

# CUTTING THE CORD

March 11, 2020

DROPPING CABLE OR SATELLITE TV AND USE INTERNET TO STREAM TV  
AND  
OTHER OPTIONS FOR WATCHING TV

*OUR OBJECTIVE IS TO PROVIDE USEFUL INFORMATION AND  
TOOLS FOR THOSE CONSIDERING MAKING A CHANGE.*

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# WHY MAKE CHANGE?

## WHY PEOPLE RESIST CUTTING THE CORD:

- LIKE HAVING A FAMILIAR CHANNEL GUIDE AND COMFORT WITH THEIR “CLICKER”
- IF THEY HAVE SMART TV, MANY HAVE ALREADY ADDED NETFLIX, AMAZON PRIME

## WHAT PEOPLE SAY AFTER THEY CUT THE CORD:

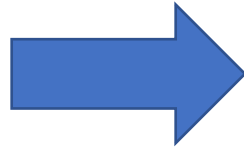
- SAVED SOME MONEY
- BETTER OVERALL EXPERIENCE WATCHING TV
  - MORE FLEXIBILITY
  - ACCESS TO MUCH MORE CONTENT
  - INTERFACE SIMPLER THAN EXPECTED
- NO MORE CABLE BOXES AND SATELLITE DISHES
- PEOPLE LIKE DVR “IN THE CLOUD”

**MILLIONS IN THE US DROPPED CABLE/SATTV IN 2019!**

# OPTIONS FOR WATCHING TV

## WHAT DO YOU HAVE NOW ?

- DISH
- COMCAST/XFINITY
- DIRECTV
- ANTENNA



## SMART TV

- ROKU
- FIRE STICK
- OTHER

## "FREE TV"

- STREAM FREE APPS

\$1300+

## MIX AND MATCH STREAMING CHANNELS

- STREAM FREE APPS
- PAY FOR ADDITIONAL APPS

\$1000+

## "CUT THE CORD" ... CABLE/SAT TV REPLACEMENT

- PURCHASE A STREAMING SERVICE
- PAY FOR ADDITIONAL APPS

\$500+



# ANTENNAS

## WHAT CAN I GET?

- 20-35 LOCAL CHANNELS POSSIBLE
- EQUIPMENT PLUS INSTALLATION ~ \$160
- MOST LIKELY LOCATION WILL BE ATTIC
- CHEAPEST SOLUTION TO WATCH TV
- ANTENNAS SUCCESSFULLY USED NOW IN RB
- RECORDING OPTIONS AVAILABLE: TIVO, TABLO, ...
  - \$125 AND UP

## HOW DO I GET AN ANTENNA?:

DIY or hire an installer:

Gary Nye, the “antenna guy”

Gary Nye (Tellico Village) 865-408-9995

~ 450 installs in TV; 6-8 in RB



150+ MILE RANGE ANTENNA

# STREAMING TV IN REAL TIME VIA THE INTERNET

- TV MUST BE “SMART”, I.E. ABLE TO RECEIVE INTERNET
  - BUY A SMART TV (example: 40” ROKU enabled TV at Walmart in Madville is \$133)
  - YOUR DUMB TV CAN BE MADE SMART WITH:
    - AMAZON FIRESTICK, ROKU, GOOGLE CHROMECAST, APPLE TV
- DIY or AV TECH WITH YEARS OF EXPERIENCE AT RB: WAYNE WARD, 865-388-3054, OTHER RESIDENTS
- STUDY ROKU, AMAZON FIRESTICK, GOOGLE CHROMECAST, APPLE TV BEFORE YOU DECIDE!

AMAZON Fire Stick Home screen



ROKU Home screen

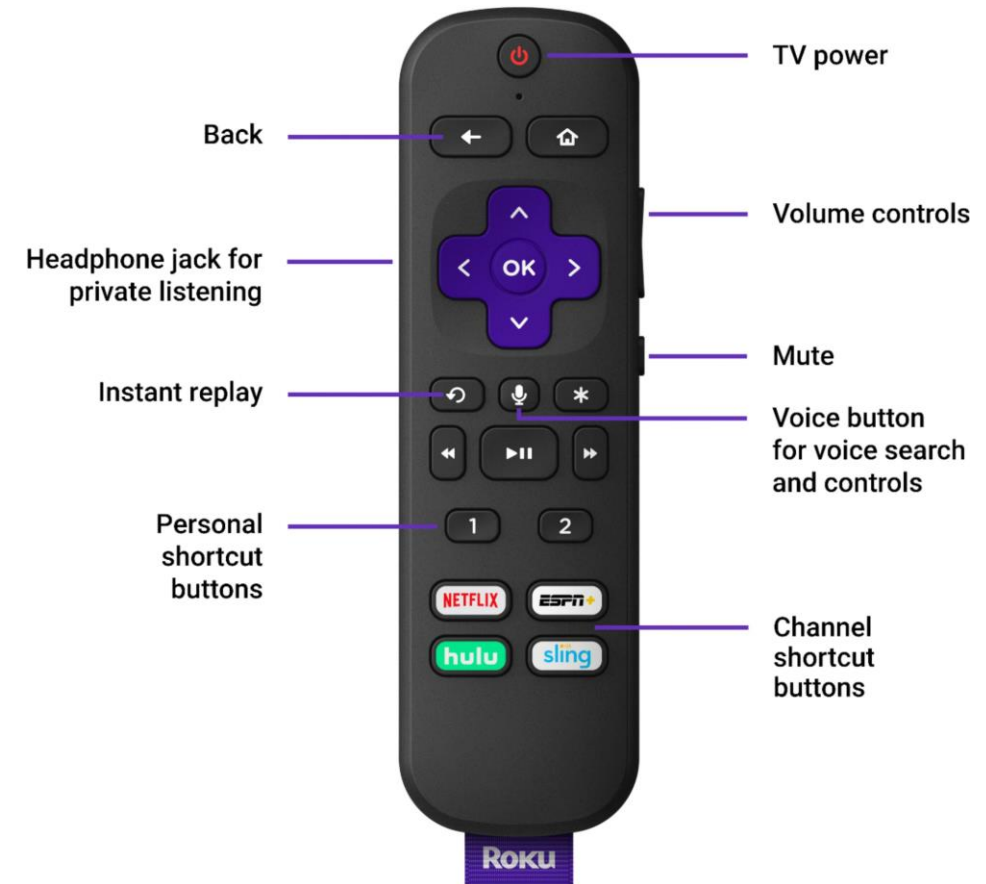


# MORE ON ROKU ...

- Roku is an operating system for your internet-connected TV.
- You set up an account ROKU.com. You link your TVs to this account.
- You go to channel store and install free apps or purchase apps.

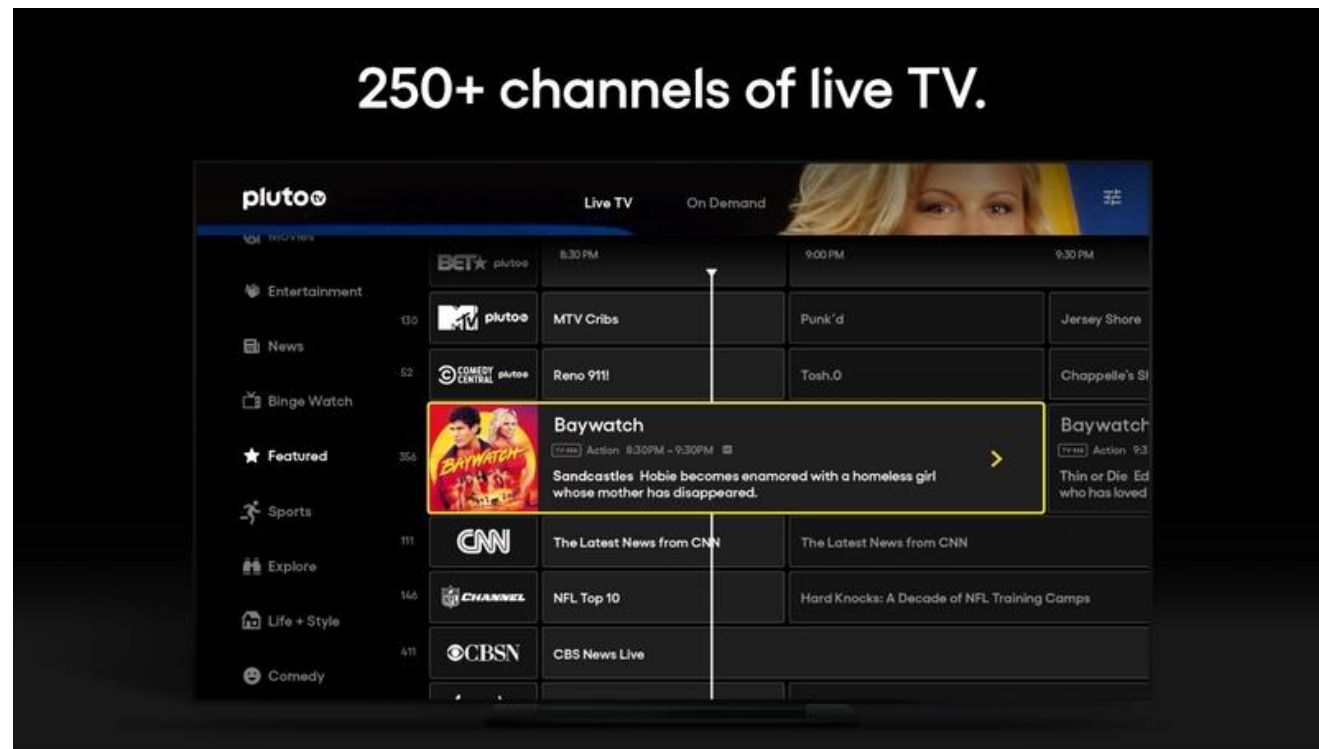


- In 2019, ROKU had 37M accounts and is growing.
- In 2019, COMCAST TV, DIRECTV, DISH had 21M, 20.4M and 9.4M and are decreasing.



## “FREE TV”

- WITH INTERNET, ROKU OR AMAZON FIRESTICK TV, THEN JUST DO FREE STUFF
  - ROKU AND FS OFFER MANY FREE COOL APPS
    - ROKU APP EXAMPLES: FILMRISE, HAYSTACK, BABYBOOMER TV, EATER, BON APPETIT, STIRR, COURT TV, NOSEY, PLUTO,...
    - INTERNET COST PLUS SMART TV COSTS



# MIX AND MATCH STREAMING CHANNELS

- **WITH INTERNET, ROKU OR FIRE TV, VIEW FREE CONTENT**
  - **ADD PAID SUBSCRIPTIONS:**
    - **MOVIE CHANNELS, E.G. NETFLIX, AMAZON PRIME**
    - **PLUS APPS FOR POPULAR SHOWS (E.G., HALLMARK IS \$6)**
  - **COSTS: INTERNET, SMART TV COSTS, PLUS ADD-ON SUBSCRIPTIONS**
  - **DVR?: IMPOSSIBLE TO DIFFICULT**





## “CUT THE CORD” ... CABLE/SAT TV REPLACEMENT








- FROM YOUR CURRENT CHANNEL GUIDE , DETERMINE **MUST HAVE CHANNELS**
- DETERMINE # OF TV’S, OTHER VIEWING DEVICES
- DETERMINE MUST HAVE RECORDING FEATURES
- DECIDE WHICH STREAMING SERVICE MEETS YOUR NEEDS:
  - E.G., YOUTUBE TV, SLING, ... MOST HAVE DVR IN THE CLOUD
    - CHECK AVAILABILITY OF **LIVE TV**
    - ADD SELECTED APPS, SUCH AS HALLMARK



# CURRENT STREAMING SERVICE FEATURE COMPARISONS

	Price	Premium Channels	DVR	Local Channels	Sports Channels
	\$20-\$40 Per Month*	✓ (Additional Fee)*	✓ (Additional Fee)*	✓	✓
	\$39.99 Per Month*	✓ (Additional Fee)*	✓ (50 hours included)*	✓	✓
	\$40 Per Month*	✗	✓ (Unlimited)*	✓	✓
	\$44.99 Per Month*	✓ (Only Showtime for an Additional Fee)*	✓ (30 hours included)*	✗	✓ (Does not include ESPN)
	\$35-\$70 Per Month*	✓ (Additional Fee)*	✗	✓	✓
 PlayStationVue	\$39.99 - \$74.99 Per Month*	✓ (Additional Fee)*	✓ (Unlimited)*	✓	✓
	\$16-\$20 Per Month*	✗	✓ (Unlimited)*	✗	✗

# SEARCH "BEST STREAMING SERVICE FOR 2020"... do your own analysis

Best Streaming Service For 2020   Side by Side comparison   YouTube TV, Hulu, Sling, ATT, Fubo, Philo						
streaming service for 2019						
Free trial	Yes	Yes	Yes	Yes	Yes	Yes
Base price	\$50/month for 70-plus channels	\$30/month for 30-plus channels	\$55/month for 60-plus channels	\$65/month for 45-plus channels	\$54.99/month	\$20/month
Channel Lineup/Packages						
TV Guide Quality						
Simultaneous streams per account	3	1 or 3	2 (\$15 option for unlimited)	2 (\$5 option for 3)	2 (\$6/mo for 3)	3
Compatilbe Devices	Apple TV, Google Chromecast, Roku, iPhone/iPad, Web Browsers, Android Phone/Tablet, Android TV, Xbox, LG Smart TV, Samsung Smart TV, VIZIO	Amazon Fire TV, Apple TV, Google Chromecast, Roku, iPhone/iPad, Web Browsers, Android Phone/Tablet, Android TV, Xbox, Samsung Smart TV, LG Smart TV, and VIZIO	Amazon Fire TV, Apple TV, Google Chromecast, Roku, iPhone/iPad, Web Browsers, Android Phone/Tablet, Xbox, Nintendo, Samsung Smart TV, LG Smart TV, VIZIO Smart TV, and	Amazon Fire TV, Apple TV, Google Chromecast, Roku, Web Browsers, iPhone/iPad, Android Phone/Tablet, Samsung Smart TV, and Android TV	Amazon Fire TV, Apple TV, Google Chromecast, Roku, Web Browsers, iPhone/iPad, Android Phone/Tablet, Android TV, and Samsung Smart TV.	Roku, Apple TV, Amazon Fire TV, Android, Android TV, IOS, Web Browser
Family member/user profiles	Yes	No	Yes	No	No, you can add Family share for \$5.99/m	Yes
Cloud DVR Capacity (included)	Yes (keep for 9 months)	Yes, 10 hrs keep 30 days	Yes, 50 hrs unlimited	Yes (20GB, keep for 30 days)	30 hours; keep indefinitely	Unlimited; 30 days
Fast-forward through or skip commercials with cloud DVR	Yes	Yes	Yes	No (Yes with \$15 option)	Yes	⊕ Yes 

## ... ANOTHER OPTION: TDS IS COMING (BACK)



- TDS MEETING AT CAC ON FEBRUARY 3...BETTING THE RANCH ON FIBER
  - STARTING SPRING 2020, LAYING FIBER BACKBONE IN ALL RB
  - STARTING AUGUST 2020, HOUSES CAN BE FITTED WITH FIBER CONNECTION
  - TDS IS OFFERING **TV/INTERNET/PHONE BUNDLES...\$126 + TAX**
    - New customers only
    - Free Install, No Contract, No Termination Fee, Free HD for Life, DVR + VOD, Fiber Gateway, (1) Home DVR
    - In a Contract????? No worries. TDS has a Charter, Comcast Xfinity, and Direct TV Contract Buyout as well. We will pay up to \$240 Termination Fee for customers who order our TV, Internet, and Phone Bundle.
- WHY CONSIDER TDS?
  - FIBER HAS BIG ADVANTAGES OVER COPPER
    - OFFERING **300MB, 600MB AND 1G SPEEDS** (COMBOS OF DOWNLOAD AND UPLOAD SPEEDS)
    - HIGHER BANDWIDTH
      - HANDLES MORE DATA, MORE DEVICES, MORE APPLICATIONS

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# COST ANALYSIS TEMPLATE

TV ACCESS	ONE TIME COST (EQUIPMENT + INSTALL)	CURRENT MONTHLY COST	CUT THE CORD MONTHLY COST
CURRENT BASELINE COST (XFIN, DISH, DIRECTTV)			
Modified Current (e.g. Basic, 1 TV)			
INTERNET (TDS, XFIN, OTHER)			
ROKU/FIRE (STICKS OR TV'S)			
ANTENNA			
NETFLIX AND OR AMAZON PRIME			
STREAMING SERVICE (YouTube, HULU, Sling, ATTnow)			
Add-on STREAMED APPS			
TOTALS			

- **CRISTEEN FLOYD DEMO OF STREAMING SERVICES**
- **Q & A**