

HELP YOUR PATRONS CUT THE CABLE CORD



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TO START WITH...

- What is “Cutting the Cable Cord”?
 - A person is no longer best served by traditional cable (or satellite) services, and chooses to cancel their subscription.
- Why would a person want to move away from cable?
 - Money.
 - Eliminate extra channels that aren’t being watched.
- Each person’s situation is unique. Cord cutting may not be right for everyone.

DETAILS OF OUR CLASS

- Why did I decide to offer this class to our patrons?
- Offered twice a year (spring and fall), two sessions each time (one morning, one evening).
- Maximum attendance of 25 patrons.
Registration encouraged.



Strategies for life after cable TV

CUTTING THE CABLE CORD

Tuesday, November 12, 6:00 PM
Friday, November 15, 10:00 AM

Are you spending too much on cable? Wondering why you're paying for hundreds of channels you don't watch? Cutting the cable cord might be the right choice for you.

This class will cover many of the questions potential cord cutters often ask: How do I get Netflix, Hulu, or another streaming service on my TV? What about live events like sports and news? What is Sling TV?

Registration is encouraged. Register online, or at the Adult Information Desk, or call 262-532-8920.



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**WHAT DOES THE
CLASS COVER?**

INTERNET NEEDS

- A good internet connection is vital for most cable alternatives.
- Internet speed basics:
 - MBps: Megabits per second.
 - 5 MBps (download rate) is recommended for basic Netflix.
- Internet providers
 - Vary based on location.
 - <http://internetprovidersbyzip.com>

MY EXPERIENCE

- I was mostly watching Netflix and DVDs from the library.
- Made a list of TV programs I wanted to continue watching.
 - What services could offer me this content? What devices would I use to access this content?
- Research!

MY EXPERIENCE

- Compare Costs
 - Streaming
 - Roku Streaming Box = \$100 (one-time cost)
 - TV antenna = \$30 (one-time cost)
 - 2 streaming services (Netflix & Hulu) = \$16 (monthly)
 - Cable
 - Monthly = \$60
 - Savings
 - Monthly savings = \$44
 - Within 3 months, my savings paid for the Roku and the antenna.

TO BE CONSIDERED

- Make a list of the networks and shows you absolutely want to watch.
- Look at the service(s) that will provide the content you want (ex: Netflix, Sling TV).
- Many networks offer shows for free on their websites.



TO BE CONSIDERED

- Add an antenna to your TV. Depending on location, there are dozens of free channels available (NBC, ABC, FOX, CBS).
- TVfool.com can show your proximity to a tower & the channels you can expect to pick up.
- OTA DVRs (over the air, for use with antennas).

STREAMING SERVICES

STREAMING SERVICE OPTIONS



- How does streaming work?
 - Accessed through an internet connection (instead of a cable cord).
- Most streaming services:
 - Include commercials.
 - You pay per month and there is no contract. Many offer free trials.
 - Cost depends on the number of screens/devices you will use at the same time.
 - Offer content you can't watch anywhere else.

STREAMING SERVICE OPTIONS

- There are two main types:
 - On-demand streaming
 - Choose from a catalog of movies, previously aired TV shows, or original content.
 - Live TV streaming
 - Great for sports, award shows, news events, election coverage, etc.





- 2017 Study: 54% of homes in the U.S. have Netflix (source: Leichtman Research Group, Inc.).
- Popular movies, TV shows, and other programming (documentaries, stand-up comedy, etc.).
 - TV shows are usually a season behind.
- Pricing starts at \$9, more expensive plans are \$16.

The Hulu logo consists of the word "hulu" in a white, lowercase, sans-serif font, centered within a solid green square.

- Offers a collection of movies. Major network TV shows (ABC, NBC, FOX) often available 24 hours after they air.
- Pricing starts at \$6 (with ads) up to \$12 (no ads).
- Offers Live TV streaming as well. Plans start at \$55 (with ads) up to \$61 (no ads).

AMAZON PRIME VIDEO



- A lot of free content for Prime Members (referred to as “Prime Video”).
 - Costs \$119/year.
 - Look for the “Prime” symbol on videos.

SLING TV



- Focused on offering Live TV.
- Starts at \$25/month for the Orange or Blue Plans. \$40/month for the two combined.
- Add a cloud DVR for \$5/month.

OTHER STREAMING OPTIONS

- Disney+
 - \$7/month or \$70/year.
 - Disney includes: all Disney movies, Marvel, Star Wars, National Geographic, new content.
- Apple TV+
 - \$5/month.
 - Currently has: Twelve original shows, one documentary movie. Will add content monthly.

OTHER STREAMING OPTIONS

- Philo TV (\$20/month)
 - Live TV. Doesn't include news, sports, local programs.
 - Does include 58 popular channels (HGTV, Hallmark, TV Land).
- YouTube TV (\$50/month)
 - Live TV. Includes most major channels (including sports, news).
 - Unlimited DVR storage.



OTHER STREAMING OPTIONS

- Sony Crackle
 - Free app. Offers hundreds of movies and TV shows.



- fuboTV (\$55/month)
 - Focused on sports, but also offers other channels.



- HBO Now (\$15/month)



- CBS All Access (\$6/month)



STREAMING DEVICES

HOW DO YOU GET STREAMING SERVICES ON YOUR TV?

- Many “Smart TVs” can access these services directly through the TV menus.
- Many devices connect to your TV through an HDMI port. TVs made in the last 10 years usually have at least one port.

TYPES OF STREAMING DEVICES

- Main types of devices:

- Streaming Sticks

- About the size of a USB drive. Plugs into a HDMI port on your TV. Connects via your home's WiFi.
 - Less expensive, less powerful.



- Set-top Boxes

- Larger and more expensive, but more powerful (better connection).
 - Can connect with WiFi or Ethernet.

- Multi-function Systems

- Blu-ray players
 - Gaming systems (PlayStation, Xbox)



SPECIFIC STREAMING DEVICES

- Roku
 - Offers both streaming sticks and set-top boxes (\$30-\$100).
 - Easily navigate between services.
- Amazon Fire TV and/or Firestick
 - Offers either a streaming stick or the Fire TV box (\$40-\$120).
 - Can now get an “Alexa” one.



FUTURE OF STREAMING

- Many cable/satellite providers and networks are realizing that streaming is the way people are now watching TV.
- To counter, some cable companies are developing “skinny bundles” that offer basic channels to stream.
 - Spectrum TV Choice (\$25/month)

RESOURCES FOR CORD CUTTERS

- Like most technology, the world of streaming is always changing. Make sure to stay informed!
- Websites
 - Techhive.com
 - Weekly Newsletter from Techhive.com contributor:
<http://jarednewman.com/cordcutterweekly/signup.html>
 - <http://www.cordcuttersnews.com>
 - Justwatch.com

RESOURCES FOR CORD CUTTERS

Reminder: The library has hundreds of TV shows and new movies available on DVD & Blu-ray.

If you can't find it here, we can usually find it from another library!



ANY
QUESTIONS?