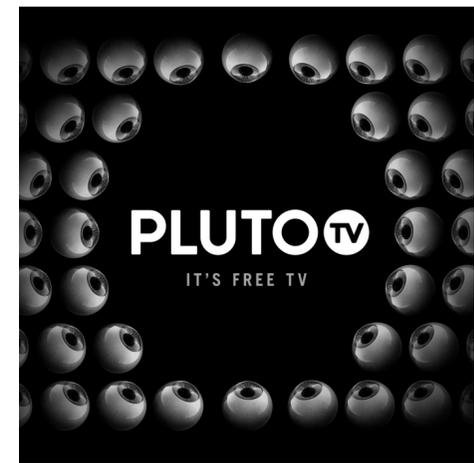
- ▶ There are many, many, many choices for streaming content, and it seems more and more are being added all the time.
- ▶ Think about what the types of programming you and your household watch: do you like a broad offering of many types of movies and television shows, or are you looking for something more specialized?
- ▶ The pricing on streaming services ranges from free (usually ad supported) to \$40+ for the services that offer the option to view shows as they air.

**NETFLIX**

**sling**<sup>TM</sup>  
TELEVISION



PlayStation.Vue



**CRACKLE**

# Streaming Services



**CBS**  
ALL ACCESS

**hulu**

# NETFLIX

- ▶ Offers a large selection of movies, TV series, and other programming such as documentaries and comedy specials from both major and independent studios and Netflix Originals, which is programming created by Netflix.
- ▶ Three plans:
  - ▶ Basic: \$8.99/month, watch on one screen at a time, only standard definition video quality
  - ▶ Standard: \$12.99/month, watch on two screens at time, HD video quality available
  - ▶ Premium: \$15.99/month, watch on four screens at a time, HD and Ultra HD quality available



- ▶ Offers a large selection of movies, TV series and other programming from both major studios and independent studios. Hulu has its own original programming called Hulu Originals. A difference from Netflix is that Hulu will have TV episodes available to watch the day after they air, as opposed to Netflix, which doesn't add new episodes of a currently airing TV series until after the entire season has aired.
- ▶ Two plans (not including the live TV option):
  - ▶ Ad-Supported plan, \$5.99/month, with commercials shown before and during programming.
  - ▶ No Ad plan, \$11.99/month. Keep in mind that there is a very small list of shows that even with the No Ad plan will still show a commercial before the show. The list currently consists of *Grey's Anatomy*, *Marvel's Agents of S.H.I.E.L.D.* and *How to Get Away with Murder*. Aside from those shows, you will not see any advertisements with the no ad plan.



- ▶ With both plans, you have the options to add on premium channels such as HBO, Showtime, and more for an additional fee. You can watch these channels and their programming through the Hulu app or their respective apps (for example, if you order HBO through Hulu, you could watch it either through the Hulu app or the HBO Now app).
- ▶ With both plans, you will be able to watch on two devices at a time.



- ▶ Prime Video offers movies, TV shows, and other programming from major and independent studios. They also offer select live events such as certain NFL games and other sporting events and replays.
- ▶ If you currently are an Amazon prime member, you already have access to Prime video. The cost to become a prime member is \$119/annually or \$12.99/month.
- ▶ As with Hulu, you can add premium channels for an additional monthly fee.
- ▶ Aside from Prime Video, prime members also enjoy shipping benefits, Amazon Music Streaming, and other benefits.
- ▶ You can watch programming on three devices at the same time.

# OTHER STREAMING SERVICES

- ▶ There are many other streaming options available.
- ▶ CBS All Access: Current and classic CBS shows \$5.99/month for ad supported, and \$9.99 for ad free.
- ▶ HBO Now: Current and past HBO series and specials, as well as a rotating selection of movies that changes throughout the year.  
\$14.99/month
- ▶ Showtime Anytime: Current and past Showtime series and specials, and movies that changes throughout the year. \$10.99/month.

# OTHER STREAMING SERVICES

- ▶ Acorn and BritBox offer a variety of British and Canadian TV shows and films. Examples of shows found on these services include Murdoch Mysteries, Doc Martin, The Detectorists, Goodnight Sweetheart, Absolutely Fabulous, Are You Being Served, Classic Doctor Who episodes, and much more. Acorn is available for \$4.99/month and BritBox is available for \$6.99/month or \$69.99/year.
- ▶ Disney+ launched November 12, 2019. It features Disney movies and TV shows, as well as Star Wars, National Geographic, and Marvel films and TV shows. The price is \$6.99/month or \$69.99 a year

# LIVE STREAMING SERVICES

- ▶ Watching live TV through a streaming service is called Over the Top Television or OTT.
- ▶ As with other streaming services, the live streaming services are available through apps, and usually for a monthly fee.
- ▶ With live streaming services, you can watch shows live as they air, or later on demand.

# LIVE STREAMING SERVICES

- ▶ Playstation Vue, which can be used without a Playstation, starts at \$44.99/month.
- ▶ Hulu offers a Live TV option that starts at \$44.99/month
- ▶ Sling offers three different packages: Sling Orange for \$25/month, Sling Blue for \$25/month, and a combo of the two for \$40.
- ▶ YouTube TV is \$50/month
- ▶ DirecTV Now Plus starts at \$50/month
- ▶ Philo is \$20/month, which includes 58 channels

# LIVE STREAMING SERVICES

- ▶ Spectrum offers an option called Spectrum TV Stream, which allows you to stream over 25 channels (full list available on Spectrum's website), without use of a cable box. You would access this service via an app, in the same way you would access Netflix. This service is available only for people who use Spectrum as their internet provider and costs \$24.99/month.

# LIVE STREAMING SERVICES

- ▶ There is a service called Pluto TV that offers a very large number of channels for free. This service is ad-supported, so you will see commercials while you are watching. Pluto has two sections: a Live TV section, with over 300 channels, and an on-demand section, where you can watch movies and TV shows on demand.
- ▶ There are many unique channels on Pluto. Some offerings include: a channel that plays all Unsolved Mysteries, a British TV channel, many kids channels, including an all Dora the Explorer channel, and a channel that plays all classic TV game shows.

# LIVE STREAMING SERVICES

- ▶ Each service has a variety of channels available for viewing. A full list of the channels for each service can be found on the services' respective websites.

# WHAT ABOUT SPORTS?

- ▶ There are several options for sports fans. The most cost effective option is use an antenna to watch local sports games as they air on the major networks.
- ▶ All of the live TV streaming services offer channels that air sports games, either as they air, or on demand later.
- ▶ ESPN offers a streaming channel called ESPN+. ESPN+ features a selection of live games from MLB, MLS, Serie A, FA Cup, and EFL. The service also includes Live UFC Fight Nights, 30+ Top Rank Boxing cards, Grand Slam tennis from Wimbledon, US Open and Australian Open. Plus access to your favorite college sports like football, basketball, lacrosse, and more. The service is \$4.99/month.

# PROFESSIONAL SPORTS STREAMING SERVICES

- ▶ NFL: CBS All Access airs live local games and the NFL Game Pass is available for \$99 for the season, from pre-season games to the Superbowl. This needs to be renewed each season. Select NFL games are available to watch on Amazon Prime Video.
- ▶ Major League Baseball has their own streaming channel called MLB.TV for \$26.99/month or \$118.99/year.
- ▶ NHL.TV is available to watch NHL games. The service costs \$139.99 annually or \$24.99 for an all access plan, which allows you to stream any team, or \$109.99 year for a single team pass.
- ▶ The NBA offers League Pass for \$28.99/month or \$199.99/year.

# PROFESSIONAL SPORTS STREAMING SERVICES

- ▶ As with regular broadcast TV, blackout rules also apply to streaming services. What this means is that if a certain network has broadcast rights to a particular game, the game won't be viewable on any streaming services. The websites for each of the professional sports has a section on broadcast blackout guidelines if you would more information.

# TO SUM IT ALL UP

- ▶ If you are looking for alternatives to cable and satellite services, you have a variety of options, ranging from using a digital antenna to one of the many streaming services to streaming live TV.
- ▶ When choosing an option, think about the types of programming that you enjoy watching, and how you enjoy watching it.
- ▶ Another factor to consider is how many people will be viewing programming on different devices at a time.
- ▶ If you are interested in being able to watch streaming TV live, there are multiple options available.
- ▶ The most cost effective option for watching sports games and events live is to use a digital antenna or one of the live TV streaming services.

# TO SUM IT ALL UP

- ▶ If you have Spectrum as an internet provider and you currently have more than one service (e.g. cable and internet), the cost that you are paying per service is lower than it will be if you only have internet service. This will be noted on your Spectrum bill with a bundle discount. Once you cancel your cable services you will no longer receive a bundle discount and your internet service cost will go up. For example, if you currently pay \$30 for cable and \$30 for internet, and you cancel your cable, you will lose any bundle discounts and you will pay full price for internet. I pay \$64.99/month for internet.

# TO SUM IT ALL UP

We have heard a lot of different names of devices and apps today. With these hardware devices, once you make the initial purchase, there is no monthly fee or contract involved. Examples of hardware, the devices you can use to watch programming, include:

- ▶ Roku Devices
- ▶ Apple TV
- ▶ Amazon Fire Stick and Amazon Fire Cube
- ▶ Smart TV
- ▶ Tablet or smartphone
- ▶ Laptop or Desktop computer

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Examples of software, or what apps you can use to watch programming, include:

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