Cut the Cord

How to stop paying for cable without ditching your television!
Why cut the cord?

- The average cable, internet, & phone bill has risen to $107/mo. (Fortune.com, 2018)
- Do you need a home phone number? (Many using cell phones over home)
- Avoid long-term contracts (Many streaming services month-to-month)
- Original content only available on Internet based platforms:
What are you actually doing?

● Some things to know before you start:
  ○ Cutting the cord is not for everyone but you’ll be surprised by how much is available to stream at a significantly lower cost than cable.
  ○ There is no one “right way” to start streaming. You have to figure out what you want to watch and piece together the streaming combination that works for you.
- Get a Fast Internet Connection
- Pick the Right Streaming Device
- Choose a TV Streaming Service
- Purchase an Optional HDTV Antenna

Why cut the cord? - A Common Bill

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>$92</td>
</tr>
<tr>
<td>Internet</td>
<td>$55</td>
</tr>
<tr>
<td>Phone</td>
<td>$20</td>
</tr>
<tr>
<td>Broadcast TV Surcharge</td>
<td>$9</td>
</tr>
</tbody>
</table>

**TOTAL COST**  
$176

Note: Sample bill excludes taxes, which vary by state. TV price is for a midtier plan with 175 channels including HBO and Showtime, plus a digital receiver. Internet price is for standard broadband.
**WATCH FREE OR NOT AT ALL**

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antenna</td>
<td>$0</td>
</tr>
<tr>
<td>Sony Crackle</td>
<td>$0</td>
</tr>
<tr>
<td>Kanopy</td>
<td>$0</td>
</tr>
<tr>
<td>Internet</td>
<td>$55</td>
</tr>
<tr>
<td>Phone</td>
<td>$20</td>
</tr>
</tbody>
</table>

**TOTAL COST** $75

Live in a spot where an antenna works well? Have a library card that entitles you to a Kanopy account? If you can do without cable channels, TV viewing can be cost-free.
Why cut the cord? - For the Movie Lover

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**NETFLIX, PLUS A LITTLE MORE**

This plan uses an antenna for broadcast channels. Netflix delivers older movies and original series ("The Crown"). And you can rent two new releases from FandangoNow.

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antenna</td>
<td>$0</td>
</tr>
<tr>
<td>FandangoNow (2 movies)</td>
<td>$12</td>
</tr>
<tr>
<td>Netflix</td>
<td>$11</td>
</tr>
<tr>
<td>Internet</td>
<td>$55</td>
</tr>
<tr>
<td>Phone</td>
<td>$20</td>
</tr>
</tbody>
</table>

**TOTAL COST** ........................................... $98
The Basics - What is streaming? How do I start?

- Streaming: Television, movies, & original programming delivered through an Internet connection
- Main ways to access streaming content: through a device, smart TV, or computer
- Pay a monthly rate for streaming services without signing up for long-term contracts
Using Antennas At Home

Antennas - pick up main broadcast channels along with some specialty channels

- What channels are available over the air?
- Find out what is available to you: http://www.gomohu.com/tv-for-free-front/
- Main channels include ABC, NBC, FOX, CBS, The CW & PBS
- All of these channels broadcast in HD
- Downside = weather interference
Checking Out Library Antennas

- Three brands, all with different broadcast ranges
  - 30 miles, 50 miles, up to 150 miles
- Check out for 7 days. Can place reserves, one per household this evening
  - Raffle tickets for checkouts.
- Test out what channels you can get at home before you decide to cut the cord!
- See handout for a guide to local channels.
Make sure your Internet speed is fast enough to stream:

- “They” say at least 5Mbps but you really need 10-25Mbps. This speed is good for a single stream without additional internet usage.
- 25-40Mbps is recommended for households with multiple streaming users and heavy use streamers
- 40+Mbps is for really high use users. Online gaming, multiple streams, large downloads & uploads
- Check your internet speed: [http://www.speedtest.net/](http://www.speedtest.net/)
So Where Do I Get My Internet?

Check www.broadbandnow.com/ohio/columbus for coverage

- Customer reviews
- Coverage areas
- Provider contact information
So Where Do I Get My Internet?

<table>
<thead>
<tr>
<th>Residential (8)</th>
<th>Business (24)</th>
<th>Mobile (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RESIDENTIAL INTERNET PROVIDERS IN COLUMBUS</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Provider</th>
<th>Customer Ratings</th>
<th>City Coverage</th>
<th>Fastest Speed</th>
<th>100 MBPS From</th>
<th>Setup Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spectrum</td>
<td>★★★☆☆</td>
<td>100.0%</td>
<td>50 Mbps</td>
<td>$44.99</td>
<td>(877) 587-2569</td>
</tr>
<tr>
<td>AT&amp;T Internet</td>
<td>★★★☆☆</td>
<td>99.0%</td>
<td>75 Mbps</td>
<td>$50.00</td>
<td>(855) 254-2261</td>
</tr>
<tr>
<td>WOW!</td>
<td>★★★☆☆☆</td>
<td>87.4%</td>
<td>50 Mbps</td>
<td>$29.99</td>
<td>(888) 607-2611</td>
</tr>
<tr>
<td>Windstream</td>
<td>★★★☆☆☆</td>
<td>3.4%</td>
<td>10 Mbps</td>
<td>$50.00</td>
<td>(877) 828-8759</td>
</tr>
</tbody>
</table>
Devices Galore!

- Do some research before you purchase. What are your streaming needs?
- Stick devices are a cheaper option with comparable functions
- Table top devices add additional ports and some improved features
- [https://www.cnet.com/topics/media-streamers/best-media-streamers/](https://www.cnet.com/topics/media-streamers/best-media-streamers/)
- Top contenders:
  - Roku - lots of different options, consider the Premiere+ or Ultra for 4K & HDR streaming
  - Amazon Fire TV - Good for Prime members
  - Amazon Fire TV stick
  - Google Chromecast - Good for smartphone and tablet device-centric users
  - Apple TV - If you already love Apple products, you’ll love Apple TV.
  - PS 4 & Xbox One - if you already have a newer gaming console, you can usually use those for streaming content as well
## On Demand vs Live Streaming

<table>
<thead>
<tr>
<th>On Demanding Streaming</th>
<th>Live Streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hulu</strong> - $7.99/mo. with commercials or $11.99/mo. commercial free</td>
<td><strong>Hulu Live</strong> - starts at $39.99/mo.</td>
</tr>
<tr>
<td><strong>HBONow</strong>* - $14.99/mo.; *Original shows become available on the app as they air</td>
<td><strong>DirecTV Now</strong> - starts at $35/mo.</td>
</tr>
<tr>
<td><strong>Amazon Prime TV</strong> - included w/ Amazon Prime membership @ $99/yr or $8.99/mo. for Prime Video only</td>
<td><strong>Playstation Vue</strong> - starts at $39.99/mo.; No Playstation console required</td>
</tr>
<tr>
<td>*Premium networks offer streaming packages through Amazon or through an app store</td>
<td><strong>YouTube TV</strong> - $40/mo.; Works best w/ Chromecast device</td>
</tr>
<tr>
<td>Product</td>
<td>Hulu</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Highest Price</td>
<td>Hulu</td>
</tr>
<tr>
<td>Lowest Price</td>
<td>Hulu</td>
</tr>
<tr>
<td>Editors’ Rating</td>
<td>Hulu</td>
</tr>
<tr>
<td>Best For</td>
<td>TV Fans</td>
</tr>
<tr>
<td>Concurrent Streams</td>
<td>1</td>
</tr>
<tr>
<td>Live TV</td>
<td>✓</td>
</tr>
<tr>
<td>Original Programming</td>
<td>✓</td>
</tr>
<tr>
<td>Ads</td>
<td>✓</td>
</tr>
</tbody>
</table>
Free & Specialty Video Streaming Services

- Hoopla Digital (Library Resource)
  - Free access to movies, television, music, e-audiobooks, e-books & more with a library card
  - Borrow 10 items a month to stream for free (3 day check out for tv and movies)

- Kanopy (Library Resource)
  - Free access to popular classic movies (including some from the Criterion Collection), independent films, and documentaries
  - Borrow 10 titles per month to stream for free (3 day check out)

- PBS streaming app
  - Stream on demand programs that your local PBS network (WOSU) is currently broadcasting
  - $5/month gets you the WOSU Passport to stream PBS shows and Masterpiece Theater shows

- Britbox ($6.99/mo) & Acorn TV ($4.99/mo) stream British programming

- Disney streaming service rumored 2019
Be savvy about it

- The best thing about cutting the cord is that there are no long-term contracts
- Subscribe to what you want, when you want it
  - True Detective = HBONow
  - Grace and Frankie = Netflix
  - The Handmaid’s Tale = Hulu
  - NBA Playoffs = 1 month of Hulu Live TV, DirecTV Now, Sling TV, or Playstation Vue
- Take advantage of free trials - 1 week of binging can save you a lot of money
- Look for combo deals
- Think a la carte! Figure out what you really want to watch and piece together the right combination for you.
  - An HDTV antenna + streaming device + 1-2 streaming services can go a long way. (And save you a lot of money!)
  - [www.gowatchit.com](http://www.gowatchit.com)
Quick Review

- What are you actually doing
- What do you want to watch?
- What do you want to pay?
- Set a budget and work backwards!
Additional points:

● What type of TV works with streaming devices?
  ○ HDMI cables
  ○ Some ROKU boxes use RCA cables

● How to watch live broadcast local tv
  ○ YouTubeTV
  ○ Antenna

● How to watch live sports:
  ○ BTN - HuluLive TV
  ○ Fubo
  ○ Sling
Questions?

Katy Hite*

*Reason I haven’t cut the cord: NFL Sunday Ticket

*Show I love to stream: Game of Thrones (HBO Go)

*Favorite streaming device: ROKU

Emerging Technologies Librarian
khite@ualibrary.org