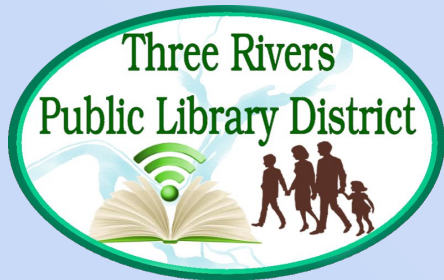


Cutting the Cord

**Ditching Cable to Start Streaming**



# What does cutting the cord mean?

- Pay less by eliminating cable and use one or multiple streaming sites.
- Use internet data to stream TV and Movies.
- What will we cover?
  - What is streaming, and how does it work
  - What devices can be used to stream content
  - What services are offered for streaming and Live (broadcast) TV



# What Is Streaming?

- Streaming is media being sent over the internet and played in real time as it arrives. Content is never downloaded but instantly played.
- Content from streaming services is available on demand instantly and can be played an unlimited number of times.
- Content is sent from a streaming service (like Netflix) to a streaming player (like a Roku or Smart TV) which converts the data into video and sound.



# What is needed to stream?

- Internet connection and a streaming device
- If you ditch cable, you still need to have internet data (it's no longer unlimited)
- What Data speeds are needed?
  - 20-100mbps and up, depends on Standard vs High Definition vs 4K
  - Depends on number of users, quality of stream, device, user traffic





# Terms to know

- **Mirroring** - Showing your exact desktop, laptop, phone or tablet screen & movements, and projecting them via cable or wireless connection on a screen in the same room (such as a TV). The content will play on both devices.
- **Free Trial**—You will still need to put in credit card information, however the first X amount of days you will not be charged.
- **Casting** - Playing online content (video, music, or other format, typically from a streaming service) on one device (such as a phone or laptop) to display on another device (such as a TV), usually by clicking a cast symbol. The content will display on the second device, and can be setup for any room.



Android



iOS



# How to Watch

All of the resources we will discuss have an available app, and can also be used in an internet browser. But there are several options for using these services to watch content on a TV Screen.



# What Devices Can You Use?



Roku



Apple TV

Chromecast



Video Game Consoles



Kindle Fire Stick, etc.



# Rokus



- Roku Ultra: \$100
- Roku Streaming Stick+: \$50
- Roku Streaming Bar: \$130
- Roku Premiere: \$40
- Roku Express: \$30 (4K- \$40)
- Compatible with most streaming services: Netflix, Hulu, Sling TV, Amazon Prime Video, etc.
- Uses HDMI cable, or streaming sticks plug directly into HDMI port & uses USB port for power

**My Feed**- Get notifications when new episodes are added.



**Home**- See all apps on one screen with a customizable menu.



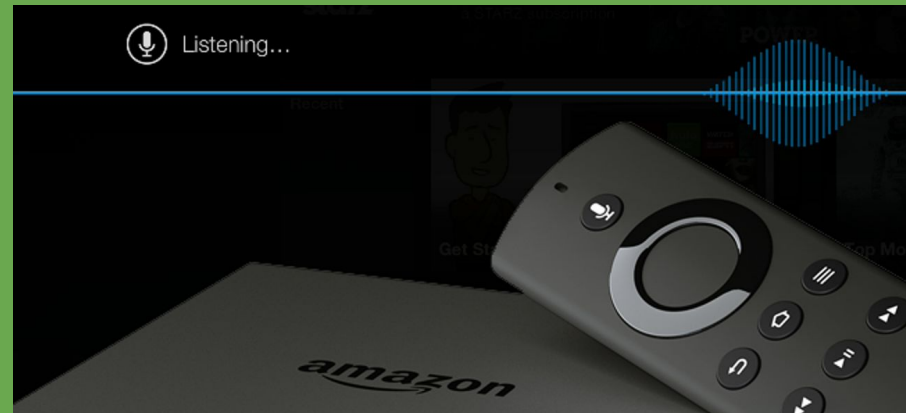
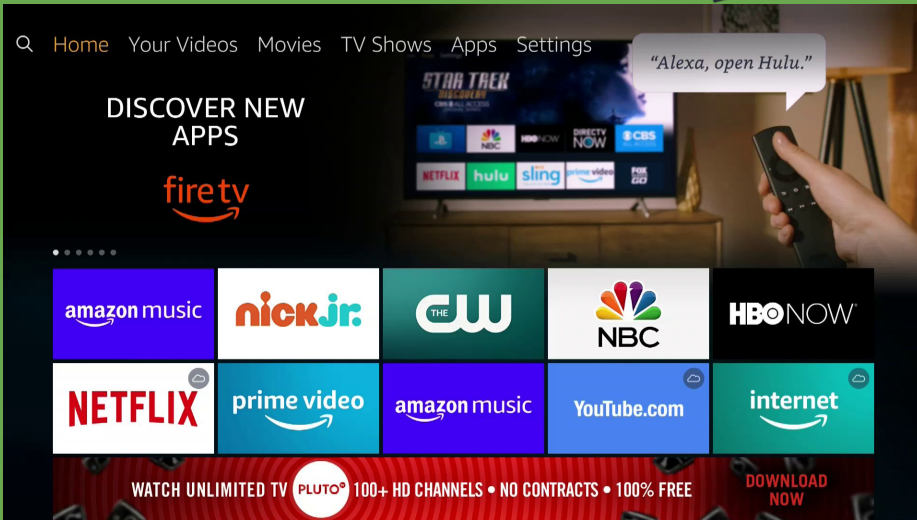
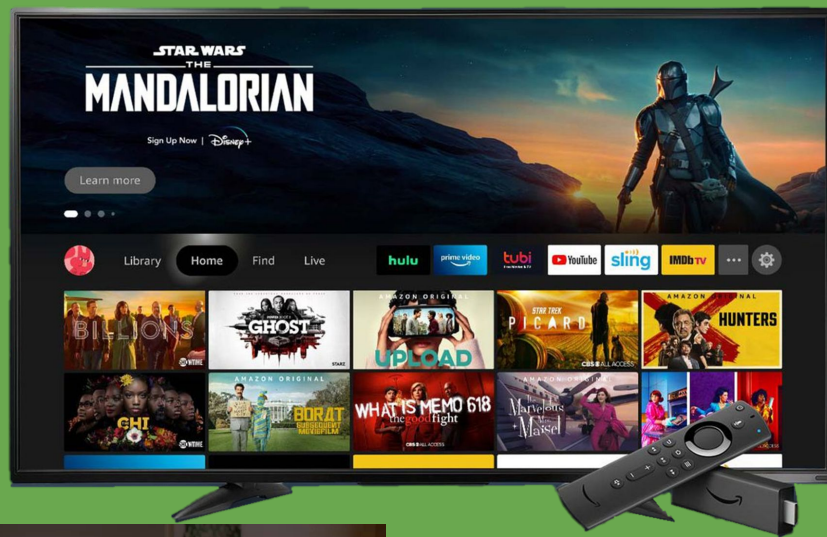
Go straight to your favorite app from the remote.

## Amazon Fire (Kindle/Stick/TV)

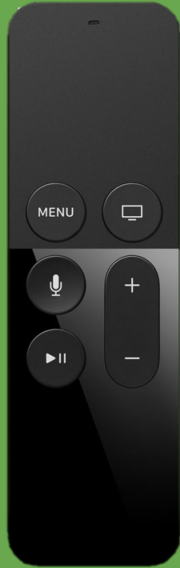
- Fire Cube: \$120
- Fire Stick 4K : \$40
- Fire Stick Lite: \$30 (no tv controls)
- Ties to your Amazon account so you can access any digital purchase you have made
- Compatible with most streaming apps: Netflix, Hulu, Sling TV, etc.
- Most Versions Include Alexa Voice Remote





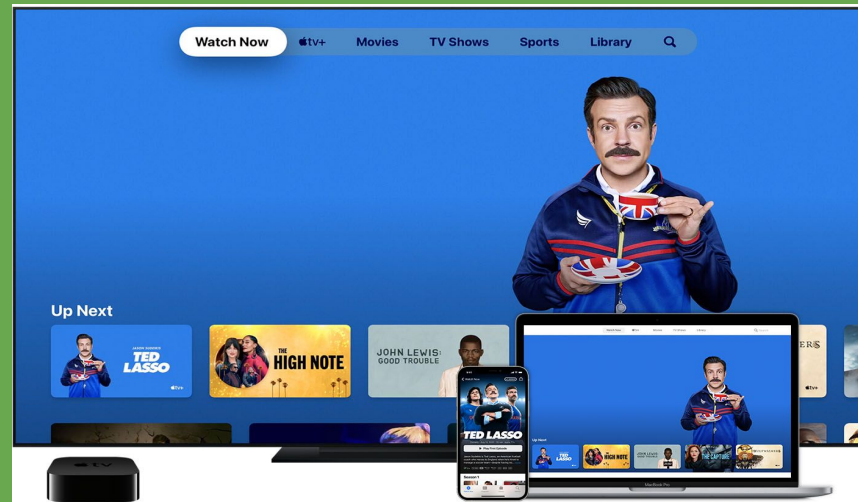
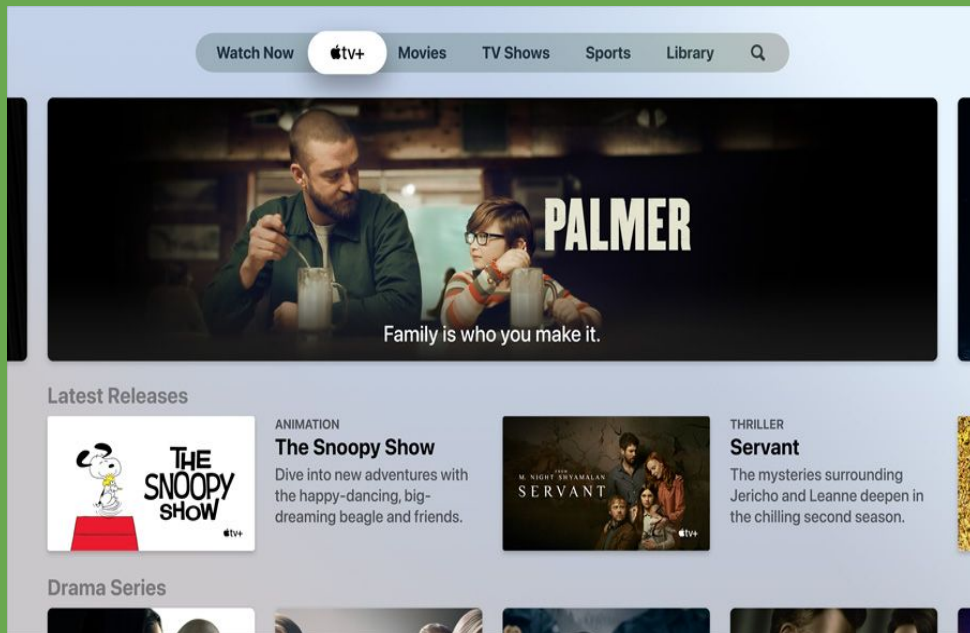


# Apple TV



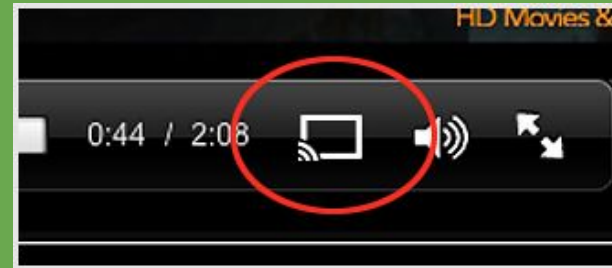
- Apple TV 4K \$180 - \$200 (Includes Apple TV+ service for 3 months)
  - Siri Remote with touch enabled click pad, voice control
- Apple TV HD- \$149.99
- Plugs into TV HDMI Port; Can control with phone
- AirPlay: Mirror your Apple device screen onto your TV
- Compatible with most streaming apps: Netflix, Hulu, Sling TV, etc.
- Play purchased iTunes movie & music content

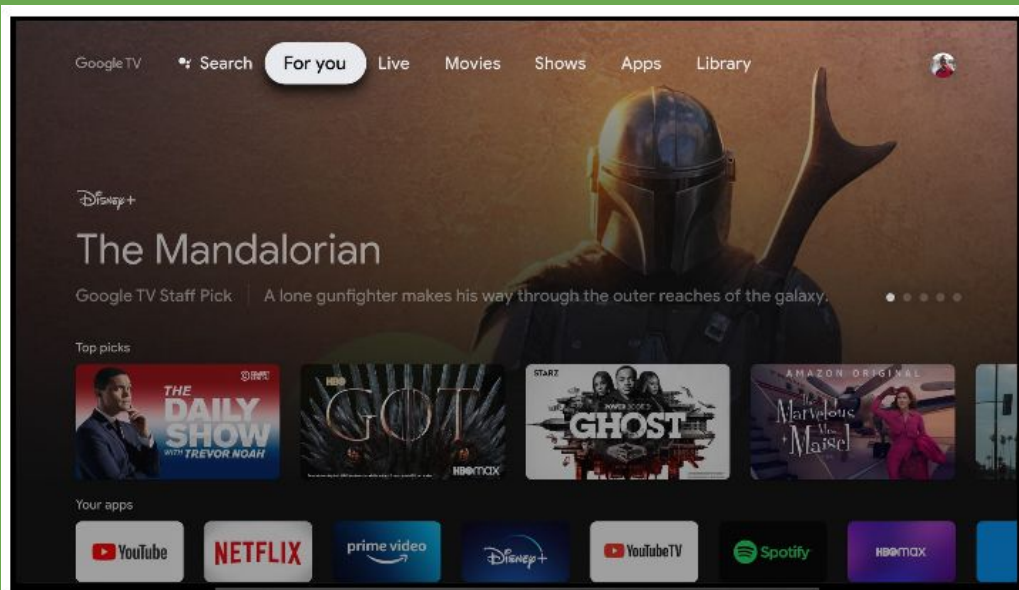
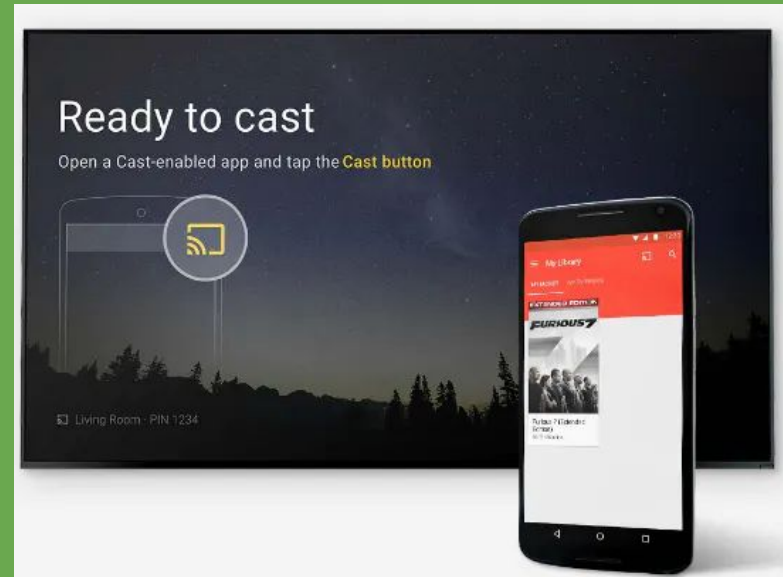




# Chromecast

- 3<sup>rd</sup> Gen Chromecast: \$35
  - Requires a smartphone or tablet to function (no remote)
- Chromecast Ultra: \$109 (4K/HDR)
- Google Chromecast w/Google TV: \$50
  - Combines most popular streaming services onto a single menu, less app jumping
  - Has voice remote with Google Assistant
  - Connects to HDMI port
- Project your android device screen through Chromecast
- Compatible with most streaming apps: Netflix, Hulu, Sling TV, etc.





Google TV gives suggestions based on all your apps.

# Video Game Consoles



- Range between \$200-\$600
- Some also have Casting Capability like the Chromecast
- Most gaming consoles also allow for streaming on most available services



# Smart TVs

- 4K- Sharper picture, vivid colors
- Smart TVs offer all the apps right through the TV
- Connects to Wifi
- You can browse the internet, access internet music channels, shop online, and more.
- 4K speeds cost more, need higher cost internet





# Devices

- Download streaming apps to play on your device
- IOS through the Apple Store, Android through Google Play Store, or stream via an internet browser
- Watch when you travel, you just need internet
- Some services allow downloading for offline content





Check these out at your library!

- The library offers Roku Express and Kindle Fires for checkout, loaded with these apps:
  - Netflix, Hulu Plus, Disney+, ESPN+, HBO Max, Amazon Prime Video & Hoopla





# What Are the Different Services?

NETFLIX

hulu



HBO  
max

prime video

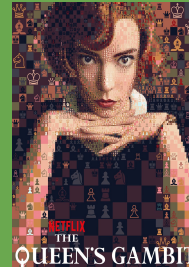
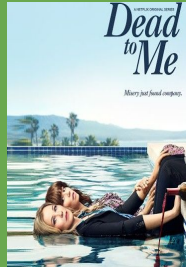
The Amazon smile logo is a blue curved arrow pointing from left to right, positioned below the text "prime video".

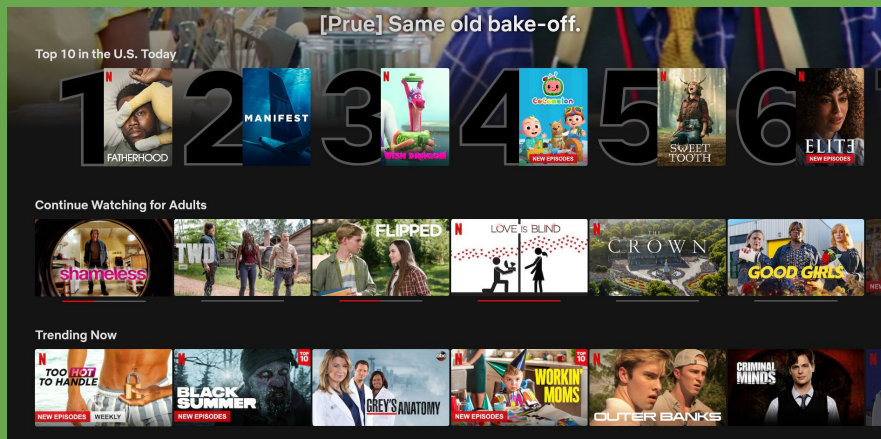


# NETFLIX

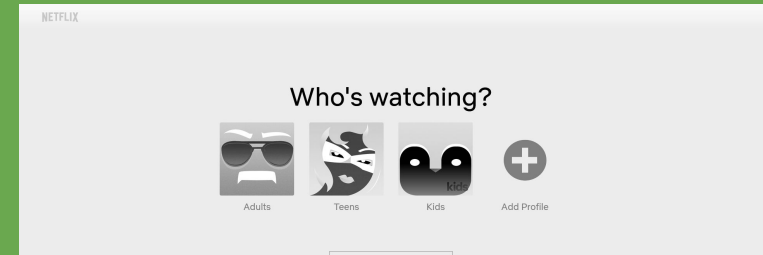
- Basic \$8.99, Standard \$13.99, Premium \$17.99 per month
- No commercials & most shows release all episodes at once
- With this service you can watch movies, TV and lots of original content.

	Basic	Standard	Premium
Monthly cost* (United States Dollar)	<b>\$8.99</b>	<b>\$13.99</b>	<b>\$17.99</b>
Number of screens you can watch on at the same time	1	2	4
Number of phones or tablets you can have <b>downloads</b> on	1	2	4
Unlimited movies and TV shows	✓	✓	✓
Watch on your laptop, TV, phone and tablet	✓	✓	✓
HD available		✓	✓
Ultra HD available			✓





Netflix has browsing options by TV, Movies, what's popular, upcoming and other categories.



You can create a personalized profile, and watch list of your favorites.

# hulu

## Subscription Plans

Choose the plan that works best for you, and then enhance it with optional [add-ons](#).

**Hulu**

**\$5.99**  
/ MONTH

or **\$59.99** / YEAR

**Hulu  
(No Ads)\***

**\$11.99**  
/ MONTH

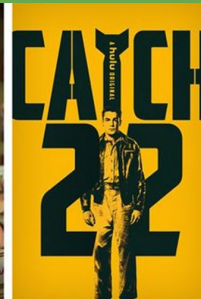
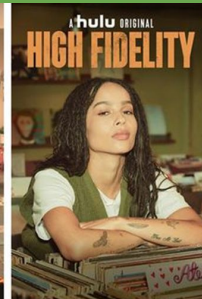
**Hulu  
+ Live TV**

**\$64.99**  
/ MONTH

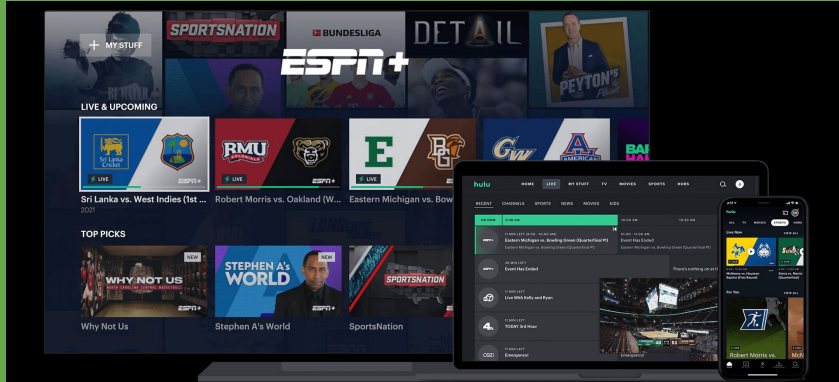
**Hulu  
(No Ads)\*  
+ Live TV**

**\$70.99**  
/ MONTH

- Hulu is currently \$5.99/mo with ads or \$11.99/mo without (plus 30-day free trial)
- Hulu also offers a Live TV option which gives access to Hulu as well as select live channels
- Hulu is big on TV, but offers many movies as well as a selection of original content.



# Hulu Add-Ons



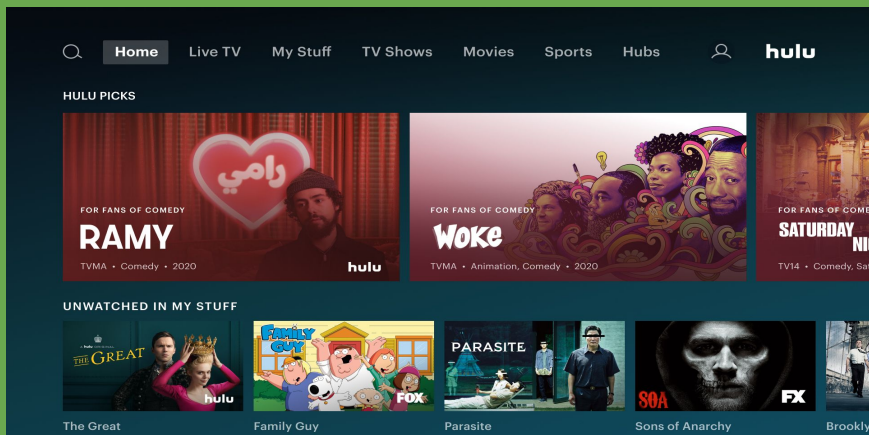
Can be watched on two screens simultaneously.

- ESPN+ Add-on for \$5.99/mo, streams right from Hulu App
  - Live events, game replays, sports exclusives, and ESPN originals
- Disney Bundle: Hulu (plan of your choice), Disney+, and ESPN+ - \$13.99/mo with ads, \$19.99/mo for no ads
  - Disney+ is through the Disney App
- Showtime, HBO Max, Cinemax, Starz






You can add favorites to “My Stuff” and new episodes will move to the top.

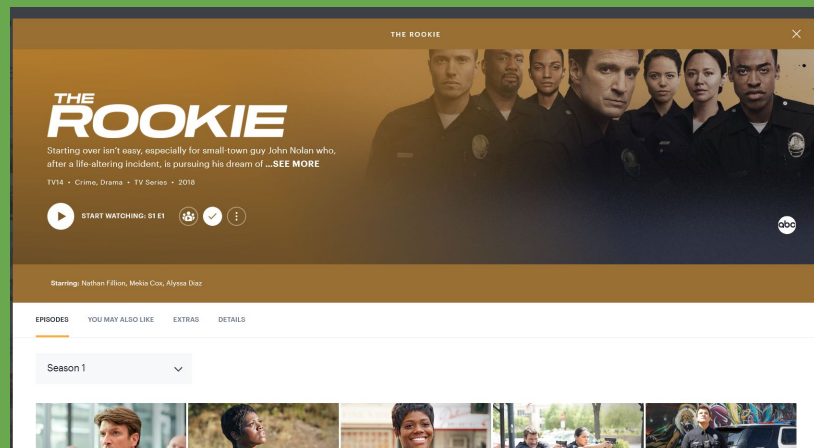
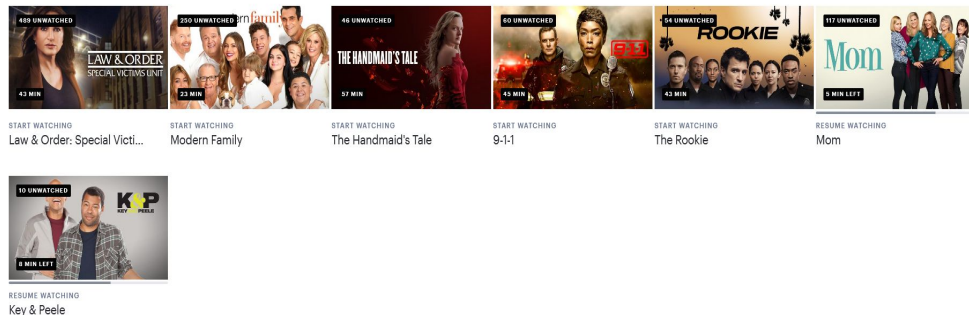


Hulu has many browsing options by TV, Movies, and other categories.

## My Stuff

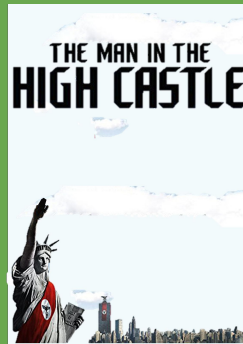
Use the  button to add content you want to keep track of.

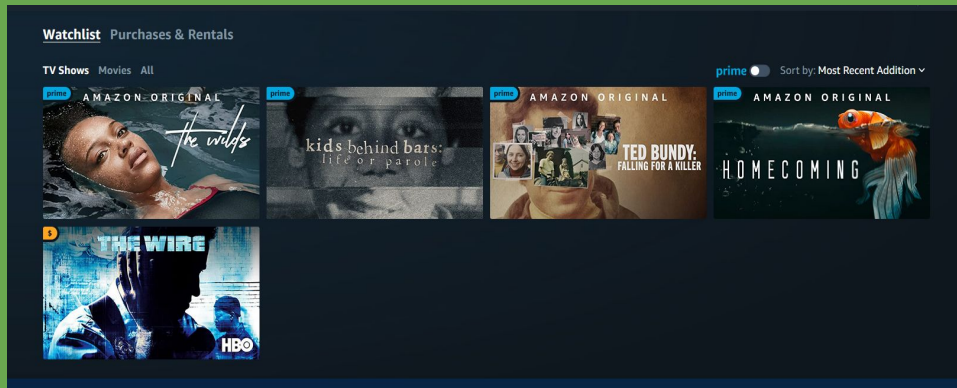
### TV SHOWS



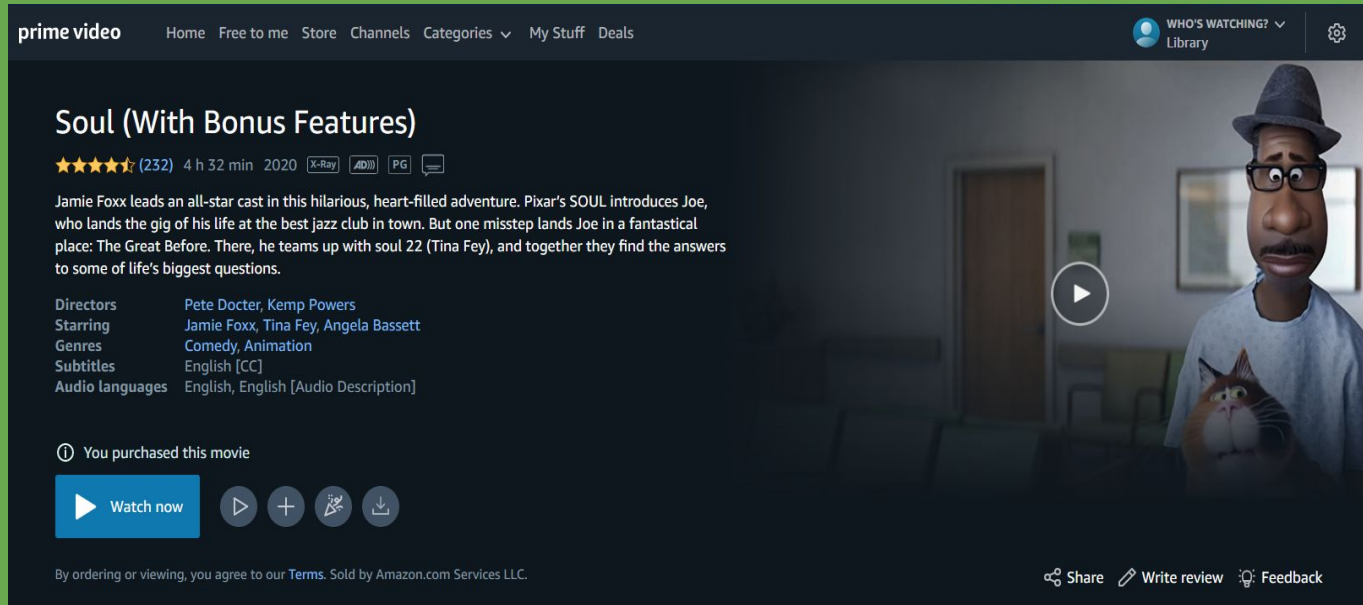
# prime video

- Amazon Prime includes Prime Video but Amazon also offers an option that is just Prime Video
- Prime Video (without a Prime Membership)– \$8.99/Month.
  - Roughly \$108/Year
- Prime Membership– \$12.99/Month.
  - Prime Annual – Roughly \$119/Year.
- 30 day free trial
- Amazon also offers a selection of newly released content as well as their own original content





You can create personalized profiles, and add to “My Stuff” watchlist to save your favorite movies and TV.



Can be watched on two screens simultaneously.



# MARVEL

# Disney+

# STAR WARS

# P I X A R



## NATIONAL GEOGRAPHIC CHANNEL

- Disney+- 7.99/mo
  - includes all of Disney's family-friendly content as well as content from Marvel, Lucasfilm (Star Wars), Pixar and National Geographic.
- Disney+ also offers “The Disney Bundle”
  - This bundle includes: Disney+, Hulu as well as ESPN+ (Ad-supported) for \$13.99/mo or with Hulu (No Ads) for \$19.99/mo

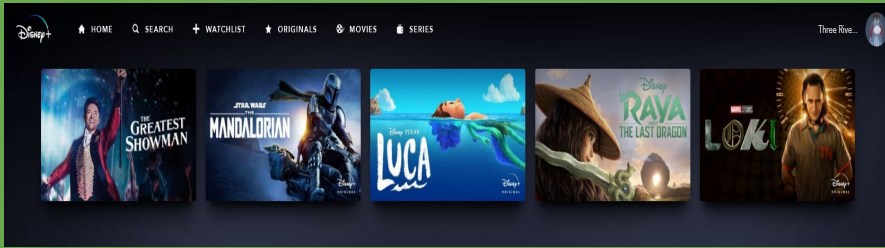


## hulu

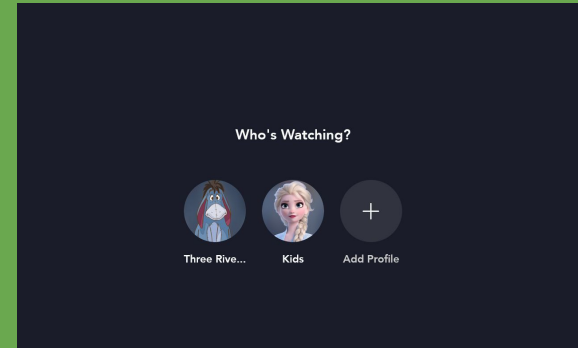
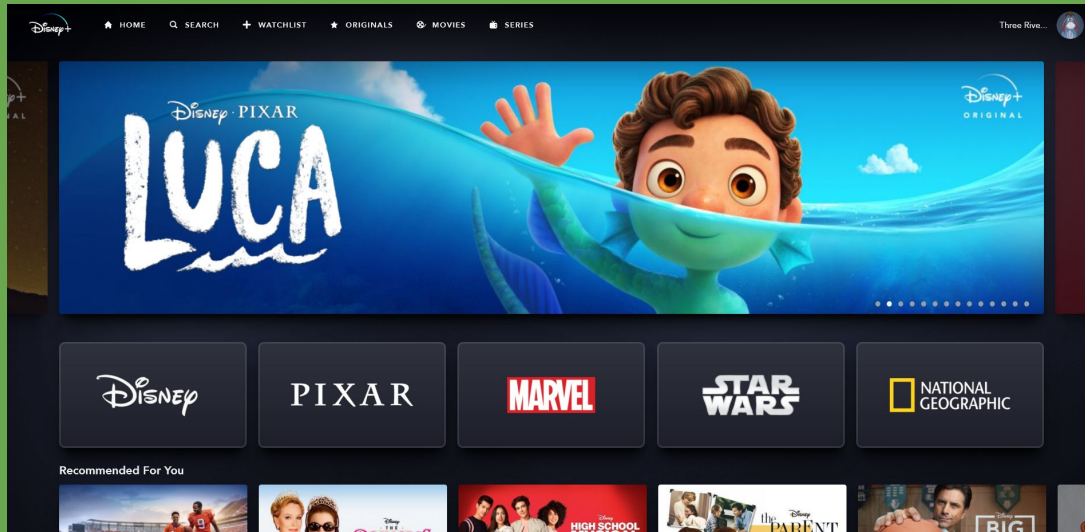
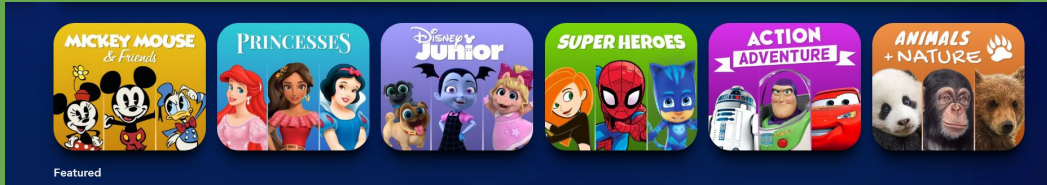
# Disney+

## ESPN+





You can create a personalized profile, including a kids profile, and watch list of your favorites.



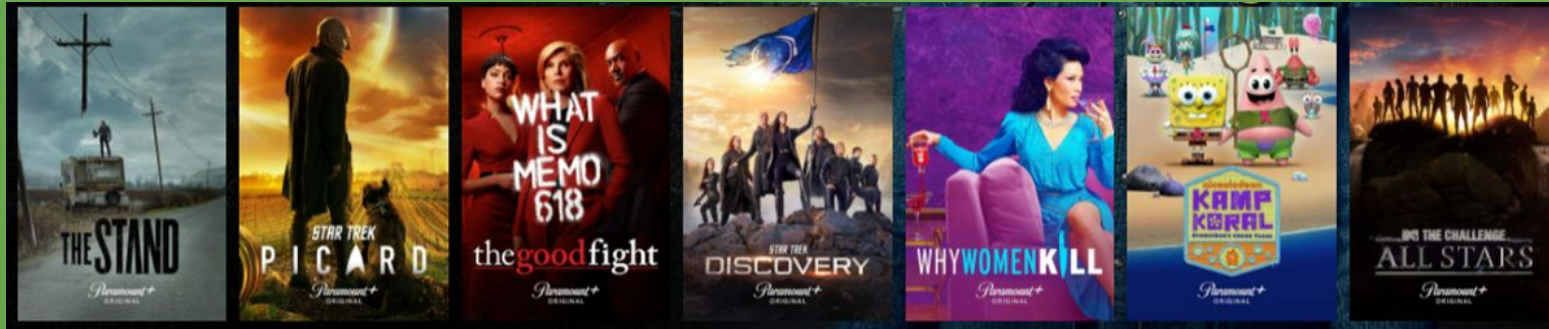
Can be watched on four screens simultaneously.



CBS ALL ACCESS

Can be watched on three screens simultaneously.

- Paramount+ (Formerly CBS All Access) is a streaming service offering CBS Cable Programming as well as original content (inc. MTV, Nickelodeon, BET, Comedy Central, Sports HQ)
- It is \$5.99/mo with Ads and \$9.99/mo without
  - The ads option does not include current CBS shows

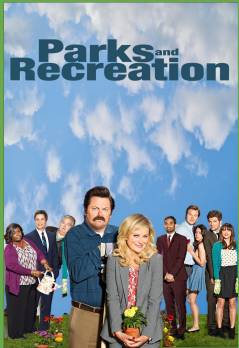


# peacock



Can be watched  
on three screens  
simultaneously.

- Peacock Free - stream some of Peacock content with Ads
- Peacock Premium- \$4.99/mo with ads, plus access to the bulk of the service's content
  - This includes live sports, original programming and next-day availability for current NBC shows
- Peacock Premium Plus- \$9.99/mo and mostly ad free (a select number of shows and movies will contain brief ads as well as programming that can be downloaded and viewed offline)





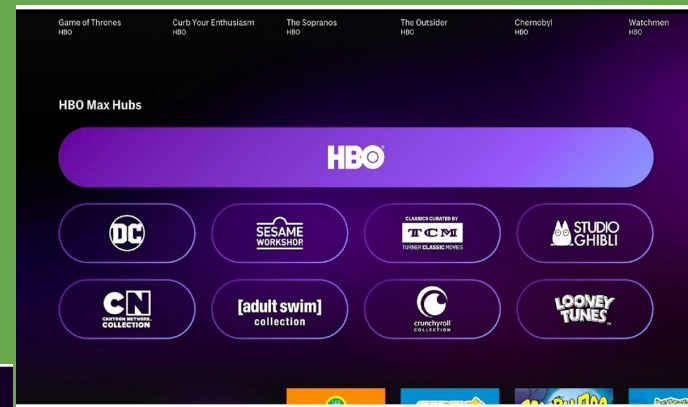
Can be watched on three screens simultaneously.

- HBO Max is \$9.99/mo with Ads, for Ad free option \$14.99/mo
- Offers new movie releases, classic shows as well as HBO Original content





More costly than most,  
but lots of movies.

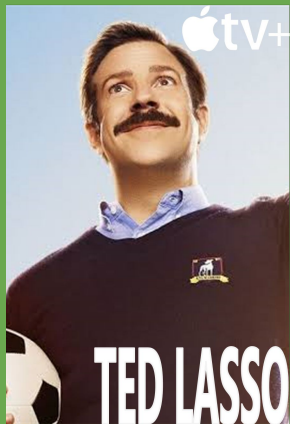


Can be watched on three  
screens simultaneously.



Can be watched on three screens simultaneously.

- Apple is currently running a promo for new owners of select Apple products
  - 3 months free with purchase of apple device redeemed within 90 days of purchase
- Cost is \$4.99/mo, no Ads
- Apple One- bundles 6 Apple Services in one- \$14.95-\$29.95
  - Apple TV, Apple Arcade, Apple Music, iCloud, Apple News and Apple Fitness+



**Buy an Apple device**

**3 months free.**

Apple TV+ is included for 3 months when you purchase an Apple device and redeem the offer within 90 days.<sup>1</sup>

[Check eligibility](#)

**Free 7-day trial**

**\$4.99/mo.**

A monthly subscription is just \$4.99 per month after a free 7-day trial. Share Apple TV+ with your family.<sup>2</sup>

[Try it free](#)

**Free 1-month trial**

**Apple One**

Bundle Apple TV+ with up to five other great services for one low monthly price. And enjoy more for less.

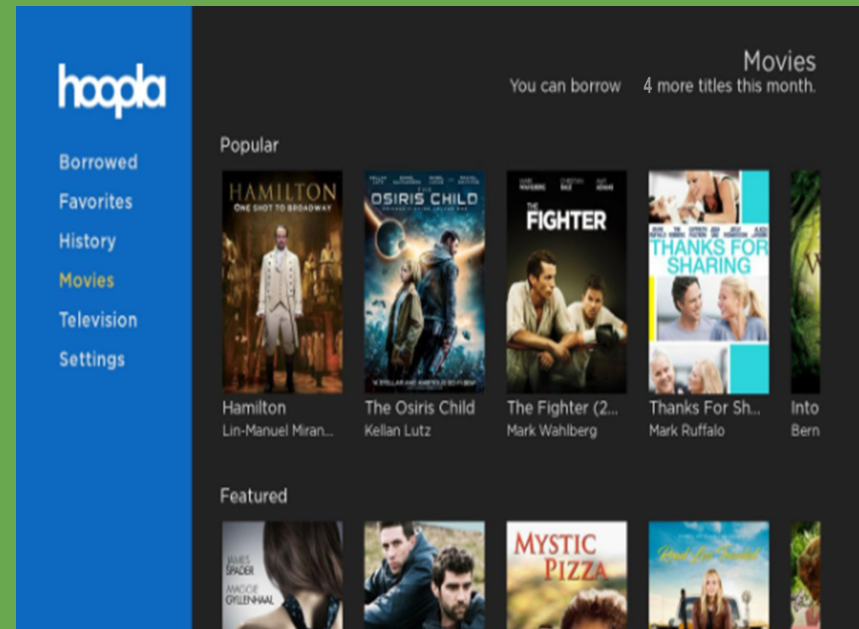
[Learn more >](#)

[Try Apple One free\\*](#)



# Free Apps

- **CW-** includes ads, typically keeps up to 5 new episodes for each show
- **PBS-** Some episodes expire within a certain timeframe
- Pluto TV, Tubi, Crackle
- **Hoopla-**
  - All you need is your library card
  - Add the app to Roku, Apple TV, Laptop, tablets or mobile devices
  - No Ads
  - Includes Movies and TV
  - Add the app to Roku, Apple TV, Laptop, tablets or mobile devices
    - <https://www.hoopladigital.com/help>



# Live TV


- Includes Cloud DVR
  - Store your recorded content online without the need for a physical DVR
  - Record multiple shows at once
- Many on-demand options
- Fast forward, pause and rewind DVR content for most
- Compatible with streaming devices
- No original content
- More channels = higher cost
- No contract, equipment, cancellation fees
- Many require a Home Network
- Limited 4K options







- YouTube TV is \$64.99/mo (Live TV)
- 4K is extra for \$19.99/mo
- Unlimited storage, up to 3 screens
- Offers 85+ channels, including Network, News and Sports
- Premium add ons (HBO Max, Starz), Sports Add-ons
- Most popular live TV option currently

YouTubeTV

85+ channels

\$64.99 (advertised price)

☒ No annual contract

☒ Includes NFL, NBA, and MLB networks

☒ Includes PBS, BET, Comedy Central, MTV, and Nickelodeon

☒ Includes **unlimited** cloud DVR storage space and rewind, fast forward, and pause capability

☒ 3 streams and 6 accounts per household

**\$64.99**  
Monthly cost

☒ +\$0 Installation fee

# hulu

HULU + LIVE TV



- Hulu + Live TV is \$64.99/mo with ads, \$70.99/mo no ads
- 50 hours of storage, up to 2 screens
- Offers 75+ channels, including Network, News and Sports
- Includes Original content and other TV/Movies with Hulu
- Add on Disney+ and ESPN+, or other premium add ons



**225 Channels available in your area**  
Based on your current location

Search for a channel by name

ALL SPORTS ENTERTAINMENT NEWS

### Starter

Top channels for sports and TV

**\$64.99/mo**

- ✓ 118 channels - 130+ events in 4K
- ✓ Cloud DVR - 250 hours of space
- ✓ Family Share - 3 screens at once

[Start free trial](#)

[Learn more](#)

### Elite

Premium features plus more channels

**\$79.99/mo**

- ✓ 164 channels - 130+ events in 4K
- ✓ fubo Extra - 46 entertainment channels
- ✓ Cloud DVR - 1000 hours of space
- ✓ Unlimited Screens - 10 streams at home

[Start free trial](#)

[Learn more](#)

### Latino Quarterly

3 months of the Best Spanish language TV

**\$33/mo**

- ✓ CONMEBOL qualifier matches
- ✓ 32 channels - 100+ sporting events
- ✓ Cloud DVR - 250 hours of space
- ✓ Family Share - 3 screens at once

[Start free trial](#)

[Learn more](#)

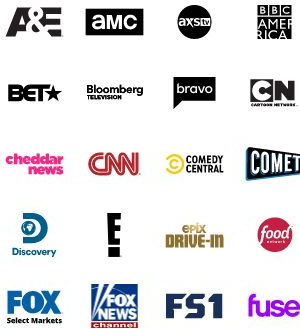
- Starter- \$64.99/Mo ; Elite \$79.99/Mo; Latino Quarterly 33/Mo
  - Based number of channels, devices, storage
- Includes Network TV, Sports, News, Hallmark



Popular channels:



All channels:



Popular channels:



All channels:



Sling Blue

\$35/mo

✓ 3 device streams

✓ No contracts

✓ Free 50 hour DVR

Good for:

News

Entertainment

Sling Orange

\$35/mo

✓ 1 device stream

✓ No contracts

✓ Free 50 hour DVR

Good for:

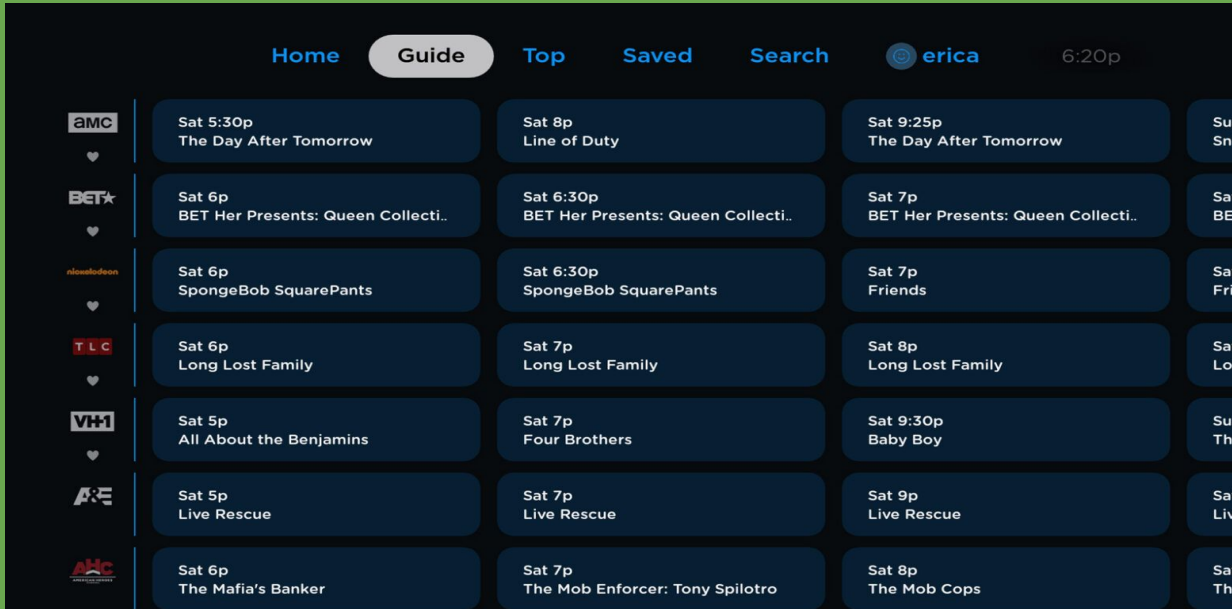
Sports

Families

- Has multiple packages, based on device number, storage space & channels (sports vs. news)
  - Either package is \$35/month or \$50 to have both
  - 50 hours storage, up to 3 screens
  - New Free Option- limited tv and movies, has ads



philo



- Includes live and on demand channels like Travel Channel, Hallmark and HGTV, but no Network channels, sports or news
- Cost \$25/Month
- Unlimited storage, up to 3 streams



## Premium live TV streaming services compared

Premium services	YouTube TV	AT&T TV	Hulu Plus Live TV	FuboTV
Base price	\$65/month	\$70/month	\$65/month	\$65/month
Total number of top 100 channels	79	60	71	65
ABC, CBS, Fox and NBC channels	Yes	Yes	Yes	Yes
Record shows for later (cloud DVR)	Yes (keep for 9 months)	Yes (20 hours, unlimited hours for \$10/mo.)	Yes (50 hours, 200 hours plus commercial skip for \$10/mo.)	Yes (250 hours)
Step-up packages with more channels	No (\$20 for 4K only)	Yes	Yes	Yes
Simultaneous streams per account	3	20	2 (\$10 option for unlimited)	3

# Why Stream vs. Cable?

- Pros

- Binge Watching- plenty of new and old shows
- Convenience- you can watch on your own timeframe
- Cost- cheaper than cable, devices are one time purchase
- Less physical equipment, installation, contracts and less negotiating rates (change or cancel plans easily)
- Less program interruptions
- Original TV and movie content
- Portable, multiple users

- Cons

- Content can leave streaming service
- Lower cost versions have adds
- Variety of Apps and figuring out which service(s) to add, changing prices



# Questions?

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[info@trpld.org](mailto:info@trpld.org)  
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ex.307

