

Cut the Cord



How to stop paying for cable without ditching your television!

Why cut the cord?

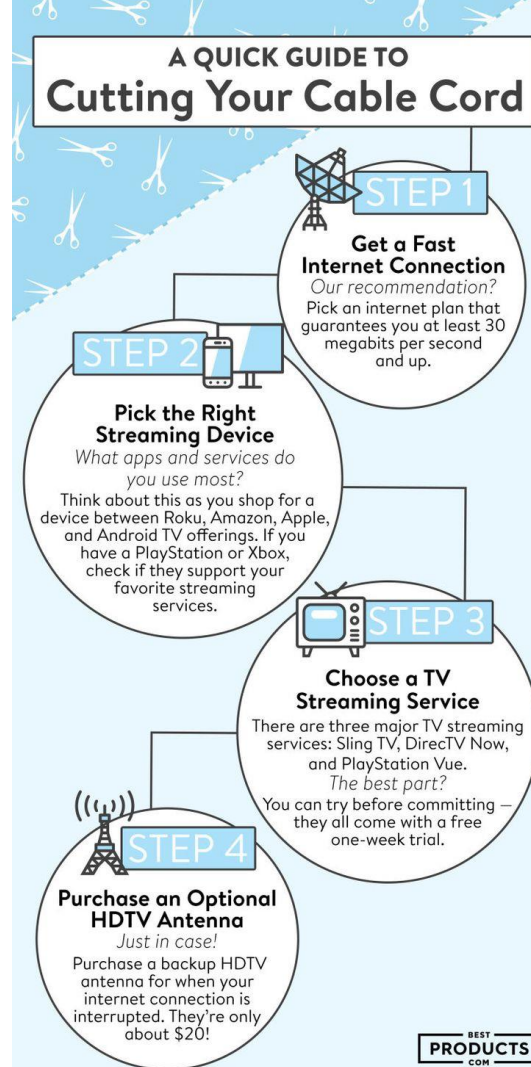
- The average cable, internet, & phone bill has risen to \$107/mo. (Fortune.com, 2018)
- Do you need a home phone number? (Many using cell phones over home)
- Avoid long-term contracts (Many streaming services month-to-month)
- Original content only available on Internet based platforms:



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

<https://www.bestproducts.com/tech/electronics/a605/cable-cord-cutting-guide-products/>

Why cut the cord? - A Common Bill

TRIPLE-PLAY BILL

TV	\$92
Internet	\$55
Phone	\$20
Broadcast TV Surcharge	\$9

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.

Why cut the cord? - A Low Cost Alternative

WATCH FREE OR NOT AT ALL

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.

Antenna	\$0
Sony Crackle	\$0
Kanopy	\$0
Internet	\$55
Phone	\$20
<hr/>	
TOTAL COST	\$75

Why cut the cord? - For the Movie Lover

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.

Antenna \$0

FandangoNow (2 movies) \$12

Netflix \$11

Internet \$55

Phone \$20

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
- Stations map: <https://nocable.org/availability-report/pylab-upper-arlngtn-oh-43221>



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.



Buffering... Loading... Buffering... Loading...

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/>



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?

Residential (8)

Business (24)

Mobile (4)

RESIDENTIAL INTERNET PROVIDERS IN COLUMBUS

[Show Low Coverage Providers](#)

SPECTRUM



CUSTOMER RATINGS



CITY COVERAGE

100.0%

FASTEST SPEED

50 Mbps

100 MBPS FROM

\$44.99

SETUP SERVICE

(877) 587-2569

AT&T INTERNET



CUSTOMER RATINGS



CITY COVERAGE

99.0%

FASTEST SPEED

75 Mbps

50 MBPS FROM

\$50.00

SETUP SERVICE

(855) 254-2261

WOW!



CUSTOMER RATINGS



CITY COVERAGE

87.4%

FASTEST SPEED

50 Mbps

100 MBPS FROM

\$29.99

SETUP SERVICE

(888) 607-2611

WINDSTREAM



CUSTOMER RATINGS



CITY COVERAGE

3.4%

FASTEST SPEED

10 Mbps

25 MBPS FROM

\$50.00

SETUP SERVICE

(877) 828-8759











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/>
- 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



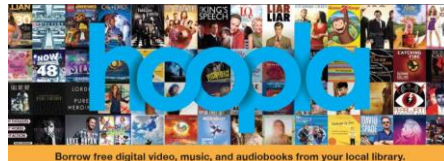
On Demand vs Live Streaming

On Demanding Streaming	Live Streaming
Netflix - \$7.99-\$13.99/mo.	Sling TV - starts at \$25/mo.
Hulu - \$7.99/mo. with commercials or \$11.99/mo. commercial free	Hulu Live - starts at \$39.99/mo.
HBONow* - \$14.99/mo.; *Original shows become available on the app as they air	DirecTV Now - starts at \$35/mo.
Amazon Prime TV - included w/ Amazon Prime membership @ \$99/yr or \$8.99/mo. for Prime Video only	Playstation Vue - starts at \$39.99/mo.; No Playstation console required
*Premium networks offer streaming packages through Amazon or through an app store	YouTube TV - \$40/mo.; Works best w/ Chromecast device

	Hulu	Sling TV	CBS All Access	fuboTV	Amazon Video	Philo	Netflix	HBO Now	DirecTV NOW	YouTube TV
Product										
Lowest Price	Hulu SEE IT	Sling Media SEE IT	CBS Interactive SEE IT	fuboTV SEE IT	Amazon SEE IT	Philo SEE IT				
Editors' Rating	●●●●○ EDITORS' CHOICE	●●●●○ EDITORS' CHOICE	●●●●○	●●●●○	●●●●○	●●●●○	●●●●● EDITORS' CHOICE	●●●●○	●●●●○	●●●●○
Best For	TV Fans	Cord Cutters	CBS Fans	Sports Fans	Bargain Hunters	Entertainment	Original Programming Fans	HBO Fans	Cord Cutters With AT&T	Google Faithful
Starting Price	\$7.99/month	\$20/month	\$5.99/month	\$44.99/month	\$8.99/month	\$16/month	\$8.99/month	\$14.99/month	\$40/month	\$40/month
Concurrent Streams	1	1-4	2	2-3	2	3	1-4	Unlimited	2	3
Live TV	✓	✓	✓	✓	—	✓	—	—	✓	✓
Original Programming	✓	—	✓	—	✓	—	✓	✓	—	—
Ads	✓	✓	✓	✓	—	✓	—	—	✓	✓

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

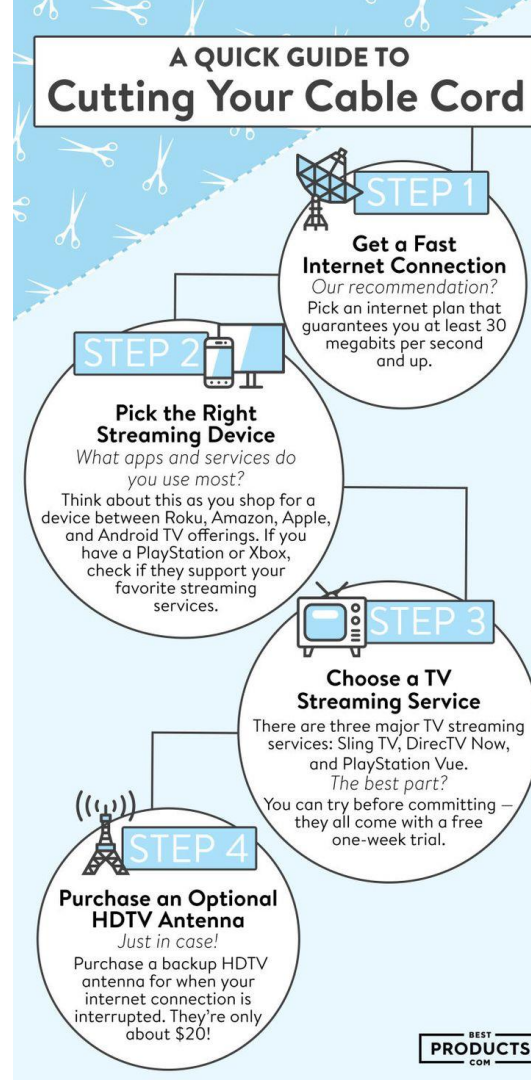


Be savvy about it

- 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

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!

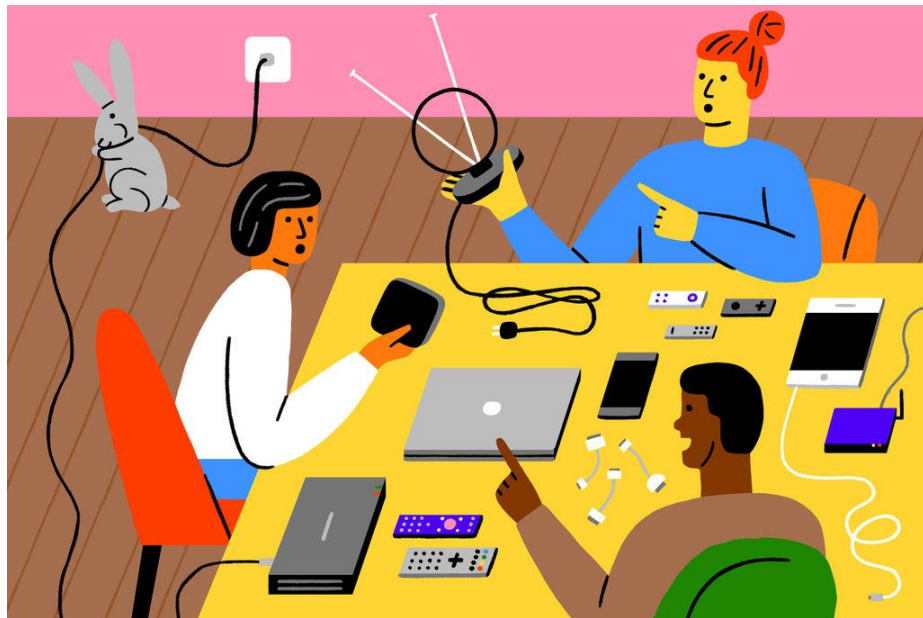


Additional points:

- 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
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