



CORD CUTTING 101

<http://bit.ly/EGcordcutting>

FIRST THINGS FIRST

- ▶ Welcome to the virtual edition of Cord Cutting 101.
- ▶ Before we begin, we will mute everyone. If you have a question, please use the chat box. We will answer questions at the end of each section. At that time, we will also allow people to briefly unmute to ask questions.
- ▶ The presentation will consist of: What is Cord Cutting, Digital Antennas, Streaming Services, and a short demonstration of a Roku streaming device. If there is interest, we can also demo an Amazon Fire Stick.

WHAT IS CORD CUTTING?

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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 landline phone service and using your cellular phone in its place. Today, we will be discussing finding alternate sources for programming.

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- ▶ 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 Wandavision on Disney+.

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

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 - ▶ Streaming Services (Netflix, Hulu, etc.)
 - ▶ Live TV Streaming (also called Over the Top TV)

BASIC CORD CUTTING: DIGITAL ANTENNAS

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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

- ▶ Variety of types



STANDARD DIGITAL ANTENNA

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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.

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- ▶ 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.



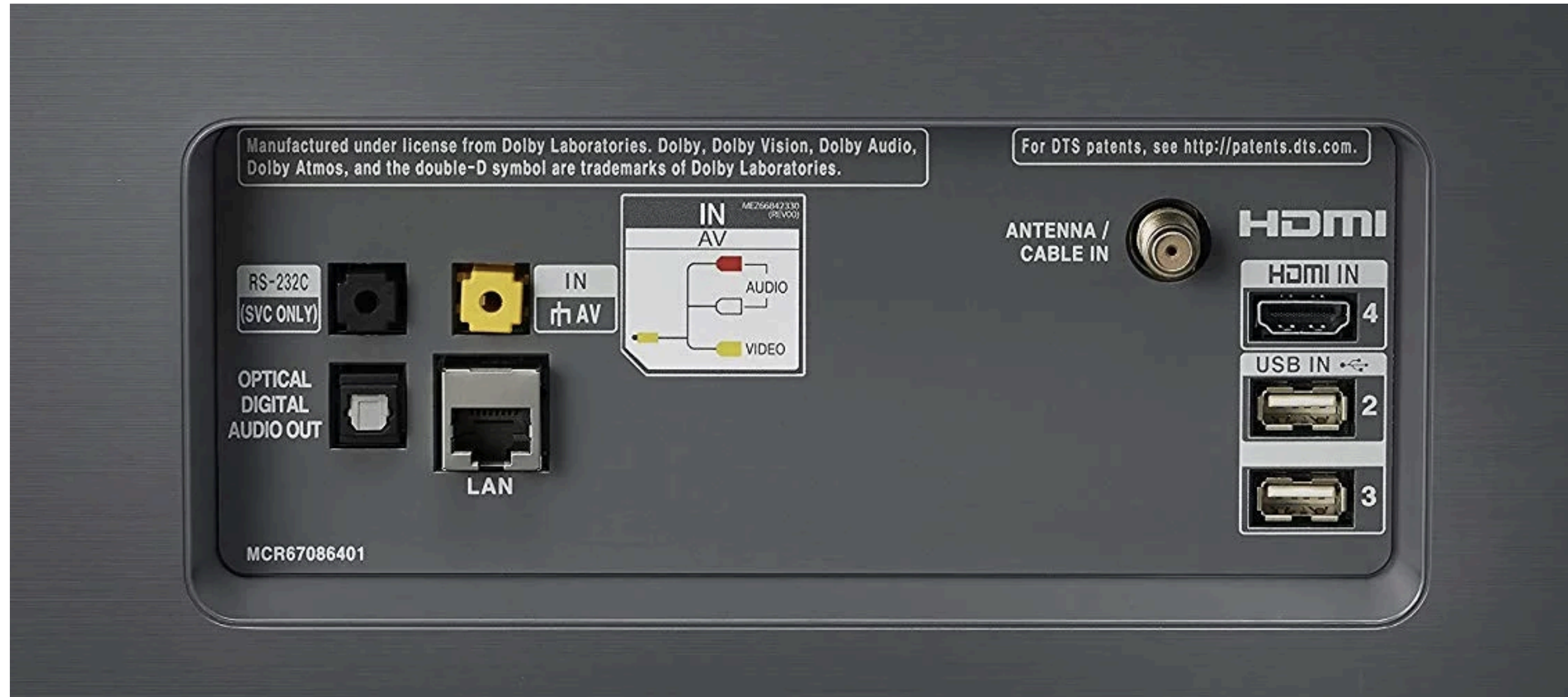
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- ▶ When choosing where to set up your antenna, the location in your home is very important. If possible, choose a spot that is higher up, and close to a window.
- ▶ If you are not getting a good signal, try moving the antenna to another area of your home. It can make the difference between poor reception and good reception.

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. If you skip this step, you will not be able to see all the channels your antenna receives. You may even think you got a defective antenna!

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- ▶ 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.

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.
- ▶ Another factor to take into account is how close you live to the broadcast towers. In our area, most signals come from Albany or Schenectady, and there are several broadcast towers near Thacher Park.

Questions?

READY, SET, STREAM!



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- ▶ 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

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- ▶ 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)

WHERE TO START?

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

- ▶ Netflix
- ▶ Hulu
- ▶ Amazon Prime Video
- ▶ HBO Max
- ▶ Sling TV
- ▶ Disney+

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- ▶ 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. Also, check your data plan see what your data allotment is for each month. Streaming video tends to use a lot of data.

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- ▶ 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.

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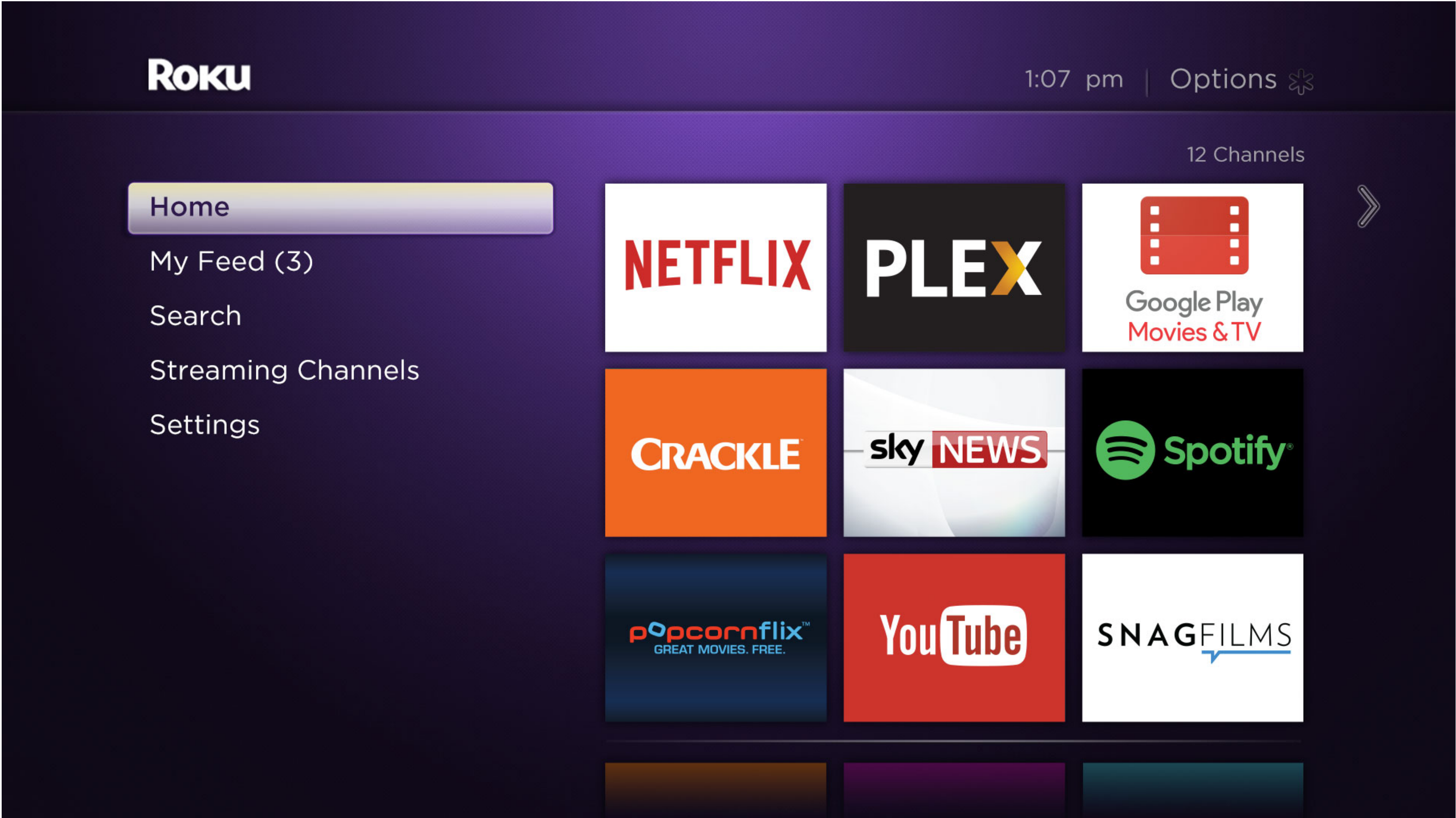
- ▶ There are many types of devices that can stream. These include, but are not limited to:
 - ▶ Smart TVs
 - ▶ Roku devices
 - ▶ Apple TV
 - ▶ Amazon Fire TV Stick and Fire Cube
 - ▶ Google Chromecast
 - ▶ A blu-ray player with streaming capabilities
 - ▶ Game Consoles, such as XBox, Wii U, PS4. PS5 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 (i.e. if the apps are accessed directly through your TV), you will first need to connect your TV to the internet, which can be done in the TV's settings.

HELPFUL HINTS

- ▶ Keep in mind that if you are using a Smart TV to access streaming services (i.e. if the apps are accessed directly through your TV), 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.

Questions?

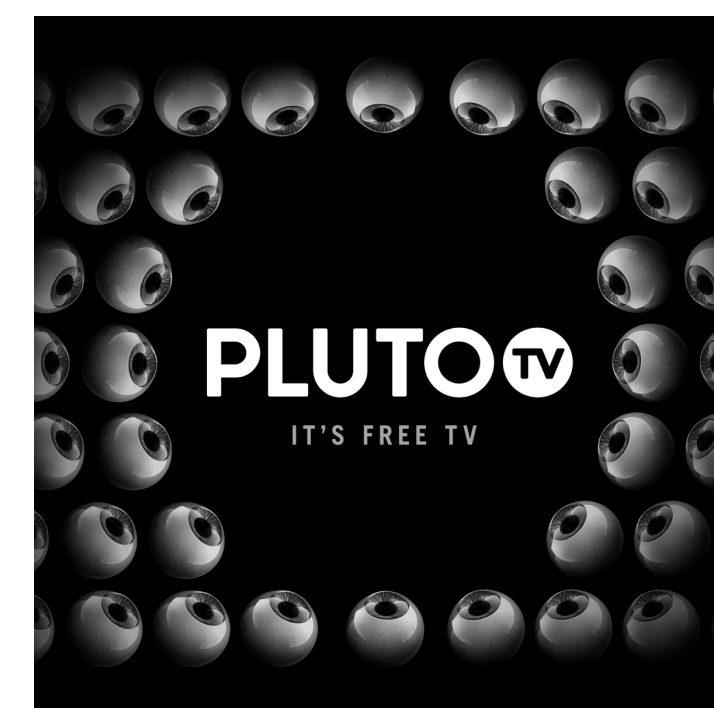
Streaming Services

NETFLIX



CRACKLE

hulu



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- ▶ 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 \$60+ for the services that offer the option to view shows as they air.

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 - ▶ Standard: \$12.99/month, watch on two screens at time, HD video quality available

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 - ▶ 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



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- ▶ Two plans:
 - ▶ 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 is currently only Grey's Anatomy, but that may change. 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 Max app).



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- ▶ HBO Max: Current and past HBO series and specials, as well as a rotating selection of movies that changes throughout the year. Throughout 2021, HBO Max is premiering select new Warner Brothers movies at the same time as they premiere in theaters. \$14.99/month

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- ▶ Showtime Anytime: Current and past Showtime series and specials, and movies that changes throughout the year. \$10.99/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.

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.

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- ▶ Disney+ 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.

FREE STREAMING SERVICES

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- ▶ If you are a resident of East Greenbush, Schodack, or Castleton, you can access a service called Hoopla for free, which offers a selection of movies, television shows, and documentaries.
- ▶ If you own a Roku, there is a free app that comes with the Roku called the Roku Channel with a changing selection of movies and tv shows. There is no monthly charge to access the Roku channel.

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LIVE STREAMING SERVICES

- ▶ AT&T Now offers packages that start at \$69.99/month
- ▶ Hulu offers a Live TV option that starts at \$64.99/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 \$64.99/month
- ▶ DirecTV Now Plus starts at \$64.99/month
- ▶ Philo is \$20/month, which includes 58 channels

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.

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- ▶ 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

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- ▶ 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.

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- ▶ 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.

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- ▶ 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.

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- ▶ 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.

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- ▶ 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.

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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 and often involve a monthly fee, include:

- ▶ Netflix
- ▶ Hulu
- ▶ Amazon Prime Video
- ▶ HBO Now
- ▶ Sling TV
- ▶ Disney+

Questions?

Roku Demo

<http://bit.ly/EGcordcutting>