

Cutting The Cord

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Why cut the cable cord?

About a thousand reasons a year.

- ▶ Cable and satellite used to be good services. However the cost has gone from entertainment budget levels to vacation budget levels!



The problem is all the “good channels” are in the highest service package.

- ▶ Does this sound familiar?
 - ▶ \$39.99 for local channels+ tax+fees
 - ▶ \$57.99 for mid level+tax+fees
 - ▶ \$79.99 for the “good channels”
 - ▶ +tax+fees
 - ▶ +equipment
 - ▶ This puts us at \$100 per month or \$1,200 per year until the promotion runs out or you want HBO. Now we get into \$1,500 a year or more.
- And of course the random \$5 month increases...

There has to be a better way

- ▶ How about this?
- ▶ Free National networks plus their sub-channels and local channels.
- ▶ Free HD
- ▶ No contracts
- ▶ No taxes
- ▶ No added fees
- ▶ Freedom to add streaming channels or reduce streaming channels at will. Giving you control over your bill and entertainment choices.

There are two major schools of thought. Why not use both?

- ▶ Broadcast antennas
- ▶ In 2008 the FCC mandated the move from analog to digital. Giving us true HD over the air as well as far more channels.
- ▶ 80% of the top Nielsen rated shows are on the national networks.
- ▶ Streaming services
- ▶ In 2007 Netflix adds streaming to its service. Opening the door for over 3,500 current streaming services and growing.



Remember these?





The modern digital HD antenna



Superior picture – more channels

- ▶ Cable and satellite have to compress their signal to accommodate all the channels and customers. With digital broadcast you get a true HD picture. That's not effected by contract negotiations. See DTV vs. NBC or Dish vs. Fox.
- ▶ Cable and satellite don't give you the over the air sub channels or local channels.
- ▶ With HD antennas we get 4 PBS feeds–3 ABC – 2 NBC – 3 ION – 3 FOX – 2 CBS and Movies channel
- ▶ GET TV – GRIT! and more

External vs. Indoor antennas

- ▶ Its about using the right tool for the job.
- ▶ We Lincolmites are 45+ miles from the towers (mostly) in Walnut Grove.
- ▶ Radiant barrier
- ▶ Aesthetics matter
- ▶ Terrain and obstacle's.
- ▶ Signal “bounce”. Sometimes a good thing.
- ▶ Under-investing, the cord cutters enemy. Remember we are cutting a thousand + dollar cord.

NETFLIX

hulu

amazon *Prime*

HBO NOW

Streaming



Streaming: for all the shows not on broadcast

- ▶ Streaming just means coming in over your internet connection instead of a dish or cable.
- ▶ There are over 3,500 streaming services available already and more every month.
- ▶ Streaming is very cost effective.
- ▶ Streaming services have NO contracts. Everything is on a 30 day net. Meaning you can cancel anytime, upgrade or reduce service level. YOU have control over your content and bill.

You need a receiver to stream

- ▶ Smart TV
- ▶ Roku and Roku TVs
- ▶ TiVo
- ▶ Amazon fire stick
- ▶ Apple TV
- ▶ Air TV
- ▶ These are all examples of streaming devices
- ▶ To choose the best one for you there are a number of factors.
- ▶ What services are you wanting to stream?
- ▶ What's your budget? These devices run from \$30 to \$200 for the part.
- ▶ What connections are available on the TV?
- ▶ Are you going to be a 4K user?

The streaming service should drive the device selection

- ▶ Netflix – Hulu Amazon video are the “Big three” and are available on just about any streaming receiver.
- ▶ HBO–Starz–Crackle Showtime usually need a device beyond smart TVs
- ▶ The new generation of “live cable services” are a good choice for some. They offer all the sports channels and cable news that will never land on Netflix no matter how long we wait.

The live cable channel services

- ▶ Sling TV was first to offer the “good cable channels” streaming with 2 service levels at \$19.99 or \$24.99 per month for CNN–AMC–FX–A&E–USA–TNT–ESPN–Natgeo–and many more.
- ▶ Then Sony released PlayStation VUE. With advanced features like a virtual DVR and 4 levels of service. The first 2 take care of most clients needs at \$29.99 and \$34.99 per month with a more robust channel line up.

Live cable channels continued

- ▶ The newest is DIRECTV Now.
- ▶ With 4 line ups from \$35 to \$70 as this service comes from AT&T it is the most expensive.
- ▶ Of course using the OTA in conjunction with Netflix and Amazon prime you will have a wealth of entertainment content and your monthly fees could be as low as \$9.99 a month.

DVRs (digital video recorders)

- ▶ DVRs are optional.
- ▶ They provide specific features for the OTA channels.
- ▶ 1 – On screen guide
- ▶ 2 – Record and playback when you want.
- ▶ 3 – Record a series
- ▶ 4 – Pause live TV
- ▶ 5 – Skip commercials
- ▶ DVRs can be in just one room or networked to many rooms.
- ▶ Most DVRs have the big 3 streaming services available. Netflix– Amazon Hulu.

All DVRs were not created equally

- ▶ There are several factors to choose the right DVR for your system.
 - ▶ 1 user friendliness
 - ▶ 2 Number of Tuners or “channels” how many things can you record at once.
 - ▶ 3 Cost
 - ▶ 4 Multi room interface
 - ▶ Remote access
 - ▶ 1080HD or 4K
- ▶ There is really only one I use, TiVo.
 - ▶ TiVo invented the consumer DVR
 - ▶ Other DVRs use your computer or have only 2 channels or have limited storage or you have to use your cell phone as the remote....?



The financial model

- ▶ The average person in this room is paying \$100 per month for cable/ satellite.
- ▶ So lets use that \$1,200.00 per year for our model.
- ▶ Let's assume you want your new system professionally installed
- ▶ Start with an HD antenna – \$249
- ▶ You now have a 100% free TV service with all the national networks– sub channels and local channels.
- ▶ You would save **\$1,200 every year** less your one time investment of \$249

I want to save money but can I still have my HGTV and CNN and ESPN?

- ▶ Yes.
- ▶ So we have the antenna. Now lets add a bunch of cable channels using say Sling TV and to really add a ton of content let's throw in Netflix.
- ▶ Sling starting \$19.99
- ▶ Netflix \$9.99
- ▶ Antenna \$249
- ▶ Roku \$100
- ▶ One time investment . \$349
- ▶ Monthly cost for OTA-Live cable and Netflix channels \$29.99
- ▶ No taxes
- ▶ No FCC fees
- ▶ No contract
- ▶ Savings every year
- ▶ **\$840.12**
- ▶ ROI 3.5 months

That's great but I want a DVR

- ▶ Ok, we have the antenna–Roku with Sling and Netflix.

Let's add a TiVo

Bolt \$300

- ▶ Investment \$649
- ▶ Monthly \$42.50
- ▶ Annual \$509.88
- ▶ **Savings \$690.12**
- ▶ ROI 11.5 months

- ▶ But wait, there's more...
- ▶ If you are an Amazon prime member you also have FREE access to Amazon Video (similar to Netflix)
- ▶ If you already have Netflix you would save \$120 more per year in our model

I love my HBO/Showtime/Starz

- ▶ What if you could watch all the original shows on the “premium channels” for \$33. per YEAR?
- ▶ Fact: the shows produced by HBO and the others release 10 episodes per year.
- ▶ Fact: most people run through those shows in a week.
- ▶ So if you just buy one month of HBO for the year it will cost you \$15.
- ▶ Showtime \$10
- ▶ Starz \$8
- ▶ Total \$33
- ▶ A month is more than enough time to watch 10 episodes.
- ▶ Just sit on your couch and tell the Roku to activate one of these and its on your screen instantly and you decide if its on for one month or whatever you choose.

Thank you for coming

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