### Cut the Cord?

### (Consider the Alternatives)





# Many of us think of "Cutting the Cord"

#### ...about once a month

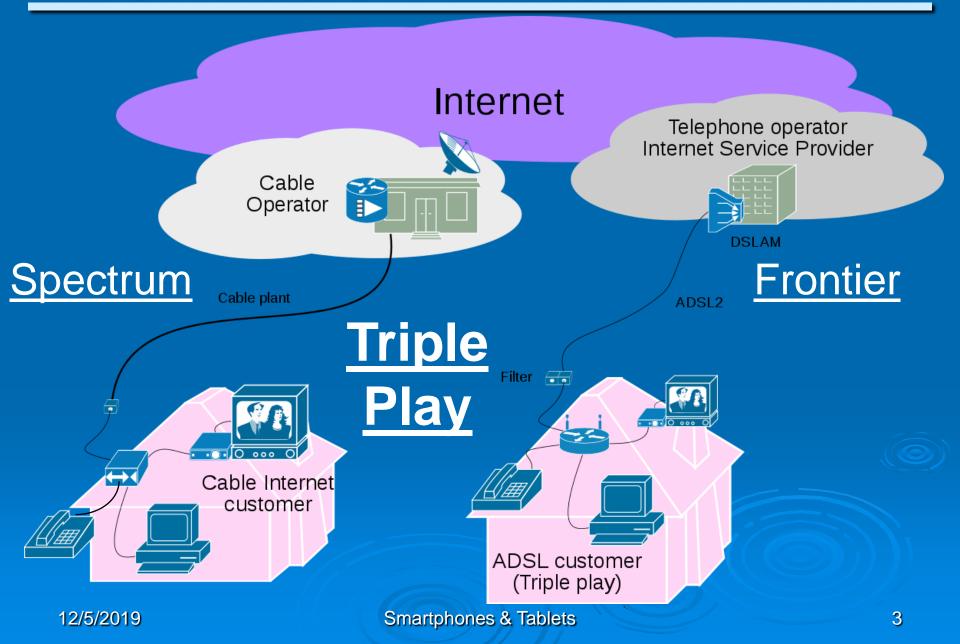
(when the bill comes in)

Is it really worth it?





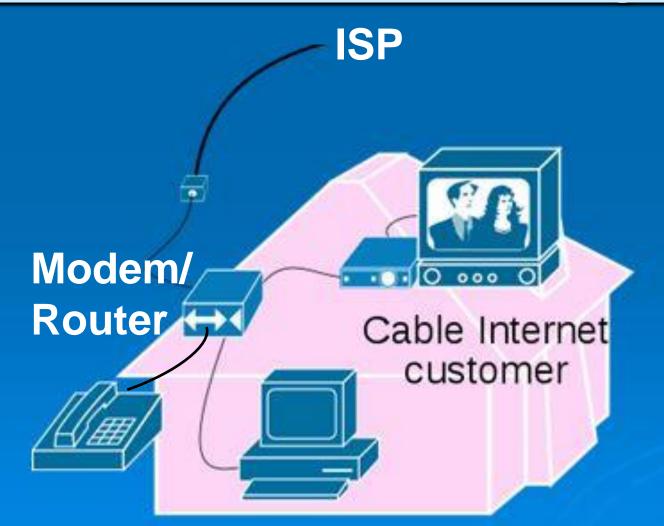
#### Information-Entertainment



# The "Cord" is your Connection to the Outside World via

- > Telephone
- Cable TV
- >Internet

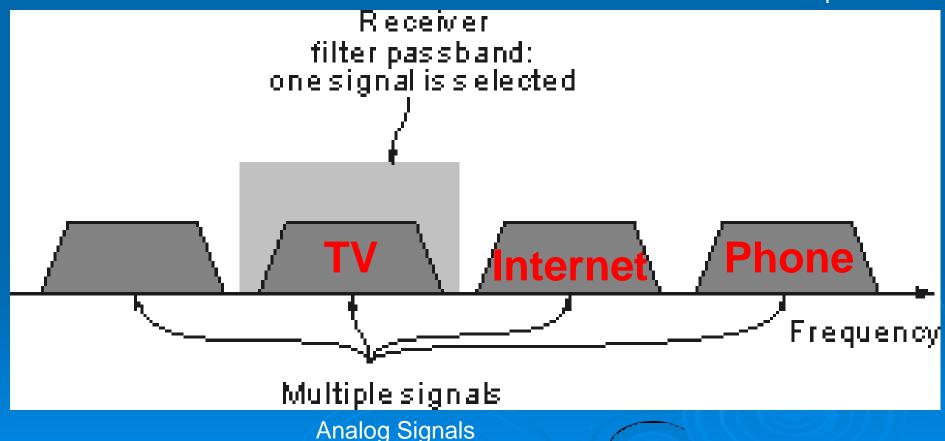
# Modem/Router Separates Phone, TV, & Internet Signals



#### **Frequency Division - History**

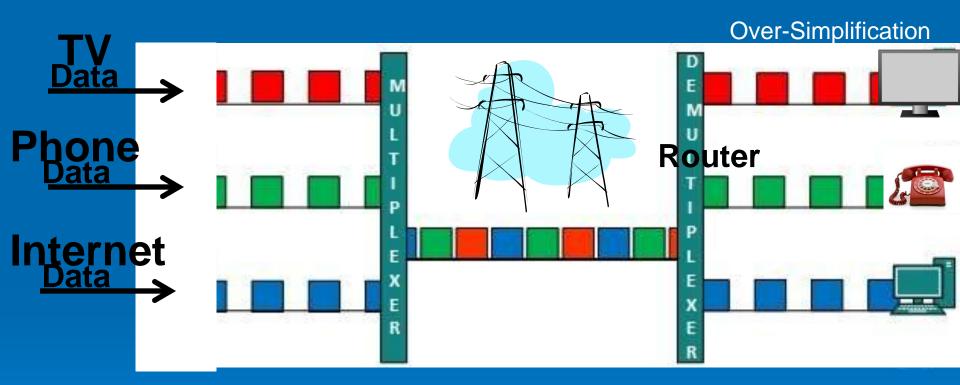
#### <u>Analog Modem Separates</u> <u>Phone – TV - Internet</u>

Over-Simplification



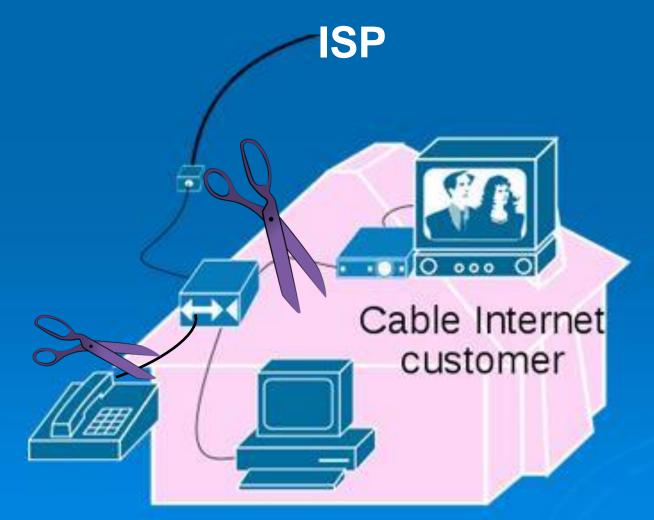
#### **Digital Time Division - Current**

#### <u>Digital Modem Separates</u> <u>Phone – TV - Internet</u>



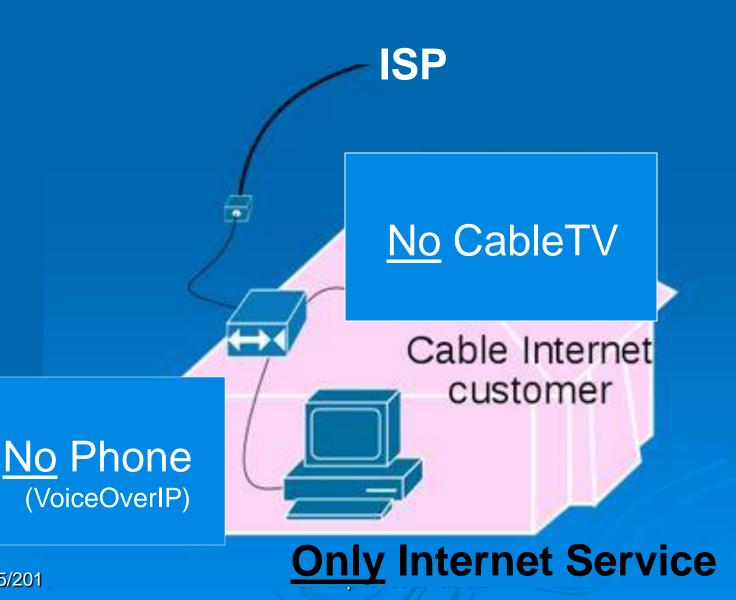
**Digital Signals** 

# "Cutting the Cord" is eliminating the TV & Phone



12/5/2019

#### **Leaving Only the Internet**



# 3 Million Subscribers Cut the Cord in 2018



2.5 Million Expected In 2019

#### Telecommunications in the Home

Before 1940 Telephone



By 1950 Television & Telephone





By 1990 Internet &Television & Telephone







#### **Telephone**

- Invented 1876 by Alexander Bell
- > By 1900 there were .6 million phones
- > By 1910 there were 5.8 million phones

- Mobile phone invented in 1973
  - By 2019 96% Americans owned some type of Mobile Phone



- 2011 35% Americans owned Smartphone
- 2019 81% Americans owned Smartphone



#### **Television**

- Invented 1927 by Philo Farnsworth
- First public demonstration in 1934
  - ----- WW II interrupts but spurs development
- ➤ By 1950 9% of homes in the US had a TV
- > By 1960 90% of homes in the US had one
- Cable TV became popular in the 60s and 70s
- > By 2006, in almost 60% of American Homes

> Analog to Digital Conversion 2009 (June 12)

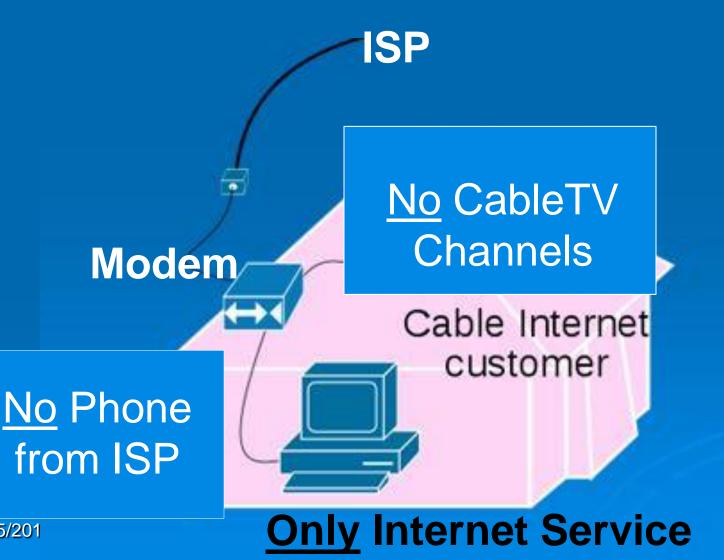
#### <u>Internet</u>



- Began as a DARPA project in the '60s
- > TCP/IP was adopted in 1983 (Internet protocol)
- > The world wide web was invented in 1990
- > www. Became mainstream around 1993

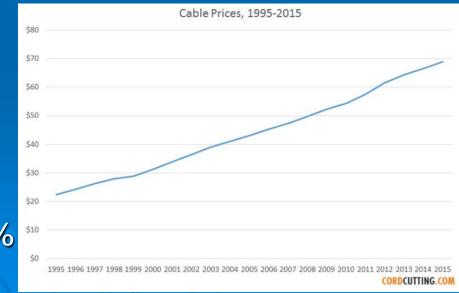
- > By 1997 it carried 1% of telecom traffic
- > By 2007 it carried 97% of telecom traffic

#### **Cutting the Cord Means Getting Only Internet**



#### Reasons to Cut the Cord

- Use (or lack there of)
  - According to Nielson Ratings "On average, Americans have <u>189</u> cable TV channels and only watch <u>17"</u>
- Cost (ever increasing)
  - 20 Yr. Average Inflation
    - Increase 2.2%
  - 20 Yr. Avg. Cable Price
    - Increase 5.8%
  - The last 4 years
    - Cable Increase 8% to 10%



#### **TV Alternatives**

> Browser

Chrome or Safari

www.nbc.com, www.abc.com





Broadcast TV

**Need Antenna** 

Over-the-Air (OTA)

Main

• ABC, NBC, CBS, FOX, EDU

Sub

• Buzzr, Grit, This, Cozi, Ion, Bounce, Get, Qubo

Streaming devices

**Need Device** 

(and maybe a Subscription)

- Over-the-Top (OTT)
- Roku, Amazon Fire, ChromeCast
- 💲 🏮 AppleTV, Nvidia ShieldTV

### **Broadcast TV**



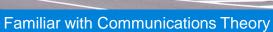
















### **Communications Theory**

Find 
$$\frac{dy}{dx}$$
; if  $y = \int_{x}^{x^{2}} \sqrt{e^{t} + 1} dt$ .  

$$y = \int_{x}^{0} \sqrt{e^{t} + 1} dt + \int_{0}^{x^{2}} \sqrt{e^{t} + 1} dt = -\int_{0}^{x} \sqrt{e^{t} + 1} dt + \int_{0}^{x^{2}} \sqrt{e^{t} + 1} dt$$

$$= \int_{0}^{x^{2}} \sqrt{e^{t} + 1} dt - \int_{0}^{x} \sqrt{e^{t} + 1} dt$$
Since  $y = \int_{0}^{x^{2}} \sqrt{e^{t} + 1} dt - \int_{0}^{x} \sqrt{e^{t} + 1} dt$ 

$$\frac{dy}{dx} = \left(\frac{d}{dx} \int_{0}^{x^{2}} \sqrt{e^{t} + 1} dt\right) - \left(\frac{d}{dx} \int_{0}^{x} \sqrt{e^{t} + 1} dt\right)$$

$$= \left(\sqrt{e^{x^{2}} + 1}\right) \frac{d}{dx}(x^{2}) - \left(\sqrt{e^{x} + 1}\right)$$

$$= 2x\sqrt{e^{x^2} + 1} - \sqrt{e^x + 1}.$$

#### Can You Receive Local Broadcasts?



NEWS CORD CUTTING GUIDE WHAT IS REPACK? ANTENNA INFO

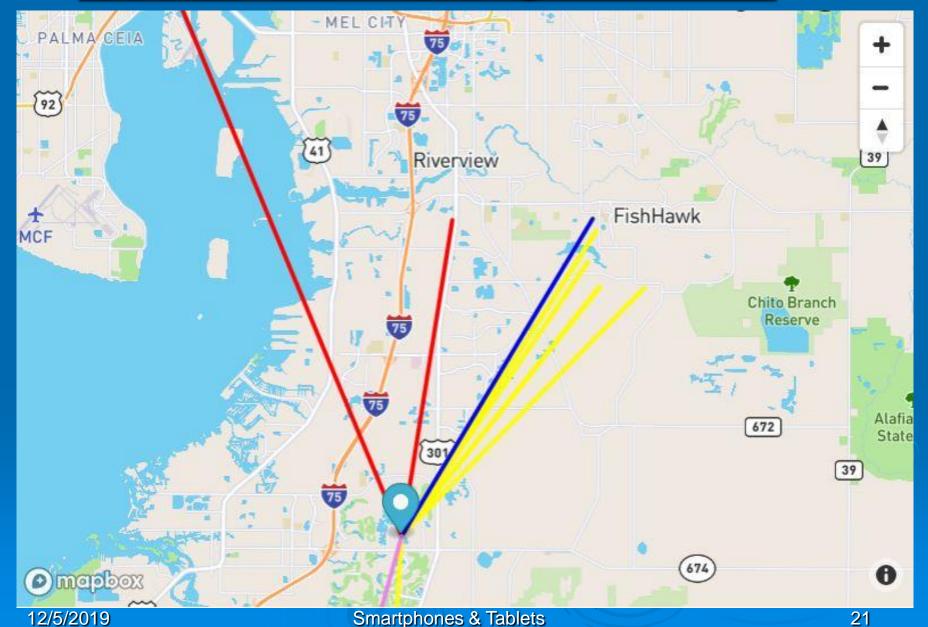
#### **Maximize Your Television Reception**

Discover how many FREE channels are available from your local broadcasters. AntennaWeb also helps you choose the antenna type that matches your viewing preferences.

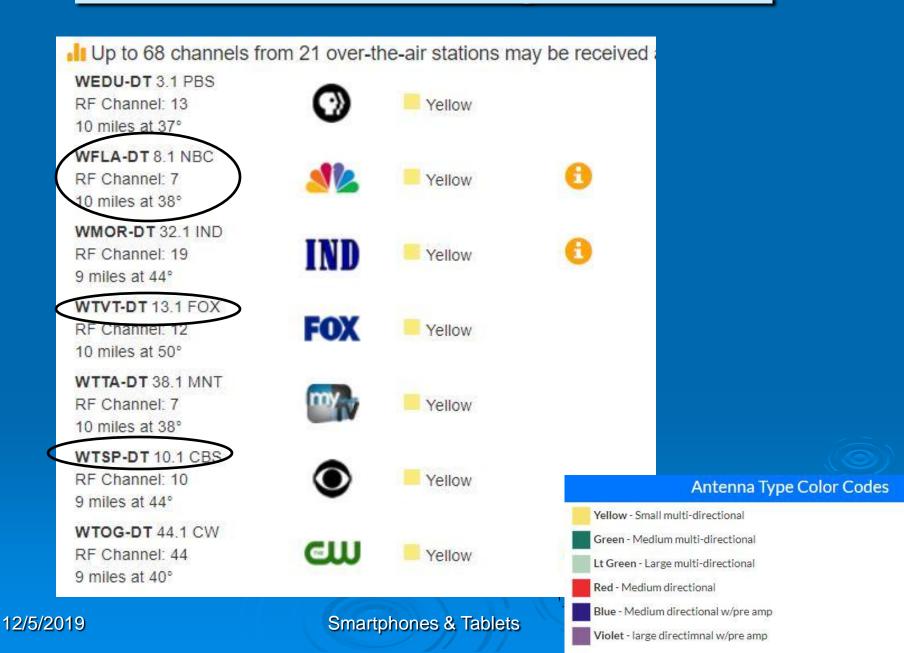
Enter your address and click Go to start.

Sun City Center, Florida 33573, United States

#### AntennaWeb.org Results Zip=33573



#### **AntennaWeb.org Results**



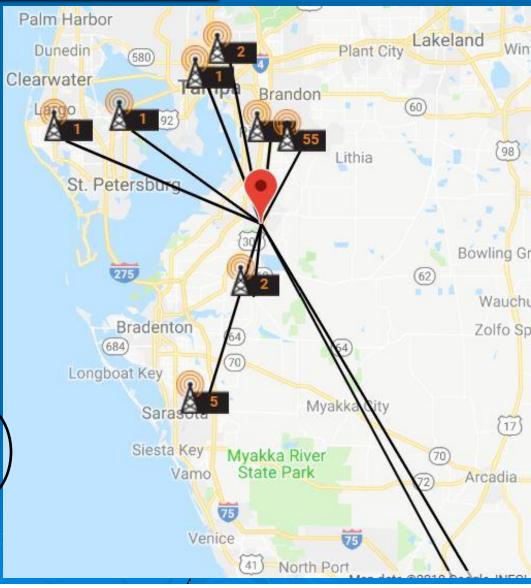
#### **ChannelMaster.com** Results



#### 186 deg South

	40.1 ABC	WANGE DITA	9 mi	UHF	
bc	Call Sign: RF Channel:	WWSB-DT1 24		- 4	
	Direction:	186° S		all	
	40.2 HSN		9 mi	UHF	
CNI	Call Sign:	WWSB-DT2			
SN	RF Channel: Direction:	24 186° S		-1	
	Direction.	100 5	/	1111	
	18.1 DAYST	R	10 mi	UHF	
STAR	Call Sign:	WSVT-CD1			
21/18	RF Channel:	18	4		
	Direction:	31° NNF	<b>✓</b>		

31 deg N-NE





Indoor "set-top" antenna is probably sufficient to pick up these channels

Attic-mounted antenna is probably needed to pick up channels at this level and above

#### **TVFool.com** Results

-10 -20

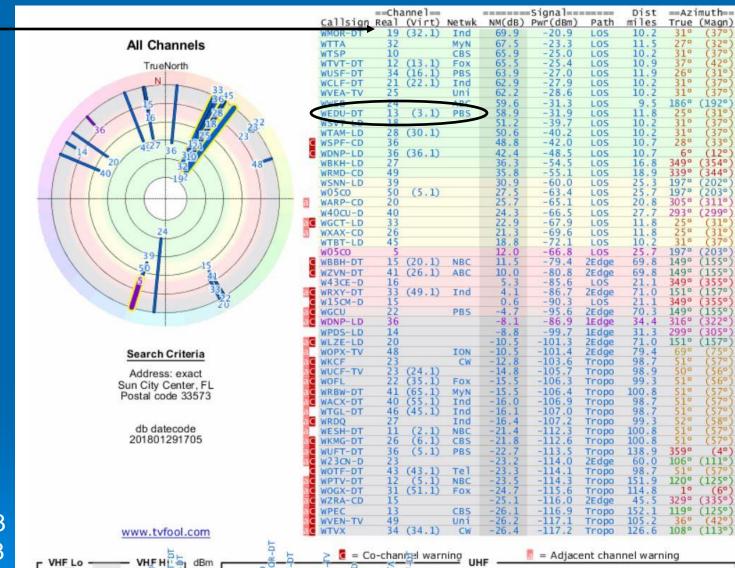
-70

Smariphonės & Tableis

#### TV Signal Locator

24

Real & Virtual
Channel
Numbers



#### **Real Channels**

VHF Low 2 to 6
VHF High 7 to 13
UHF 14 to 83

12/5/2019

#### OTA TV Real

#### **Channels**

Reference

#### **Real Channels**

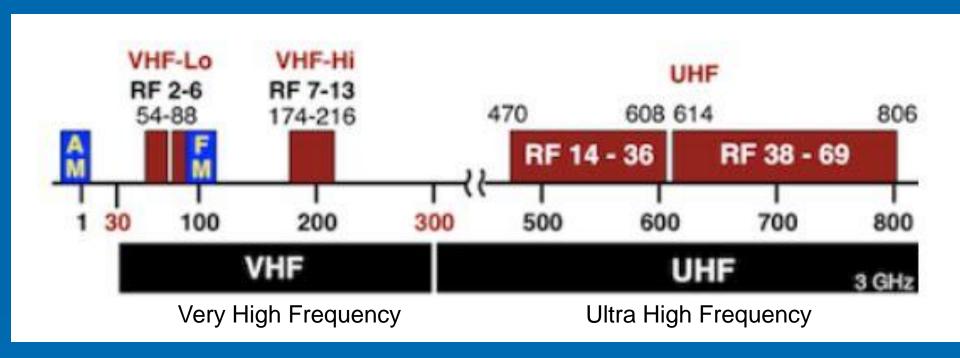
VHF Low 2 to 6 VHF High 7 to 13

UHF 14 to 83

Channel designation	Frequency band, MHz	Channel designation	Frequency band, MHz	Channel designation	Frequency band, MHz
2	54-60	30	566-572	57	728-734
3	60-66	31	572-578	58	734-740
4	66-72	32	578-584	59	740-746
5	76-82	33	584-590	60	746-752
6	82-88	34	590-596	61	752-758
7	174-180	35	596-602	62	758-764
8	180-186	36	602-608	63	764-770
9	186-192	37	608-614	64	770-776
10	192-198	38	614-620	65	776-782
11	198-204	39	620-626	66	782-788
12	204-210	40	626-632	67	788-794
13	210-216	41	632-638	68	794-800
14	470-476	42	638-644	69	800-806
15	476-482	43	644-650	70	806-812
16	482-488	44	650-656	71	812-818
17	488-494	45	656-662	72	818-824
18	494-500	46	662-668	73	824-830
19	500-506	47	668-674	74	830-836
20	506-512	48	674-680	75	836-842
21	512-518	49	680-686	76	842-848
22	518-524	50	686-692	77	848-854
23	524-530	51	692-698	78	854-860
24	530-536	52	698-704	79	860-866
25	536-542	53	704-710	80	866-872
26	542-548	54	710-716	81	872-878
27	548-554	55	716-722	82	878-884
28	554-560	56	722-728	83	884-890
7 × 479	560-566				

12/5/2019

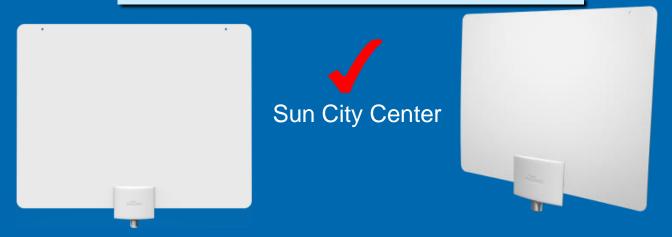
#### Frequency Spectrum -Reference



AM Radio around 1MHz FM Radio 88-108MHz

#### **Indoor Antennas**

Omni-Directional



#### **Outdoor Antennas**

Directional





# **Multiple TVs Antenna Mount** Signal Splitter the higher, the better

#### Major Broadcast Channels

Through the magic of Digital Modulation

(Sun City Center)

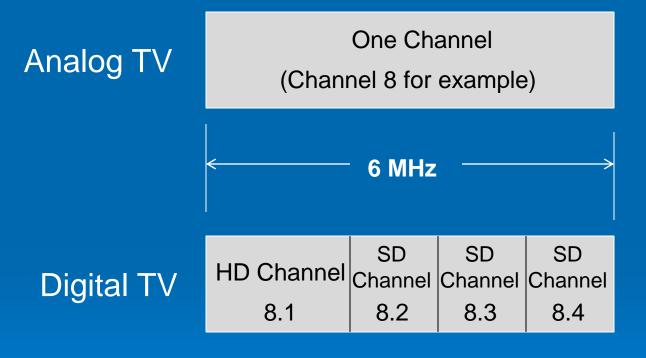
- **3.1** WEDU-HD (**EDU**)
  - 3.2 WEDU WD, 3.3 WEDU FL, 3.4 WEDQ,
  - 3.5 WEDQK, 3.6 WEDU CR
- **8.1** WFLA HD (**NBC**)
  - 8.2 MeTV, 8.3 Escape
- **10.1** WTSP-HD (**CBS**)
  - 10.2 Antenna, 10.3 Justice, 10.4 Quest
- **13.1** WTVT-DT (**Fox**)
  - 13.2 Movies!, 13.3 Buzzr, 13.4 Heroes
- **28.1** WFTS-HD (**ABC**)
  - 28.2 WFTS D2 Laff, 28.3 WFTS D3 Grit

#### Other Broadcast Channels

- 32.1 MORTV, 32.2 ThisTV, 32.2 Estrell
- 38.1 WTTA, 38.2 COZI
- 40.1 WWSB-TV (ABC-Sarasota), 40.2 HSN
- 44.1 WTOG, 44.2 StartTV, 44.3 LightTV
- 50.1 WVEA, 50.2 Bounce, 50.3 GetTV, 50.4 Escape
- 62.1 WFTT, 62,2 LATV, 62.3 Comet, 62.4 Charge!
- 66.1 ION, 66.2 Qubo, 66.3 IonLife,
- 66.4 Shop, 66.5 QVC, 66.6 HSN

#### **Broadcast Television Channel**

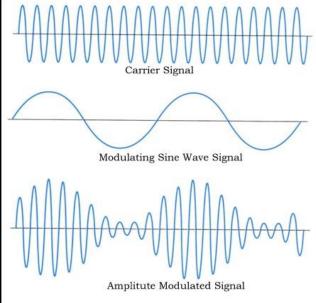
A television channel is allocated <u>6 MHz</u> of bandwidth for <u>Over-the-Air</u> transmission in the VHF or UHF frequency band.



Digital Modulation packs more information into the allotted Bandwidth

### **Modulation**

The process of putting audio/video information onto a carrier signal



# Broadcast 8VSB (8-level Vestigial Sideband

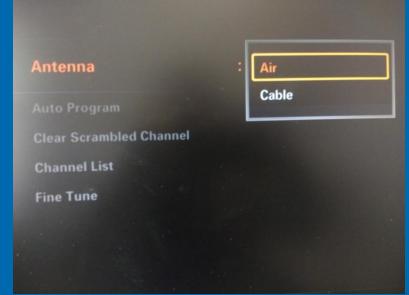


# Cable QAM (Quadrature Amplitude Modulation)



### Antenna (Air or Cable)

TV Settings



De-Modulator Choice

Search for Channels

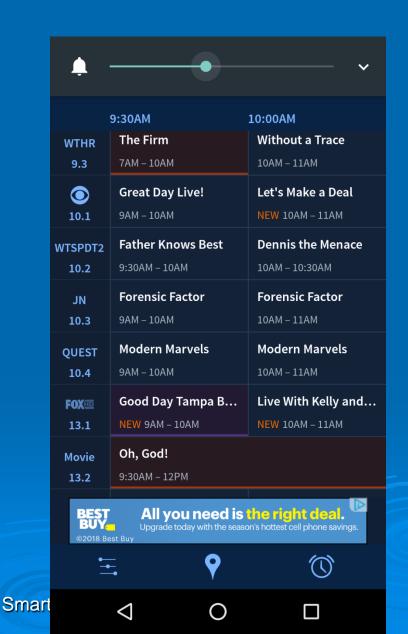


#### **Broadcast TV Guides**

#### **SmartPhone Apps**







### **Broadcast TV -Recording**

- Amazon Fire TV Recast
- ChannelMaster Stream+
- HD HomeRun Scribe Duo
- Tablo DualLite OTA
- TiVo Bolt Ota
- Dish AirTV Player

### Broadcast TV -DVR Fire TV Recast



Roll over image to zoom in

Fire TV Recast, over-the-air DVR, 500 GB, 75 hours

by Amazon

食食食食公

184 customer reviews | 221 answered questions

Price: \$229.99 \rime

or 5 monthly payments of \$46.00

FREE Delivery by Monday

if you order within 22 hrs 47 mins, or

Get it Friday if you order within 25 hrs 2 mins and choose paid One-Day Shipping at checkout Details In Stock.

Ships from and sold by Amazon Digital Services LLC.

Configuration: 2 tuners, 500 GB, 75 hours

2 tuners, 500 GB, 75 hours

\$229.99 √prime

4 tuners, 1 TB, 150 hours

\$279.99 √prime

- · Fire TV Recast is a DVR that lets you watch and record over-the-air TV at home with Fire TV or Echo Show, or on-the-go with a compatible mobile device—with no monthly fees.
- Watch and record live sports, local news, late night shows, and other can't miss TV from channels available through an HD antenna (sold separately) like ABC, CBS, FOX, NBC, PBS, and The CW.
- With 2 tuners, you can record up to 2 shows at once. Plus, store up to 75 hours of HD programming.
- With a compatible Alexa-enabled device, you can use your voice to search for shows, manage and schedule

## Broadcast TV -Recording

### Tablo -DVR



Tablo 4-Tuner Digital Video Recorder [DVR] for Over-The-Air [OTA] HDTV with Wi-Fi for LIVE TV Streaming

```
by Tablo

*****

991 customer reviews | 515 answered questions

Amazon's Choice for "tablo"

Price: $199.00 \rightarrow prime
```

# Broadcast TV -Recording TiVo Bolt -DVR



TiVo Bolt OTA Antenna – All-in-One Live TV, DVR
Streaming Apps Device
by TiVo
9,701 customer reviews | 1000+ answered questions

Price: \$246.25 \rightarrow prime

Your cost could be \$236.25. Eligible customers get a \$10 bonus when reloading \$100.

Capacity: 1000 GB

500 GB

500 GB

1000 GB

1000 GB

2000 GB

Extender

Style: OTA DVR (Alexa Certified)

Cable/OTA DVR (Alexa Certified)

Monthly Subscription Required

Cable DVR (Alexa Certified)

OTA DVR (Alexa Certified)

TiVo Service Included

Cable DVR

# **Streaming**

The Other Way to get Entertainment

The Process of Delivering

**Digital Media (Video or Audio)** 

to a User (Subscriber)

### Very Brief History

1920s -George Squier granted patent for a system for the transmission and distribution of signals over electrical lines -eventually became <u>Muzak</u>

### **Streaming Today**

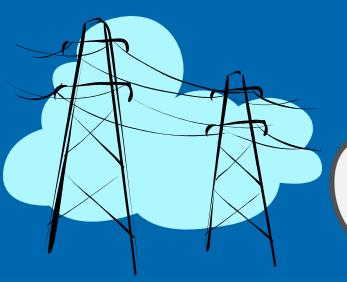
<u>Circa 2012</u> – Netflix, then Amazon appeared, followed by HBO Now, HULU, etc.

# **Streaming**

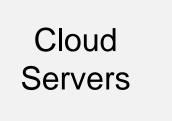
### The Other Source of TV Entertainment

#### Streaming **Device**





Streaming **Service** 



**Internet** 



**Smart TV** 

The Process of <u>Delivering</u>
<u>Digital Media (Video or Audio)</u>
<u>to a User</u> (Subscriber)

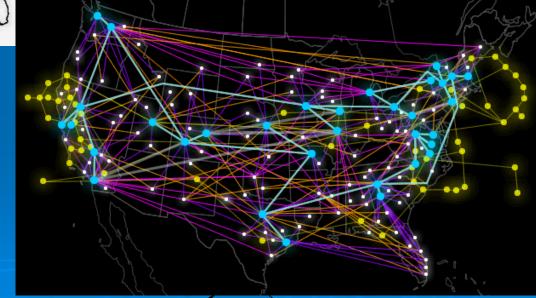
### The Internet Then & Now



Global System of Interconnected Computer Networks

#### **Circa 1968**

Originally, a Government Research experiment

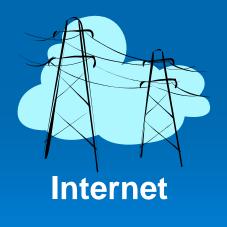


Present

### Streaming (Video & Audio)

Provided by a <u>Device</u> (Client) and a Cloud <u>Service</u> (Server) Connected by the <u>Internet</u>







Client - Server Technology

**Smartphones & Tablets** 

Servers

### **Streaming Devices**

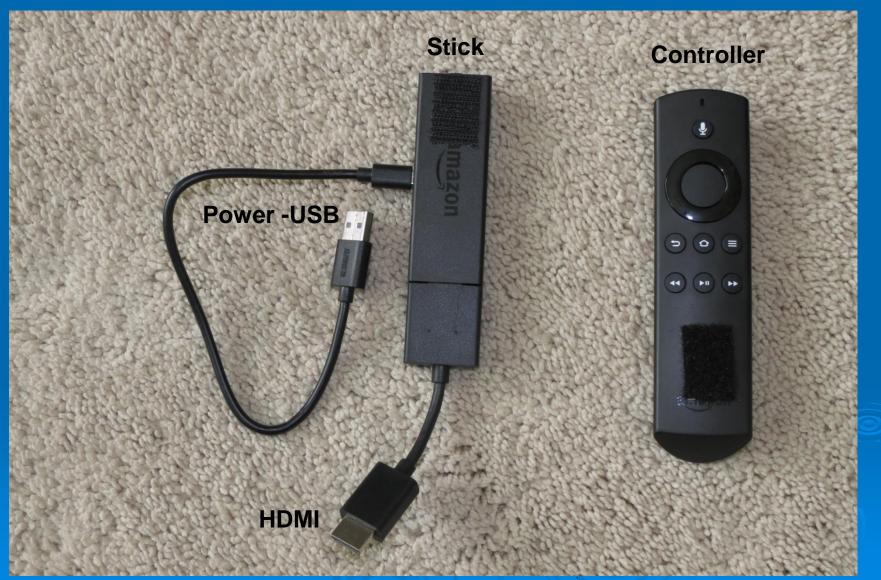
- ▶ Roku
- > Amazon Fire
- > ChromeCast
- > Apple TV
- > Nvidia ShieldTV
- > Smart TVs







### Streaming Device – Amazon Fire Stick



# **Streaming Devices**

	Google Chromecast (3rd gen)	Google Chromecast Ultra	Roku Streaming Stick+	Roku Premiere+	Amazon Fire TV Stick
Price	\$35	\$69	\$60	\$50	\$50
Video	1080p	4K UHD	4K UHD	4K UHD	4K UHD
Dedicated remote	No	No	Yes	Yes	Yes
Controller app	Android, iOS, MacOS, Windows, Chrome OS	Android, iOS, MacOS, Windows, Chrome OS	Android, iOS, Windows Phone, BB10	Android, iOS, Windows Phone, BB10	Android, iOS
Voice search	Yes, via Home app	Yes, via Home app	Yes	Yes	Yes, via app or remote
Cross- platform search	Limited	Limited	Yes	Yes	Yes

## Streaming Devices

Ratings > Streaming Media Devices These are an easy, inexpensive way to give any TV internet capability. Even many smart-TV owners still prefer to use a stand-alone streaming player.

	Test Results			
Features	Everyday use	Connectivity	First-time setup	Built-in voice
0	0	0	0	
8	0	0	0	0
0	0	0	0	0
8	0	0	0	
8	0	0	0	0
8	0	0	8	
8	0	0	8	. 0
8	0	0	0	
8	0	0	0	9
8	0	0	0	
8	0	0	0	
8	0	0	0	
	ane vity	es of o	Report of the property of the	es of on the perform

From 2019 Consumer Reports

Supercharged 4K Player

ROKU ULTRA \$80 Best Stick-Style Model

AMAZON FIRE TV STICK 4K \$50 Budget Model for the Smartphone-Savvy

GOOGLE CHROMECAST \$35

76



### **Smart TV**



A **Smart TV** is a traditional television set with internet features that allow you to use Apps to **Stream** Movies, TV, & Videos over Wi-Fi.

Basically, it allows a user to <u>Stream Media</u> without the use of another device.

The technology is also incorporated into other devices such as Blu-ray players.

# Streaming Devices built into Smart TVs

Amazon Fire TV

-Toshiba, Insignia



Android TV

-Sony, Philips, Hisense, more

Roku TV

-RCA, Sharp, TCL, Hisense, more

**SmartCast** 

-Vizio

Tizen

-Samsung

WebOS

-LG

# Streaming Device Security

### **Automatic Content Recognition - Feature**

Allows the device to collect user data

For Details, see Consumer Reports Article

# How to Turn Off Smart TV Snooping Features Dec. 2019

For Example

Amazon Fire TV -To turn off programming data collection, go to Settings, then Preferences, and scroll to the Right to Privacy Settings. Turn off the setting labeled Disable Collect App and Over-the-Air Usage Data.



### **Internet Speed?**

Number of Devices	Light Use	Moderate Use	High Use	Very High Use
1-3	5-10 Mbps	15 Mbps	25 Mbps	50 Mbps
4-8	15 Mbps	25 Mbps	50 Mbps	100 Mbps
8-10	25 Mbps	50 Mbps	100 Mbps	150 Mbps
10+	50 Mbps	100 Mbps	150 Mbps	200+ Mbps

Light use: emails, web browsing, social media, SD video streaming

Moderate use: music streaming, occasional online gaming, streaming HD video

on one or two devices

**High use:** Multiple devices streaming HD video simultaneously, real-time gaming, video conferencing

Very high use: Multiple devices streaming HD or 4K video simultaneously, large

file downloading, real-time gaming, video conferencing

### **Streaming Services**

> Netflix \$ubscription

> Hulu \$ubscription

> Tubi Free

> Philo \$ubscription

> Fubo \$ubscription

DirectTV Now \$ubscription

- > CBS All Access \$ubscription
- > PlutoTV Free
  - (Also phone App)



















### Streaming Services

From Nov 2019 Consumer Reports

LIVE TV STREAMING SERVICES THAT WANT YOU TO DUMP CABLE

#### **DirecTV Now**

\$50 to \$70 per Month for Featured Plans Like the satellite service but without the dish. You get more than 45 live TV channels in the basic plan, plus on-demand titles and even HBO.



\$55 per Month
A cable-style
streaming service
for sports fans.
The base plan has
about 100 channels
with live sports,
shows, and movies,
plus a cloud DVR,
You can add more
DVR storage for
\$10 per month and
30 extra channels
for \$6 more.

#### Hulu + Live TV

\$45 per Month A good option for those who like both local channels and cable networks, because you also get everything in Hulu's \$6-per-month streamina library. You get more than 60 live and on-demand channels, including TV shows, movies, and Hulu originals. Includes a cloud DVR; you can pay more to get more storage or additional content.

#### Sling TV

\$25 to \$40 per Month An option for cord cutters on a budget. Sling TV offers two \$25 plans—Sling Orange and Sling Blue-plus a \$40 option with about 50 channels that combines both. (Orange has ESPN but no locals; Blue has NBC and Fox but no ESPN.) You can pay for additional channel packs; a cloud DVR costs \$5 per month.

#### Sony

#### **PlayStation Vue**

\$50 to \$85 per Month The streaming service that gets closest to a cable TV package. You get between 50 and about 100 live TV and on-demand channels, including local broadcasts, regional sports networks, and cable channels. The priciest plan includes HBO and Showtime. A cloud DVR with 28-day storage is included.

#### YouTube TV

\$50 per Month A good choice for those looking to save money without giving up sports or major cable channels. YouTube TV offers 70-plus broadcast and cable channels. plus major sports networks such as CBS Sports, ESPN, and Fox Sports. A cloud DVR with unlimited storage for up to nine months is included.

### Streaming Services - Prices

**CBS All** Amazon Hulu Sling TV Access fuboTV Video Product hulu sling OCBS amazon fubo" \$12.99/month \$5.99/month \$15-40/month Starting Price \$7.99/month \$20/month \$5.99/month \$44.99/month \$8.99/month Netflix DirecTV NOW YouTube TV Philo **HBO Now** Product DIRECTV YouTubeTV **HBO**NOW

Starting Price

\$16/month

\$8.99/month \$7.99/month

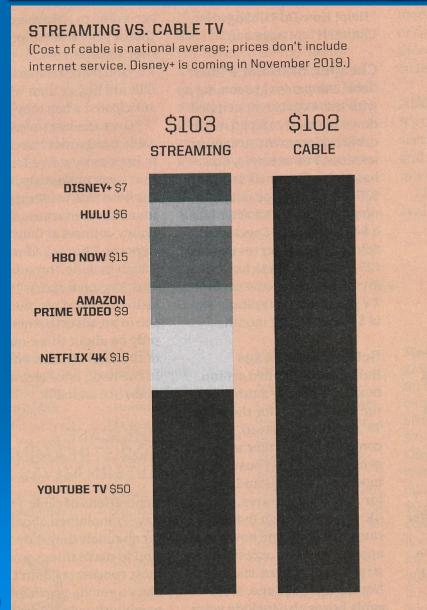
\$14.99/month

\$50-70/month

\$40/month \$40/month

\$50/month

# Cost Comparison



So, Streaming may not always be Cheaper



### **Alternate Entertainment**

- What <u>Channels</u> Do You Want to <u>Replace</u>?
  - History Channel
  - Food Network
  - Golf Channel
  - Hallmark Channel
  - The Learning Channel (TLC)
  - A&E, AMC, TNT, CMT, FX, USA
  - CNN, CNBC, Fox-News

At what <u>Expense</u>?

#### Get a Collection of Cable Channels



Remember who Invented TV?

• 43 Channels \$16/mo























































































• 55 Channels \$20/mo

Everything above plus...

























#### **Another Collection of** Cable Channels





**CHANNELS** 

HELP

SIGN IN

START WAT

#### Top channels of movies, shows & more. Just \$39.99 for your first month.



























































































































































### And anotherCollection of Cable Channels

### DirectTV Now



#### BASE PACKAGES

Get live TV, breaking news, and non-stop sports streaming across your favorite devices.



**GET ONE WEEK FREE** 

### Still anotherCollection of Cable Channels

# Sling TV

### Frequently Asked Questions

#### What's Sling TV?

We're a streaming service that lets you watch live TV, movies & more over the Internet.

#### What can I watch?

30+ channels like ESPN, HGTV & more. 40k+ FREE On-Demand titles (included with your base service). You can also customize your channel lineup with Extras.

#### Is it hard to install?

Nope! With an Internet connection, you can start watching Sling TV in minutes!

GET THE BEST OF LIVE TV™ FOR LESS

TSIT SLING.COM/SLINGMAIL



#1 Live TV
Streaming Service

ased on the number of subscribers publicly reported as of March 1, 2019.

Compared to the average cable bill of \$107 reported by LRG on 10/31/2018, Sling can save a over \$70/mo.

s is an advertisement for Sling TV. All prices, fees, charges, packages, programming, tures, functionality and offers subject to change without notice. Other restrictions y apply, See sling, com website for details, All trademarks are property of their DMX.



### Save Up to \$70/mo on TV

compared to the average cable bill of over \$100/mo\*

#### Get 30+ Channels Starting at \$15

for the first month – after first month your Sling service will start at \$25/mo

Customize your channel lineup

Watch on all your favorite devices

Enjoy no long-term contracts



SEE CHANNELS SMERTONG

#### Find Your Favorite Channels on Sling TV

#### Start by picking your base service – \$15 for your first month

Sling Orange 30+ channels for \$25/mo after your first month

Sling Blue 40+ channels for \$25/mo after your first month

Sling Orange + Sling Blue 50+ channels for \$40/mo after

your first month			
Base Service Chann	els		
A&E			ю
AMC			
AXS TV			
BBC America			
BET			
Bloomberg			•
Bravo			
Cheddar Big News			
Cheddar Business	0		
CN/Adult Swim			•
CNN	0		
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Food Network			:
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Local Now			
MotoTrend	*		
Nat Geo			
Nat Geo Wild			
NBC†			
NBC RSN			
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Newsy			
NFL Network			
Nick Jr.			
Paramount Network			
Stadium			
Syfy			•
TBS			
TLC	-	•	•
TNT			
Travel Channel	0		•
truTV			•
USA			

<sup>†</sup>Available in select markets.

Personalize your channel lineup by adding Extras to your base service, starting at \$5/mo

Sports Extra \$10/	mo		
ACC Network			
ACC Network Extra	*		
belN Sports			
ESPN Bases Loaded			
ESPN Goal Line			
ESPNEWS			
ESPNU			•
Golf Channel		•	
MLB Network			•
MLB StrikeZone	4		
NBA TV	0		•
NFL Redzone		•	
NHL Network		•	•
Olympic Channel			
Outside TV		•	•
Pac-12 Network	*		
SEC Network			•
SEC Network+	*		
Tennis Channel		•	•
Kids Extra \$5/mo			
Kids Extra \$5/mo Baby TV		•	
Baby TV Boomerang		•	
Baby TV Boomerang Disney Jr.		•	:
Baby TV Boomerang Disney Jr. Duck TV	•		:
Baby TV Boomerang Disney Jr. Duck TV Disney XD	•	•	:
Baby TV Boomerang Disney Jr. Duck TV Disney XD Nick Jr.	•	•	•
Baby TV Boomerang Disney Jr. Duck TV Disney XD Nick Jr. Nick toons	•		•
Baby TV Boomerang Disney Jr. Duck TV Disney XD Nick Jr.	•	•	•
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Baby TV Boomerang Disney Jr. Duck TV Disney XD Nick Jr. Nick Jr. Nicktoons Teen Nick  News Extra \$5/m BBC World News	•		•
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Free Speech TV			
Fusion			
HLN			
MSNBC			
NDTV 24/7			
News 18			
NewsMax	4		
Russia Today			
Science			
The Blaze			
	\$5/	mo	
Weather Nation Heartland Extra	\$5/	mo	
Heartland Extra	\$5/	mo	
Heartland Extra American Heros	\$5/	mo	
Heartland Extra American Heros Destination America	\$5/	mo	
Heartland Extra American Heros	\$5/	mo	
Heartland Extra American Heros Destination America Cowboy Channel	\$5/	•	
Heartland Extra American Heros Destination America Cowboy Channel Outdoor	\$5/	•	
Heartland Extra American Heros Destination America Cowboy Channel Outdoor PixL	\$5/	•	
Heartland Extra American Heros Destination America Cowboy Channel Outdoor PixL RFD-TV	\$5/	•	

GSN			
Logo			
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MTV2			•
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truTV			
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Zee Mundo

Premiums	
EPIX	\$5/m
Showtime	\$10/m
Starz	\$9/m
A La Carte (No base service needed)	
Comedy Dynamics	\$5/m
CuriousityStream	\$3/m
DogTV	\$5/m
Genius Brands	\$4/m
Hallmark Movies Now	\$6/m
Monsters & Nightmares	\$3/m
NBA League Pass	\$29/m
	001.

\$10/mo

\$9/mo

\$7/mo

#### Total TV Deal \$20/mo (Includes 7 Extras + Cloud DVR) Sports Extra Kids Extra News Extra Lifestyle Extra Heartland Extra

Showtime

Stingray Karaoke

Up Faith & Family

Hollywood Extra Comedy Extra

#### 4 for \$10 Deal \$10/mo Kids Extra News Extra Lifestyle Extra Comedy Extra

#### Want Spanish Channels?

Visit sling.com/latino

#### Want International Channels?

Visit sling.com/international

CHANNEL KEY					
Sling Orange	Sling Blue	Sling Orange * Sling Blue			



# **Sports**



#### Welcome to the DAZN Media Centre

DAZN is the first global pure-sport live and on-demand streaming service. It is I around the world affordable access to sport anytime, anywhere. Using cutting-digital leader in global sports media, DAZN guarantees no long-term contract a for access on connected devices including smart TVs, smartphones, tablets, d DAZN has been created by fans, for fans to give them a better and fairer way to iPlayer and backed by American-British industrialist Len Blavatnik's Access Ind Austria, Switzerland, Japan, Canada and soon to launch in the U.S. and Italy.

#### **WELCOME TO DAZN**

Get over 100 fight nights a year. Without the pain of pay-per-view. Just \$9.99/month. Sign up and get your first month free.

Next up: Bivol vs. Smith Saturday, March 9

START YOUR FREE TRIAL

Already subscribed? Sign in

#### **STREAMING WARS: THE BIG PLAYERS** NUMBER OF SUBSCRIBERS NETFLIX amazon hulu 7 prime video 139M 100M 25M **HBO**NOW ESFII+ CBS OALL ACCESS\* 5M 2.5M 2M COMING SOON \$4.99/Mo **NBCUniversal** Apple TV WARNERMEDIA OFFERING HBO Max **OFFERING** \$9.99/Mo November \$14.99 YAHOO!

12/5/2

As of

6/3/19

SOURCE: MOST RECENT NUMBERS SHARED BY THE COMPANIES

**FINANCE** 

#### **STREAMING WARS: HEAD TO HEAD**

#### NETFLIX



















#### **MAJOR OFFERINGS**



Stranger Things, The Crown, Dear White People, BoJack Horseman, Glow, third-party shows, and movies.



The Handmaid's Tale, Casual, Shrill, The Path, Castle Rock, third-party shows, and movies.



The Marvelous Mrs. Maisel, Sneaky Pete, Bosch, Goliath, The Man in the High Castle, third-party shows, and movies.



All Disney vault movies, Star Wars: The Mandalorian, Marvel movies and shows (Loki, WandaVision), The Simpsons.



The Morning Show, For All Mankind, See, Dickinson, Little America, two Oprah documentaries.

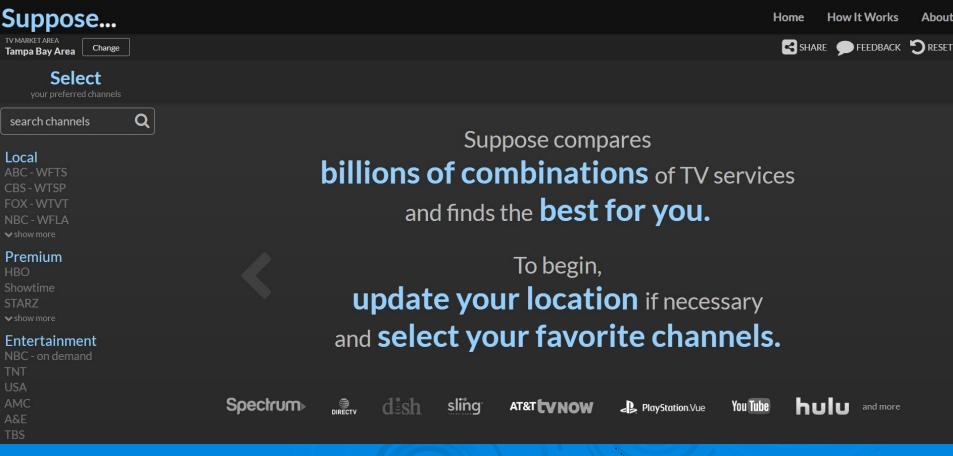
Reference As of 11/3/19





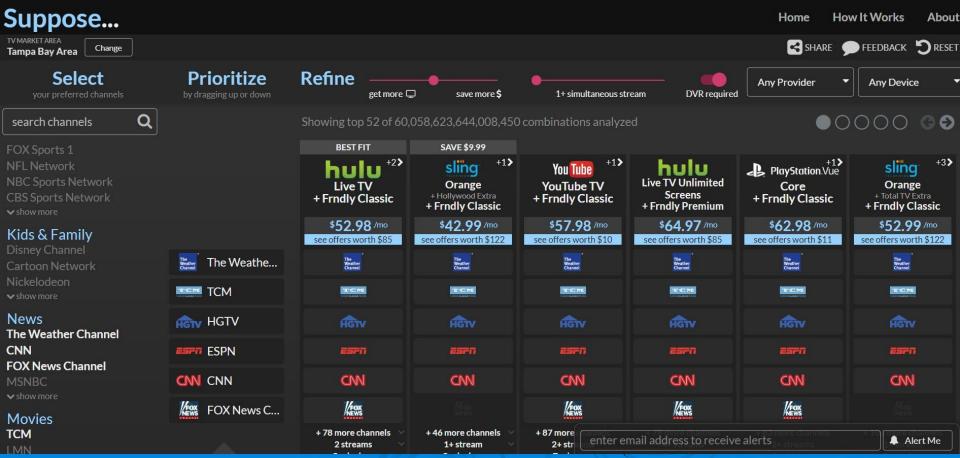
# SupposeTV.Com

An attempt to help you decide what Subscriptions satisfy your desires



# SupposeTV.Com

# Choose the Cable TV channel And it suggests the Subscriptions



# Free PlutoTV.com



Apps for **Mobile Devices** 

PLUTO®	Live TV	On Demand
Movies	5:30 PM  Hustle & Flow	6:00 PM
67 BLACKCINEMA	The tale of DJay, a pimp whose hustle selling sexy Nola leave	es him wondering if this is it for him. Only when he t
71 Gravitas MOVIES	Magnum Opus Spy thriller pits veteran-turned-artist, Daniel Cliff, against US	intelligence, and secrets from his past lead to a he
74 THE ASYLUME	Mega Shark vs Pirates of Treasure The California coast is t An innkeeper's life of monot	e Island ony suddenly changes when he comes into posses:
News		
105 TODAY'S TOP	Today's Top Story: First Lady Calls F TODAY'S TOP STORY: First lady Melania Trump deman	Today's Top Story: First Lady Ca TODAY'S TOP STORY: First lady Melania Trump o
108 NEWS 24/7	Headline News: DOJ: Matt Whitaker The latest headline news from NBC News, Associated	Headline News: DOJ: Matt Whit The latest headline news from NBC News, Assoc
109 ©CBSN	<b>Live</b> CBS News is your destination for the day's biggest stories. N	ever miss out on breaking news with CBSN, the pre
110 🎎 NBC NEWS	Top Stories	Top Stories

# Telephone





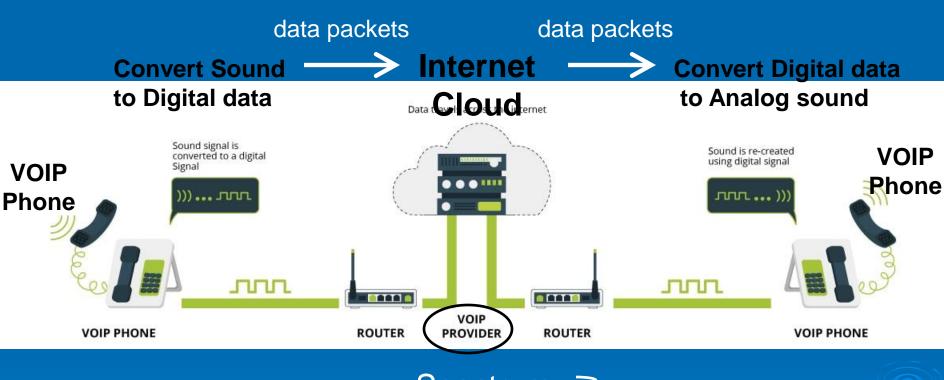


### **Telephone Alternatives**

- > VOIP Service Providers
  - Vonage
  - Ooma
  - OBi200 + Google Voice
  - Magic Jack

Use your Wireless Smartphones

### **How VOIP works**



Spectrum
Frontier
Ooma
Vonage
VolP
Providers

### **Vonage**

**V**onage®

Why Vonage

Plans

**Features** 

Offers

To Order Call 1-800-608-5590



#### Vonage<sup>®</sup> North America

Unlimited<sup>1</sup> Nationwide calling.

NEW! Unlimited calling to Mexico. Plus Canada & Puerto Rico.

\$9.99

/mo for the first 6 months

FREE Phone Adapter

**FREE Shipping** 

**FREE Activation** 

\$119 Value

Plus taxes & fees, with 1-year agreement. High-speed internet required.

View Offer Terms

**ORDER NOW** 

LEARN MOR

How Vonage home phone service works

### Magic Jack

#### **Connect with High-Speed Modem**

magicJack is easy to set up with your existing high-speed internet connection and home phone. You are only a few quick steps away from making ultra-low cost internet phone calls.



- 1 Plug your provided Ethernet cord into the port labeled "INTERNET"
- Plug your phone into the port labeled "PHONE" on your magicJack.
- Connect the provided power adapter to your magicJack USB.
- Plug your magicJack into a power outlet.

## Magic Jack

Great features. Flexible Pricing.	magicJackgo \$35
12 Months of Service Included	4
Unlimited Local and Long-Distance Calling to the U.S., Canada, Puerto Rico & U.S. Virgin Islands	1
Unlimited Mobile Calling With FREE magicApp	1
Choose a New U.S. or Canada Phone Number	4
Port Your Existing Number (One Time \$19.95 Fee)	1
Free Jack-to-Jack Calling Virtually Worldwide	4
Free Conference Calling Number	4
Free Caller ID, Voicemail, Call Forwarding, Call Waiting, 411	4
911 Service	1
No Contract	J

## Ooma Telo



FOR BUSINESS

HOME PRODUCTS

INTERNATIONAL CALLING

CONNECTED HOME

HOME SECURITY

#### Free Home Phone Service

Ranked #1 Phone Service

- Free Crystal-clear Nationwide Calling
- Free Shipping
- Free Activation
- Risk-Free 30-Day Return

You only pay applicable taxes and fees

Order Now >>

One-time purchase.

Port Existing Number \$40 (one-time fee)

Amazon's Choice



Sponsored (i)

Ooma Telo Free Home Phone Service.

by ooma

\$76<sup>25</sup> prime FREE One-Day REE Delivery by Tomorrow, Nov 30

## OBi200 + Google Voice



OBi200 1-Port VoIP Phone Adapter with Google Voice and Fax Support for Home and SOHO Phone Service, Blue

- Works with Google Voice
- Easy to Set-Up Using OBiTALK.com. USB for Obihai Accessories OBiWiFi5G and OBiBT
- Also Supports T.38 Fax and SIP Bring Your Own Device Services like Anveo, Callcentric, Voip.ms, etc.
- . Works with Up to Four (4) VoIP Services Across One (1) Phone Port
- Call back service present. Application for iphone, ipad, ipod touch and android devices which makes possible placing and receiving calls to/from other OBi endpoints

## **Home Security**

#### (Monitor without Phone line)

<u>Safe by HUB6</u> is a self-monitoring system that transforms existing home security systems into smarter systems for an affordable, one-time price of USD \$249.00.

It redirects any alerts triggered by the existing system to a <u>user's phone</u> or tablet as well as trusted neighbors and family.

SafeByHub6.com



Nest Aware Services -\$6/mo -Sends Alert to your phone

# Cut the Cord?

# What do you think?





# My New Triple Play





Broadcast TV with TiVoDVR

Streaming Video

Ooma Phone

Savings = \$65 mo

## Resources

Cord Cutters News Aug 10, 2018 by PressPad Sp. z o.o.

Free

Available instantly on compatible devices



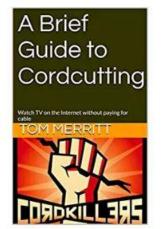
**CORDCUTTING.COM** 



Watch TV Now for Free

Turn Your Computer Into a Television!

NEWS HOW-TOS REVIEWS ROKU CHANNELS CORD CUTTING GUIDE



A Brief Guide to Cord Cutting: Watch TV on the Internet without paying for cable Mar 4, 2016 by Tom Merritt

Kindle Edition

\$0.00 kindleunlimited

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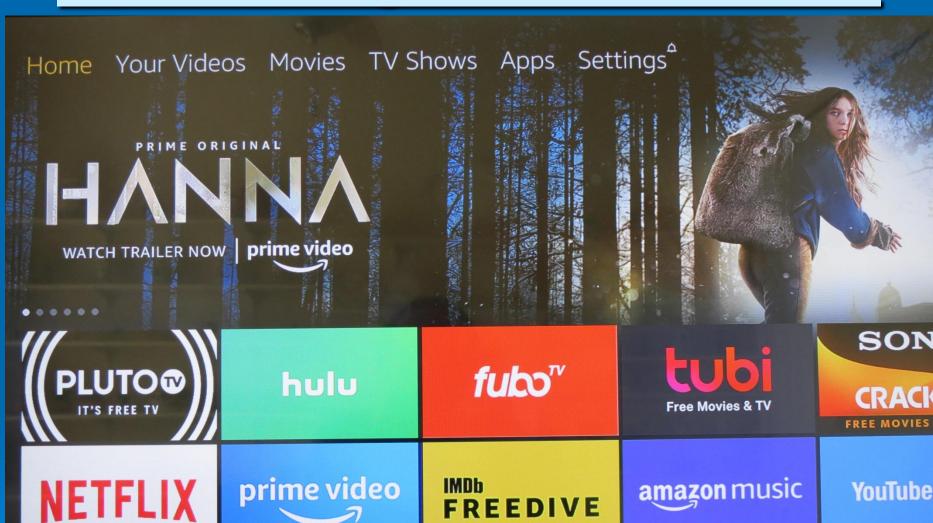
\$0<sup>99</sup> to buy Get it **TODAY**, **Nov 28**  \*\*\*\*\*\* \* 35

Borrow for free from

# Questions?



## Streaming Device Demo







Watch TV shows and movies anytime, anywhere — personalized for you.

JOIN FREE FOR A MONTH



#### Watch on your TV

Smart TVs, PlayStation, Xbox, Chromecast, Apple TV, Blu-ray players and more.



#### Watch instantly or download for later

Available on phone and tablet, wherever you go.

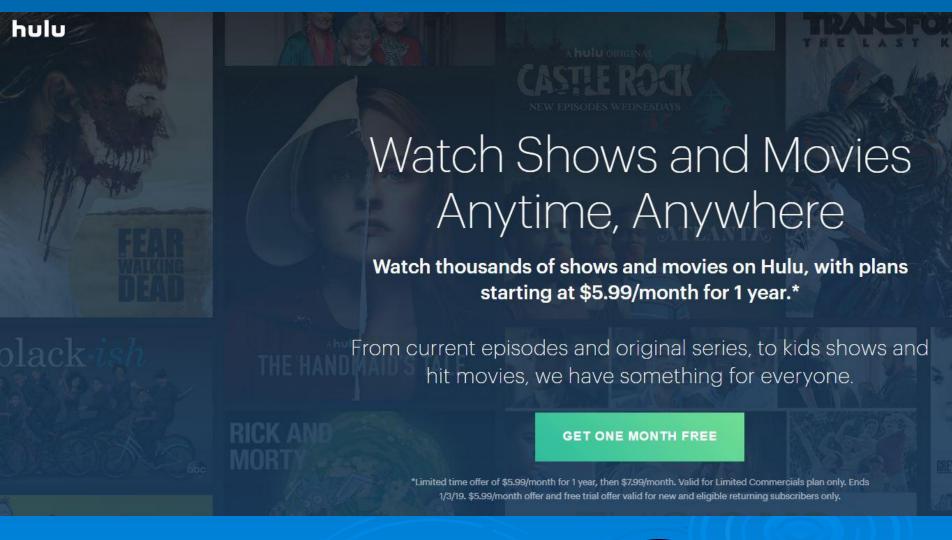


#### Use any computer

Watch right on Netflix.com.

Choose one plan and watch everything	g on Netflix.	JOIN FREE FOR A MONTH	
	BASIC	STANDARD	PREMIUM
Monthly price after free month ends on 12/14/18	\$7.99	\$10.99	\$13.99
HD available	×	<b>~</b>	<b>V</b>
Ultra HD available	×	×	<b>√</b>
Screens you can watch on at the same time		2	4
Watch on your laptop, TV, phone and tablet	~	~	~
Unlimited movies and TV shows	~	<b>~</b>	✓
Cancel anytime	~	~	~
First month free	<b>v</b>	~	<b>✓</b>





## Tubi (Free?)





Find movies, TV shows and more

### Thousands of titles

Watch amazing movies and TV shows for free. No subscription fees, and no credit cards. Just thousands of hours of streaming video content from studios like Paramount, Lionsgate, MGM and more.

With content from over 200 partners.

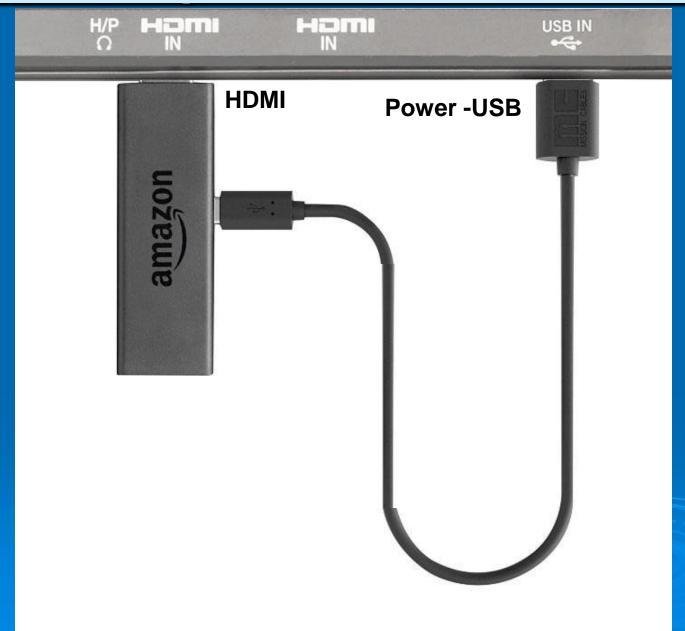
LIONSGATE





starz

### **Streaming Device Connections**

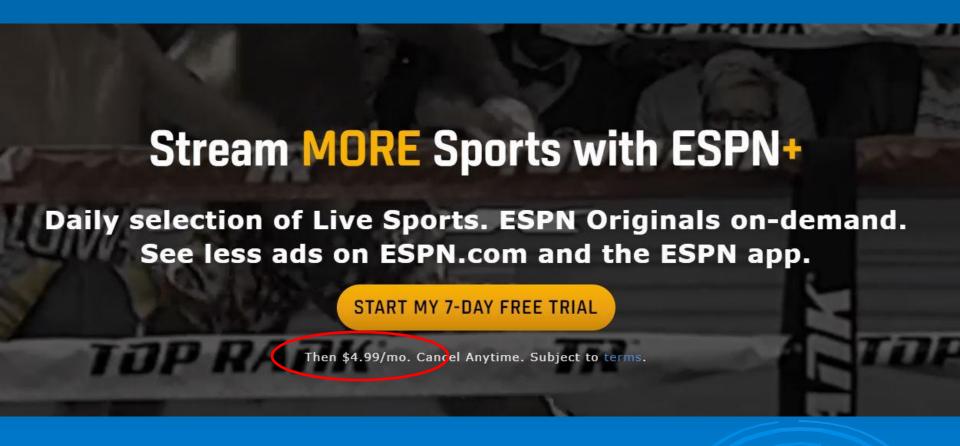


## Streaming Services

#### **Streaming Service Features Comparison**

	sling TELEVISION	DIRECTV NOW	fubo™	PlayStation.Vue	hulu	►TV	©CBS ALL ACCESS
Channel guide	~	<b>~</b>	~	~	✓	~	×
Live playback features	~	~	<b>√</b>	~	<b>√</b>	<b>√</b>	×
Commercial skipping	×	×	×	×	<b>√</b>	×	<b>√</b>
Max. picture quality	1080p	720p	1080p	720p	1080p	1080p	1080p
Streaming quality (our rating)	3/5	3/5	4/5	5/5	4/5	5/5	4/5
Usability (our rating)	2/5	4/5	4/5	4/5	2/5	5/5	4/5
Max. simultaneous streams	4	2	2	5	Unlimited*	3	2
	FREE TRIAL	FREE TRIAL	FREE TRIAL	FREE TRIAL	FREE TRIAL	FREE TRIAL	FREE TRIAL

# **Sports**



### **Sports Services**

### NBA League Pass

Price: \$199.99/year, or \$119.99/year for the single-team plan. Individual games can be ordered for \$6.99 each

#### NHL.TV

Price: \$139.96/year or \$24.99/month, or \$111.96/year for the single-team option

#### MLS Live

Price: \$74.99

#### FuboTV

Price: \$9.99/month

### **Streaming Services Cost**

#### Netflix

- Basic \$9/mo
- Std with HD \$13/mo
- Premim \$16/mo
- > CBS All Access
  - Limited commercial -\$6/mo
  - Commercial-free -\$10/mo
- ➤ Hulu
  - Monthly plan \$8/mo
  - Commercial-free \$12/mo

### **Streaming Services Cost**

- Amazon Prime Video
  - Monthly

- \$9/mo

- > Starz
  - Monthly Plan

-\$9/mo

- > Showtime
  - Monthly plan

- \$11
- Commercial-free \$12
- > HBO Now
  - Monthly plan

- \$15

- Sling TV
- Monthly plan

## **Streaming Services Cost**

- ➤ Hulu + Live TV
  - Monthly

- \$40/mo
- DirectTV Now
  - Monthly Plan

-\$40/mo

- YouTube RV
  - Monthly plan

- \$40

- > Fubo TV
  - Monthly plan

- \$45
- Play Station Vue
  - Monthly plan

- \$45

## Ooma Telo





## Streaming Device Demo

