

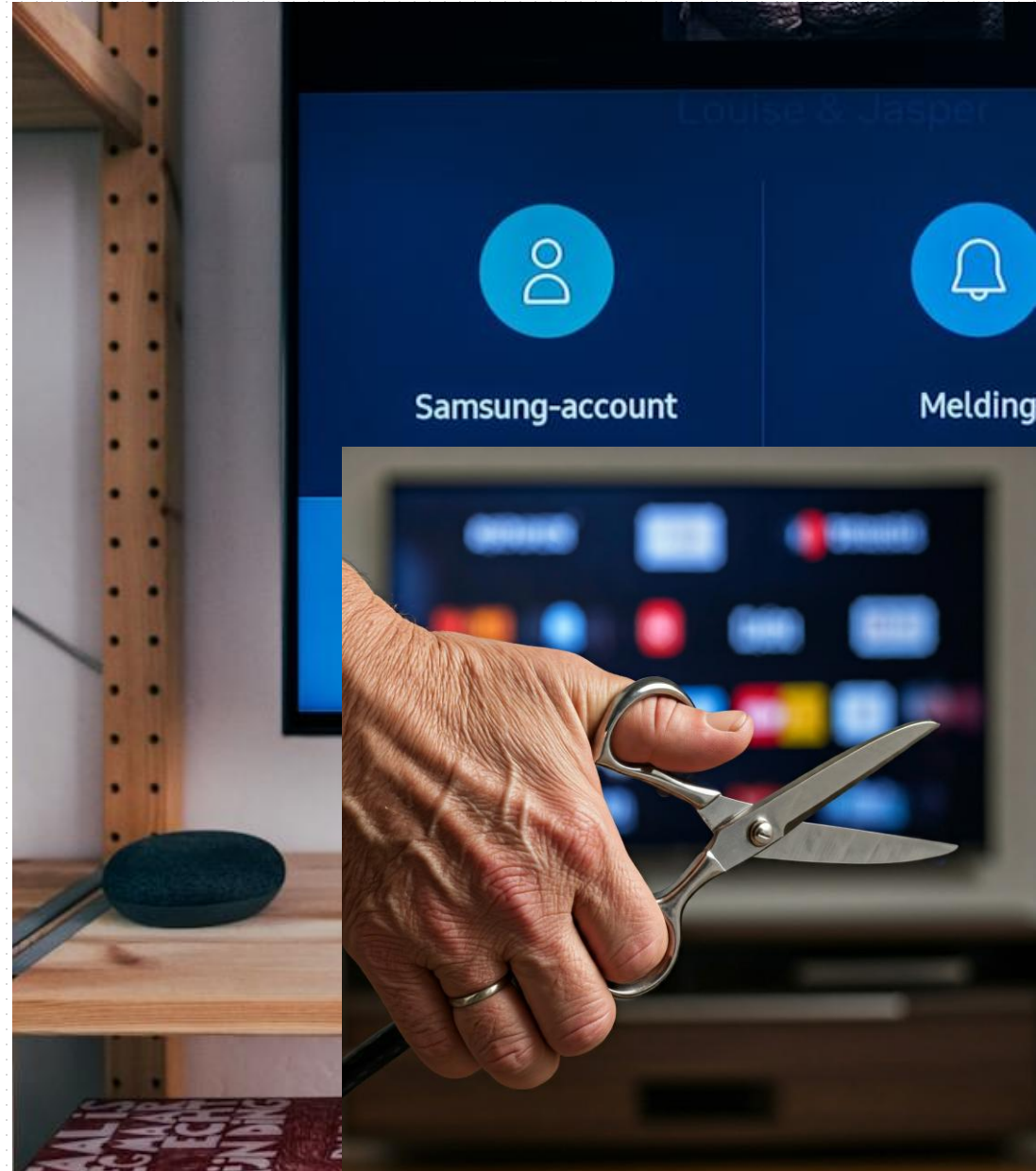


Cutting the Cord/Streaming Services

<https://www.wbvtc.org>

Westbrook Village Tech Talk

November 7, 2024



Definition and Trends

- The process of canceling traditional cable or satellite TV subscriptions in favor of streaming services
- Many people choose streaming services instead for more flexibility and lower costs



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Reasons to Cut

COST SAVINGS

Many find cable subscriptions to be significantly more expensive than streaming options. This has prompted a shift towards budget-friendly alternatives. This was especially true at the beginning however prices have been creeping up and depending on the services you have it **can become more expensive!**

CONTENT FLEXIBILITY

Streaming services offer a wider variety of content and the ability to watch on-demand. This flexibility caters to diverse viewing preferences. And more and more content is becoming exclusive (i.e. sports programming, movies, etc.). Watch what you want when you want. Access content on several devices not just TVs.

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Advantages of Streaming

NO LONG CONTRACTS

Most streaming services operate on a month-to-month basis, allowing greater freedom than traditional cable contracts.

DEVICE COMPATIBILITY

Streaming can be done on various devices, including smart TVs, tablets, and phones, offering convenience in viewing.

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TAILORED CONTENT

Users can curate their viewing experience based on personal preferences, enhancing overall satisfaction.



Types of Streaming Service Options

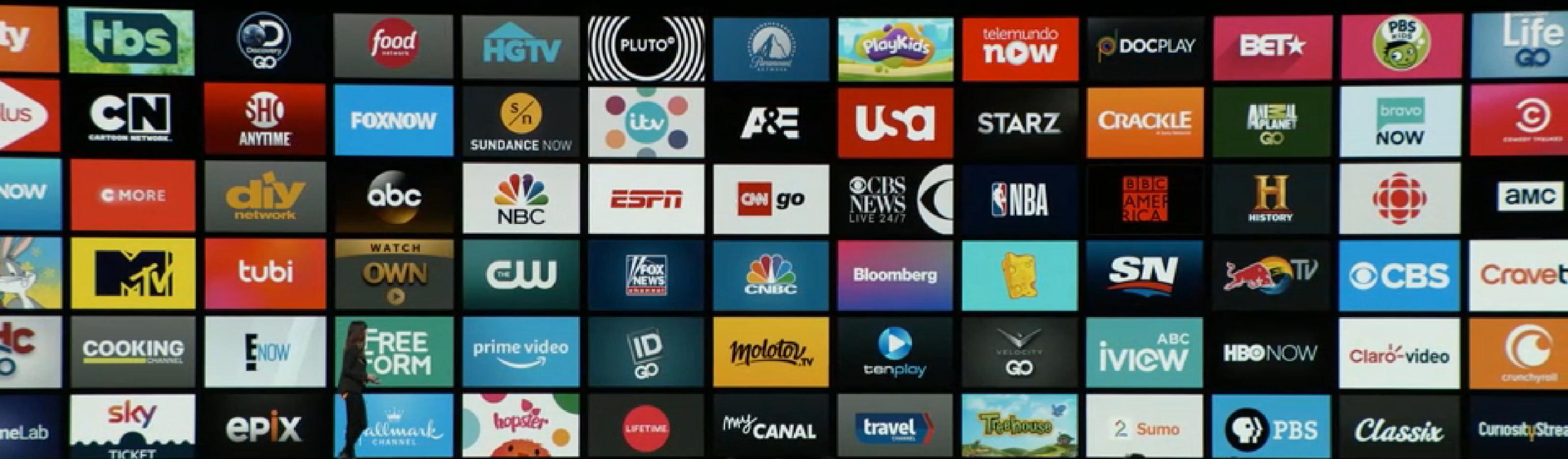
Type	Description	Examples
Subscription Services	Pay monthly	Netflix, Hulu, Amazon Prime
Free Online Services	Free with ads	PlutoTV, Tubi, Crackle, Youtube
Live TV Services	Stream live channels (most similar to cable)	YoutubeTV, Sling, FuboTV
Over the Air (Antenna)	Local channels, free ad tv	
TabloTV	Local channels, free channels, DVR	

Tip: can combine – i.e. Antenna + Netflix



Streaming Services Comparison

SERVICE	MONTHLY COST	KEY FEATURES
Netflix	Standard \$7 with ads, Standard \$15.45 no ads, Premium \$22.99 (tip: look for discounts, also perks with phone carriers, etc.)	Original content, movies, series, etc.
Hulu	\$9.99 with ads, \$18.99 no ads (but look for bundles)	Live TV, partnerships
Amazon Prime Video	\$13	Prime benefits, variety
Disney+	\$9.99 with ads, \$15.99 no ads, (look for Disney bundle – Disney+, Hulu & Espn+ for \$16.99/month)	Family-focused content, classic films
TONS and TONS more -	Apple TV+, Max (HBO), Paramount+, Peacock, etc. – I think basically every channel/company has a service (which is kind of the problem!)	



Data Requirements



- What does the letter 'p' mean?
- The number of horizontal lines in a video from top to bottom.
- 480p is also referred to as Standard Definition. Transmission rate is 1MB/sec.
- 720p is also referred to as High Definition. Transmission rate is 2.5-4MB/sec.
- 1080p is also referred to as Full High Definition. Transmission rate is 8MB/sec.
- 4K is also referred to as Ultra High Definition; it is 4x a 1080p presentation.
Transmission rate is 18MB/sec.

Data Requirements, con't.

- In order to stream different quality transmissions from a service requires different internet speed and data plan requirements.
- Suggested minimum speed is 50MB/sec - more speed/data mean higher monthly costs.
- **Cox**
 - Customers who use more than 1Tb of data in a single month must pay an additional \$10 for every 50 gigabytes they go over the limit. The 1 TB limit is enough to watch 140 two-hour high-definition movies or stream 30,000 songs, Cox says, and only 2% of customers exceed the limit.
 - Various speed plans from \$50-\$150/month (100 mb – 2Gbs) – multiple in-between plans
- **T-Mobile 5g Home Internet**
 - \$60/month – unlimited data (they throttle down after 1.2 Tbs) – speeds from 72 – 245 Mbps (can see up to 400 but not guaranteed)
- **CenturyLink**
 - \$55/month – DSL – speed up to 140 Mbps – Unlimited data -



Data Requirements, con't.

- Different streaming services have different minimum speeds for different resolutions:

- **Netflix:** 3 Mbps for SD, 15 Mbps for 4K

- **Philo:** 3 Mbps for SD, 13 Mbps for 4K

- **Sling TV:** 3 Mbps for SD, 25 Mbps for 4K

- **YouTubeTV:** 3 Mbps for SD, 25 Mbps for 4K

- **Hulu:** 3 Mbps for Streaming Library, 8 Mbps for live streams, 16 Mbps for 4K

- **Peacock:** 3 Mbps minimum, 8 Mbps for high-quality live events and ultra-HD premium

• Video resolution

- 4K video requires at least 20 Mbps of bandwidth, while 1080p streaming requires at least 5 Mbps.

• Number of devices

- If you're streaming on multiple devices, you'll need a faster connection. Sling TV recommends a connection of at least 25 Mbps for streaming on multiple devices.

• Network congestion

- If you share your internet connection with neighbors, you might experience slower speeds during peak usage times.

Data Requirements, con't.

What is a modem?

A modem, which stands for "modulator-demodulator," is a device connecting your home to your internet service provider (ISP) through a physical connection. The modem translates the data from your ISP into a format that your home network devices can use.

There are two common types of modem connections:

DSL — A digital subscriber line modem uses a phone line to connect to an ISP but with much higher speeds than dial-up.

Cable — A modem that uses a cable TV line to connect to an ISP. This is the most common type of modem connection.

Most ISPs will either rent you a modem or sell you one outright or you can purchase your own. *Many modems nowadays are "all-in-one" devices that also include a router,* although you can still purchase a modem and router separately.

What is a router?

A router is a device that creates a local area network (LAN). The router connects to your modem and then to your devices, such as computers, laptops, smartphones, and tablets.

The router connects all devices on your home network and allows them to communicate. It also allows those devices to connect to the internet.

Other advantages of a router include:

- **Firewall protection** — A router can provide some protection against outside threats by acting as a firewall.
- **Network security** — A router can also help secure your home network by hiding the IP addresses of your devices from the public internet.

Future of Entertainment



70%

DOMINATING ENTERTAINMENT

Streaming is predicted to continue its dominance in entertainment, driven by increased technology access.

30%

TRADITIONAL DECLINE

Cable's share of viewership is projected to decline further due to changing consumer behaviors.

Potential Drawbacks

- Potential downsides include the loss of local channels and sports broadcasting (depends on service)
- There may also be multiple subscriptions required to access desired content – as more and more are required it obviously gets expensive – i.e. if you want to watch Thursday Night Football you have to have Amazon Prime, if you want to see several Big10/college football games you will need Peacock, etc. Certain movies/series are only on specific streaming platforms (i.e. a favorite show/movie might be exclusively on Max or Netflix, etc.)
- Might need to exit application and start new app to “switch” channels



Streaming Devices

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- Smart TV (most newer TVs will have apps built in like Samsung, LG, etc.)
- Roku
- Amazon Fire TV
- Apple TV
- Google Chromecast



Streaming Devices - TV

Samsung Smart Hub



LG Smart Apps



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DEMO

Find your own personal streaming service

<https://mybundle.tv/>

<https://www.suppose.tv/>



Future Trends

EMERGING STREAMING TECHNOLOGIES

Anticipating trends like interactive content, AI-driven recommendations, and increased personalization. The landscape will continue to evolve with more choices.



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Any Questions?



Next Tech Talk: Thursday December 5, 2024

THANK YOU!

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