



# CUTTING THE CORD

**A change in broadcast TV services**

# CUTTING THE CORD - WHAT DOES IT MEAN?



In broadcast television, cord-cutting refers to the pattern of viewers, referred to as cord cutters, cancelling their subscriptions to multichannel subscription television services available over cable or satellite, dropping expensive pay television channels or reducing the number of hours of subscription TV viewed in response to competition from rival or same media available over the Internet at a lower rate.



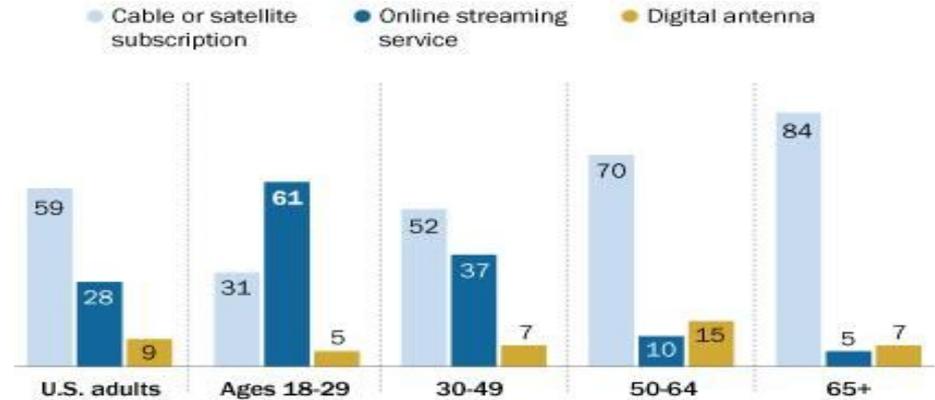
# CUTTING THE CORD - IS IT NOW OR THE FUTURE?



- TDG Research estimates just 60% of households will pay for cable in the next 13 years.
- Number of households paying for cable has dropped every year since 2012.
- 61% of adult aged 12 to 29 use Online Streaming to watch TV.
- Many of those are “Cord Nevers”: They’ve never paid for or intend to pay for cable or satellite TV.

## Young adults use streaming services most to watch TV

*% of U.S. adults who say \_\_\_ is the primary way they watch television*



Source: Survey conducted Aug. 15-21, 2017.

PEW RESEARCH CENTER

# CUTTING THE CORD - HOW TO START



First, consider Bandwidth:

- What's your home Internet speed?
  - Need minimum of 10MB/sec down and 1MB/sec up.
  - For HD (4K) streaming, you need 25MB/sec down and 4MB/sec up.
- Use [SPEEDTEST.NET](https://www.speedtest.net) to check
- Bandwidth also means your INTERNAL bandwidth Capabilities, which could be limited by equipment.



How many concurrent sessions will you need?

# CUTTING THE CORD - HOW TO START - (CONTINUED)



Next ask if your provider is “cable cutter” friendly.

- WOW Way: Yes.  
(<http://www.wowway.com/products/internet/cord-cutting>)
- Comcast/Xfinity: Not yet, but sort of coming soon  
(<https://techcrunch.com/2017/07/27/comcasts-instant-tv-service-for-cord-cutters-could-launch-by-year-end/>)
- AT&T/U-Verse: Yes, but at an extra cost  
(<http://www.telecomtv.com/articles/at-t/at-t-offers-unlimited-data-on-u-verse-but-if-you-re-a-cord-cutter-it-s-30-extra-13454/>)



# CUTTING THE CORD - HARDWARE CHOICES



Then, let's consider your streaming media device(s).

- Apple TV - \$179.99
- Google Chromecast - \$35 to 70
- Amazon Fire (stick or TV) - \$40 to \$70
- Roku - \$70 to \$100
- nVidia Shield TV - \$180
- HD Home Run - \$80 to \$95  
(Pushes Cable or Antenna to Devices, plus offers DVR)



# CUTTING THE CORD - LIVE TV SERVICE PROVIDERS



- DirectTV Now - \$35/mo + or less
- Fubo TV - \$35/mo promo, regularly \$50/mo +
- Hulu with Live TV Service - \$39.99/mo + (includes regular Hulu on-demand service)
- Playstation Vue - \$40 to \$75/mo
- Sling TV - \$20/mo +
- YouTube TV - \$35/mo +



# CUTTING THE CORD - WHICH LIVE TV SERVICE IS BEST FOR ME?



- Which channels are available with which services?
- <https://www.cnet.com/news/youtube-tv-vs-sling-tv-vs-directv-now-vs-playstation-vue-channel-lineups-compared/>  
(SEE HANDOUT)
- URL above includes a chart which shows which services carry which channels, and which service levels are required to get them.



..and don't forget an HD TV Antenna for local channels if needed. Most online services provide NETWORK channels, but not always LOCAL channels. How many channels can you see around Northville? About 33.

# CUTTING THE CORD - OVER THE AIR

- HD TV Antenna's are widely available, with a price range from \$20 to \$200.
- Coverage is widely variable. See NOCABLE.ORG for details based on your zip code.  
(<https://nocable.org/availability-report/zip/48168-northville-mi>)
- ALmost all local network affiliates are generally available in Northville (building variances may affect connection quality)



An HD TV Antenna also offers you options in the event of an Internet outage in your area!

# CUTTING THE CORD - STREAMING MEDIA SERVICES



- Movie/TV Show services, like Netflix, Amazon Video (Prime) or traditional Hulu (not Hulu TV). This includes websites and media play services from networks like ABC, NBC, CBS, Discovery, etc.
- Home Media storage services, like Plex or Emby
  - These are basically DVR devices for Streaming TV that aren't controlled by the provider. These use your home computer or a NAS device to store recorded media.
  - Not for use with Netflix/Hulu, but work with OTA HD TV Antennas, Cable TV signals and the like.



# CUTTING THE CORD - OTHER STREAMING SERVICES



## → Free or Ad-Based Movie Sites:

- Crackle - <https://www.crackle.com/>
- Popcorn Flix - <https://www.popcornflix.com>
- Free Roku Movie Channel -  
*via App with Roku only*
- YouTube - <http://www.youtube.com>
- Viewster - <http://www.viewster.com>

## → Find Programming Online

- Yidio - <http://www.yidio.com>

## → Free Broadcast TV:

- Usually show last 4 or 5 episodes
- ABC, Fox, NBC, Discovery Channels, etc all carry their programming essentially FREE with minimal commercials IF you have an account with an affiliated cable TV Provider.



# CUTTING THE CORD - USE LIBRARY SERVICES

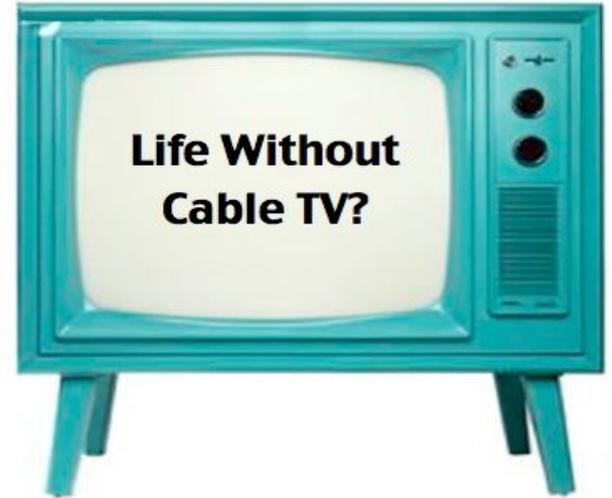


→ Did you know there are library services which can reduce your costs further?

→ See:

<http://blog.credit.com/2017/12/how-i-replaced-700-worth-of-monthly-subscriptions-with-my-library-card-180083/>

→ The story claims you can save \$700 worth of monthly subscriptions by using Library services!

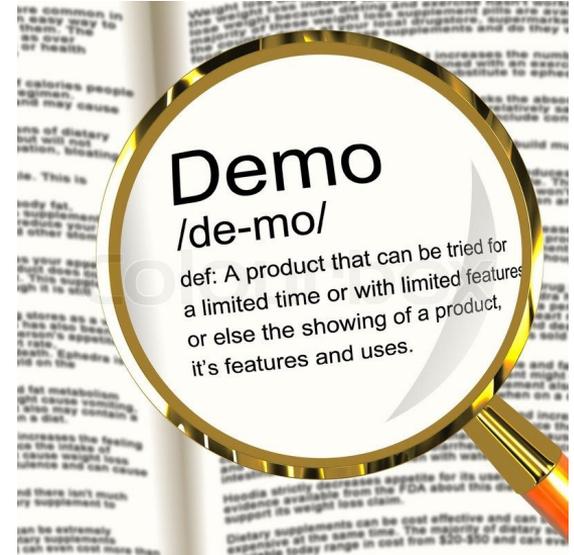


- Freegal = MUSIC
- Hoopla = BOOKS AND VIDEO
- Overdrive = BOOKS AND VIDEO
- RB Digital = MAGAZINES

# CUTTING THE CORD - DEMONSTRATIONS!



→ We have some equipment and services here to show you.



# CUTTING THE CORD - REAL WORLD



- Cable Cost - Internet & TV (BEFORE) = \$250/mo
- Cable Cost - Internet = \$64/mo
- Streaming Services = \$55/mo
  - Netflix = \$11.99/mo
  - Hulu = \$5.99/mo
- (AFTER) = \$137/mo
- One time cost: Emby Premiere (DVR and Guide Services) - \$139

# CUTTING THE CORD - ANY QUESTIONS?



- Thank you for attending our presentation.
- You can find this presentation (completed with speaking notes) online at <https://goo.gl/gbMBTn>
- Library Website:  
[www.northvillelibrary.org](http://www.northvillelibrary.org)  
Facebook:  
[www.facebook.com/northvillelibrary](http://www.facebook.com/northvillelibrary)



You can download the handout at:  
<https://goo.gl/C75C9e>