



# Cutting the Cable Cord

**Ann Stovall, September 2021**

# What Is Cutting the Cord?

The process of cancelling traditional cable or satellite subscription and getting streaming shows and movies directly from content providers over the Internet.

# Why Cut The Cable?

- Save Money/Cheaper (?)
- Contract free
- No extra fees
- Easy to set up
- Watch anywhere, anytime

# Streaming Services

- Types
  - Live, On-Demand, Standalone
- More variety and exposure of content
- Control
- Customize

# Live Streaming: Things to Consider

- Available channels, local channels and on-demand
- Cost
- Device availability
- Quality of picture
- Simultaneous devices
- Cloud Recordings (DVR) and storage limits
- Free trials, free devices



# Live Streaming Services

- Traditional Television Providers:
  - Xfinity
  - DirectTV Stream/D Stream
- Subscription Streaming Providers:
  - Sling TV
  - YouTube TV
  - Fubo TV
  - Philo
  - Hulu + Live TV
  - Others

# Traditional Television Providers



- Free with Xfinity Internet & TV Service
- Xfinity internet only users - selected channels & on-demand for free with Xumo.
- Xfinity Flex Device
- [Xumo Channel Lineup](#)



- Formerly AT&T Now & AT&T TV
- Starts at \$69.99 mo. & Up.
- Offers 4 different packages
- \$10 per mo. cloud storage
- [Channel Lineup](#)

# Live Streaming:



- 3 main packages \$25 (30+), \$25 (40+), \$40 (50+)
- Many add-ons
- 10,000 hours of on demand
- 10 hours of free cloud DVR (\$5 for 50 hours)
- Concurrent Streams varies from 1-4 depending on service.
- Need antenna for most broadcast networks (Includes Fox & NBC)
- [Available Channels](#)



# Live Streaming:



- \$50 (70+)
- Live TV- ABC, CBS, Fox, NBC, USA, ESPN, etc. [Available Channels](#)
- On-demand shows
- Unlimited cloud DVR
- Multiple accounts
- 3 simultaneous devices
- Original content

# Live Streaming:



- \$20 (50+)
- Live TV- A&E, TLC, Hallmark, Food Network, etc.
- Most lifestyle and entertainment
- Unlimited cloud DVR for 30 days
- 3 simultaneous devices
- [Available Channels](#)

# Live Streaming:



- 3 main packages: starting at \$55
- Live TV- CBS, Fox, NBC, USA, FX, ABC & ESPN coming soon, etc.
- Some on-demand shows
- Heavy sports emphasis
- 30 hours cloud storage(basic plan) +
- 2 simultaneous devices (basic plan)+
- [Available Channels](#)

# On Demand : Things to Consider

- Available TV Shows & Movies
- Cost
- Quality of picture
- Simultaneous devices

# Major On Demand Services

- Hulu Live & On Demand
- Netflix
- Amazon Prime Video
- Apple TV+
- Disney+
- HBO Max

# Live & On Demand Streaming:



- On Demand - starting at \$6.99 mo.
- Live+On Demand- starting at \$54.99 (60+ channels)
- NBC, ABC, Fox, AMC, FX, CBS (limited)
- Marquee Sports Network
- Add HBO, Showtime and Cinemax for \$\$
- 50 hours cloud DVD for free
- Original content
- [Available Channels](#)

# On Demand Streaming:

The Netflix logo, consisting of the word "NETFLIX" in white, bold, sans-serif capital letters, set against a red rectangular background.

- Costs: \$9-\$16
- Simultaneous streaming 1-4
- Download content for offline viewing
- Original content
- Create up to five different profiles

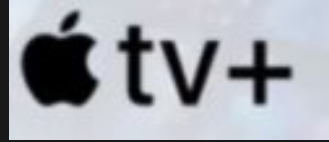
# On Demand Streaming:



- Free with Prime (\$119:\$13.00 Mo); video only \$9 Mo
- Original shows and movies
- Free & Paid (Own/Rent) additional content
- 2 different simultaneous streams
- Does not work with Chromecast



# On Demand Streaming:



- iPad, iPhone, Apple TV, computers
- Cost:\$4.99 Mo
- Original movies & tv series
- Buy or stream movies and tv shows (starting at \$.99)

# On Demand Streaming:



- \$6.99 Mo./\$69 a year
- Disney+, Hulu & ESPN for \$12.99 a mo.
- Disney, Marvel, Star Wars, National Geographic, The Simpsons
- Classic animated and live action movies and shows
- Original content

# On Demand Streaming:



- \$14.99.00 Mo.
- HBO & Warner Media Content  
(HBO, DC, TBS, Cartoon Network, etc.)
- Original content
- Older shows  
(Friends, Big Bang Theory, Doctor Who, etc.)
- Classic films

# Some Standalone On Demand Services

- AcornTV
- Britbox
- Criterion- Classics and discoveries around the world.
- Shudder- Horror, thrillers, and suspense.
- Noggin- Kids shows
- Gaia - Award-winning films and documentaries

# Standalone Network Services

- Paramount (former CBS All Access)
- Peacock (NBC)
- ESPN+, Big Ten Plus, Tennis Channel Plus
- Showtime Anytime and Showtime Standalone
- STarz Play or Epix Now
- PBS Passport
- Hallmark Now

# Library Services

- Preloaded Roku
  - Sling TV- Live TV
  - Acorn TV
  - Amazon Prime Video
  - Hallmark
  - HBO Max
  - Hulu Plus
  - Netflix
  - Paramount
  - Vudu
- Hoopla & Kanapy



# Free Content Providers

- [Crackle](#)
- [Pluto TV](#)
- [Popcornflix](#)
- [Roku Channel](#)
- [TubiTV](#)



# Others Alternatives

- **Network Apps** (Cable or streaming subscription required): FX, TCM, ESPN, NBC Sports, TNT, etc.  
NFL, MLB, NHL
- **Movie Rental Services** (iTunes, Amazon, VUDU, FandangoNow, Google Play, etc.)
- Digital Antenna (OTA signal)



# Streaming Media Devices

Roku, Chromecast, Amazon Fire TV, Apple TV, Smart TVs, etc.



# Streaming Devices : Roku



- Roku Express- \$30-35
  - Turn your old TV into a smart TV with Express+
- Roku Stick-\$49.99-\$69.00
  - Faster connection
  - Voice remote
- Roku Ultra-\$99.99
  - Ethernet port
  - Voice/Private listening Remote
- Also Roku TVs
- 2000+ channels, including Netflix, Amazon, Hulu, Showtime, HBO Max?, SlingTV and the Roku Channel
- Computer mirroring (Android & Windows)



# Streaming Devices: Fire TV (Amazon)

## Fire TV Stick/4K Stick

- \$40 or \$50
- Portable

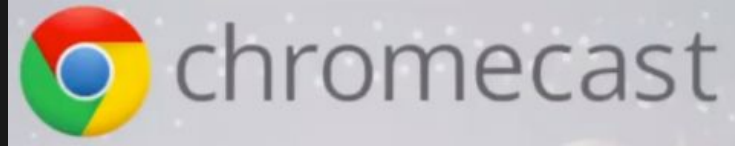


## Fire Cube

- \$95
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- Voice search/Alexa integration
- Supports most streaming apps including Netflix, Amazon, SlingTV, HBO, Showtime, etc.
- Gaming, music
- Android mirroring

# Streaming Devices:



3rd Generation HD

Costs: \$30

Chromecast with

Google TV

Cost: \$50

- Stream from you device to your TV
- Netflix, HBO, Hulu, Google Play
- Set up TV as picture frame or get other internet updates
- Requires Chrome (computer) or Chromecast-ready apps



# Streaming Devices : Apple TV



- HD: \$149 4K: \$179
- iTunes movies and shows, Showtime, Amazon, Netflix, Hulu, SlingTV, and many more.
- Use TV app to subscribe to and browse services
- Stream from your iPad, iPhone and home network
- Share photos, videos, and music
- Voice search
- Games and other apps (app store)



# Streaming Devices : Smart TVs

- Smart TV - \$160 (32 inch) & Up
- No need to purchase a separate streaming device
- Apps may be limited
- One remote



# Streaming Devices: Other

- Blu-Ray Players
  - \$75 & Up
- Xbox & Playstation 4
  - \$150-\$400
  - All entertainment in one device



# Library Devices

- Preloaded Roku
- Antennas
- WiFi Hotspots





# Trends

- Streaming Service Changes
- Binge watching
- Cable cutting - streaming services and skinny bundles
- Movies straight to streaming
- Content owners offering their own services
- More standalone services from networks

# How to Get Started

- Decide if cutting the cord is right for you.
  - How often do you watch TV.?
  - How many people are in your household?
  - What programs or channels do you watch?
  - Are your programs available to stream and note which providers have them.
  - When do you want to see programs?
- Try It? Most service have free trials. Start small then gradually grow.
- Do your research

# Resources

- Roku Search
- Amazon Fire Search
- JustWatch App or [Website](#) - Directory
- [TheStreamable.com](#) - Directory
- [Cord Cutting Report on Cutting the Cable Cord](#)
- Cutting the Cable Cord: [A Guide for Beginners](#)
- Keep Up to Date- Sign-up [Cord Cutting News](#) from Tablo
- PC Magazine : [Best Streaming Services 2021](#)

# Demo & Questions

