

Streaming vs Cable

Presented by Sharper Training Solutions, Inc

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AGENDA

- What you currently have - Cable
 - Altice (Optimum) and Verizon
 - Prices
- What is Streaming?
 - Smart TVs and Devices
 - Movie and TV Subscription Streaming Services
 - Live TV and Channel Subscription Services
- Cost Savings

Things to consider:

- Ditching cable or satellite and the bills they carry sounds great in theory, but it's not something you want to rush into without doing a little research and preparation first.
- Cutting the Cord is like dealing with any other kind of lifestyle change: At first, it may be awkward, perhaps even frustrating, but once you've grown accustomed to it, then it feels natural.
- You won't be doing much mindless channel surfing anymore, but there's something satisfying about being more deliberate about your entertainment choices.

- When it comes to cord cutting, choice is really what it's all about - because it may not give you monstrous savings.
- With the modern piecemeal delivery method, you can build your streaming entertainment empire as you see fit, choosing from all or none of the suggested subscriptions but each streaming service has a cost.
- After weighing the pros and cons, you may end up keeping your cable. Or can use both, reduce your cable bill and partially use streaming services.

What does your TV Cable service provide you?

*Optimum(Altice) and Verizon are the local Internet providers for Long Island (some West Nassau areas may also have Spectrum)

My parents had a TV like this



I remember because I was the remote

Optimum Cable/Altice

- In the past cable (specifically Optimum), was the primary method of watching television
- Pay a monthly fee for local channels, movie channels, sports, entertainment, children programs etc.
- Requires a modem to be installed in your home and a cable box for every TV that will use the cable service. The modem is included, but cable boxes are approximately \$12 per box. And there maybe a router fee. Altice One – is Optimum's newest technology www.optimum.com/alticeone
- Most fees are promotional and will expire – Know your bill!

Sample Standard Optimum Bill

*prices subject to change

Your Multi-Product Promotion Is Effective Until 09/30/2018

TV

08/22	TMC with On Demand Incl. \$16.90 Promotional Savings Effective until 04/22/2019	0.00
09/01 - 09/30	Optimum Silver Includes Broadcast Basic Incl. \$14.90 Promotional Savings	75.05
	Multi-Room DVR Plus	16.95
	6 Cable Box(es) (At \$10.00 each with remote(s) included)	60.00
	1 Add'l TV(s) with Rewind (at \$1.95 each)	1.95
	Broadcast TV Surcharge	4.99
	Sports TV Surcharge	7.97
	Additional Outlet Premium Service Fee	1.50
	Total TV	\$ 168.41

INTERNET

09/01 - 09/30	Optimum Online (Incl. FREE unlimited access to Optimum WiFi) Incl. \$20.00 Promotional Savings	44.95
	Optimum 200 Add-On	20.00
	Smart Router	0.00
	Total Internet	\$ 64.95

PHONE

09/01 - 09/30	Optimum Voice (Includes over 20 features, certain taxes & fees)	34.95
	Add'l Line(s)	14.95
	Total Phone	\$ 49.90

ON DEMAND

08/05	LOYALTY CREDIT	-3.99 cr
08/05	Quiet Place, A HD	5.99
	Total On Demand	\$ 2.00

TAXES & FEES

TV

09/01 - 09/30	Taxes and Fees	9.68
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Phone

09/01 - 09/30	NY Excise Taxes	1.48
	Sales Tax	2.91
	E-911 Fee	0.70
	Federal Universal Service Fund	1.43
	Total Taxes & Fees	\$ 16.20

Total Amount Due	\$ 301.46
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What you need to make the move to STREAMING

There are 3 major components
to replace your cable service

1. **Strong Internet connection** –

FCC suggests minimum 25mbps bandwidth for streaming services

but **most homes need stronger internet to handle multiple devices/TV's to stream in HD.**

www.consumerreports.org/broadband/internet-fast-enough-for-streaming-broadband-speed/

Check your internet connection at www.speedtest.net

2. **Smart Television or Device*** – Smart TV's - connect to the internet and act like a smartphone/tablet

Access apps and browse internet on your TV

Pros: No other devices needed – TV's are high quality

Cons: Can be expensive

*Streaming Device – Roku, Amazon Fire Stick - some devices already have streaming; Xbox, Blu-Ray etc

3. **Streaming Subscriptions** – Need to join a service, such as Netflix, Hulu, Amazon Prime, Youtube, Sling etc

Step 1 – Internet Service

All Streaming services require the Internet.

If you have a bundled package (TV, Phone, Internet) with your current provider, cancelling the TV portion will break up the bundle and you may end paying more for “Internet only”

**Remember, you need a strong internet speed to stream (especially on multiple devices streaming HD or 4K)

IMPORTANT:

Download speed - determines how fast your computer/device receives data from the Internet.

Upload speed - how fast your computer/device sends information through the Internet.

For streaming video to your computer, the download speed is the important information

INTERNET SPEEDS

<u>Internet Plan</u>	<u>Download Speed</u>	<u>Upload Speed</u>	<u>Download a 4Gb HD Movie</u>	<u>Suitable for...</u>
Internet 100	Up to 100Mbps	Up to 35Mbps	6 Minutes	Light/medium internet use (not fast enough to stream)
Internet 200	Up to 200Mbps	Up to 35Mbps	3 Minutes	Streaming and gaming (2 simultaneous streams)
Internet 300	Up to 300Mbps	Up to 35Mbps	2 Minutes	Heavy internet use (3-4 simultaneous Streams)
Internet 400	Up to 400Mbps	Up to 40Mbps	1 Minutes	Multi-device streaming and gaming (4- 8 simultaneous streams)

Internet Options from Optimum

Prices subject to change

Optimum Online has a variety of speed tiers to fit every budget and every digital lifestyle.

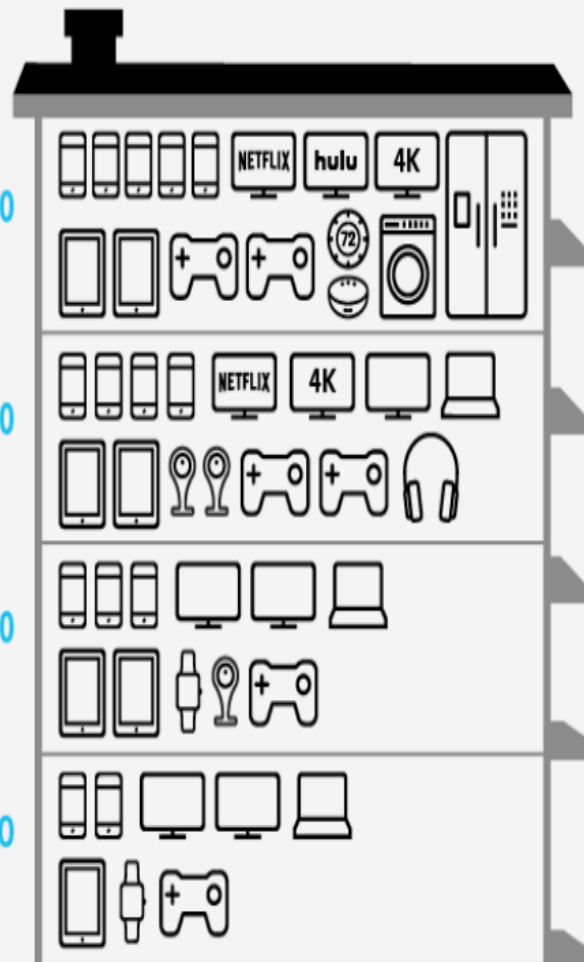
200 Mbps	300 Mbps	400 Mbps
\$39⁹⁹ mo./1 yr	\$59⁹⁹ mo./1 yr	\$69⁹⁹ mo./1 yr
(Plus taxes, fees and other charges)	(Plus taxes, fees and other charges)	(Plus taxes, fees and other charges)
Internet 200	Internet 300	Internet 400
Select	Select	Select
FEATURES	FEATURES	FEATURES
Great for streaming and gaming	Enough speed to power all devices at once	Fastest speed available
View More Details +	View More Details +	View More Details +
Disclaimer	Disclaimer	Disclaimer

Optimum 400
Up to 16+ devices

Optimum 300
Up to 15 devices

Optimum 200
Up to 11 devices

Optimum 100
Up to 8 devices



■ Optimum 400

If you want our fastest, Optimum 400 is for you. This speed primed for handling today's latest technologies and heaviest network usage activities.

■ Optimum 300

Stream 4K UHD and HD on multiple devices, enjoy a multi-player gaming experience like never before, video chat, stream music, and download very large files simultaneously on up to 15 devices.

■ Optimum 200

Welcome to a seamlessly connected experience for multi-device HD streaming, good for multi-player gaming, lightning fast downloading – all while 8+ devices are sharing the same internet connection.

■ Optimum 100

The perfect speed for constantly busy households with multiple devices in use at the same time. Good for streaming, downloading shows and large files quickly.

Internet Options from Verizon

1-Year Price Guarantee

100/100 Mbps Internet

\$39.99 /mo

w/ Auto Pay + taxes, equip. charges & other fees.

[Offer details](#)

2-Year Price Guarantee

300/300 Mbps Internet

~~\$59.99~~ /mo

w/ Auto Pay + taxes, equip. charges & other fees.

[Offer details](#)

Plus



**\$50 Visa®
Prepaid
Card^**

***NOW 69.99**

3-Year Price Guarantee

Fios Gigabit Connection
Standalone Internet

\$79.99 /mo

w/ Auto Pay + taxes & other fees.

[Offer details](#)

Plus



+



**\$100 Visa®
Prepaid Card^ with Router included**

Verizon has NO taxes or surcharges on Internet Only plans.

You may have to pay \$15 per month + tax for the modem, but they sometimes offer specials where they include the modem.

Prices subject to change

Additional Information

- The NEW Antenna - Indoor
- Internet Phone Lines - VOIP

Live Local TV – Indoor Antenna



\$59.99

Mohu - Leaf Fifty
Amplified Indoor...



\$25.99

[Newest 2020] HDTV
Antenna Digital...



\$39.95

LAVA HD468 Ultra 4K
Indoor TV Antennas...



\$39.99

RCA - Indoor Flat
Amplified HDTV...

techhive.com/article/3214772/which-tv-antenna-should-i-buy.html

fcc.gov/media/engineering/dtvmaps

Review: techradar.com/news/best-indoor-tv-antennas

Internet Phone Service

- If you break up your triple play, consider also canceling the phone service to save money.
- Using a service such as Ooma, Vonage or Magic Jack may save you money.
- More Information - <https://www.pcmag.com/products/finally-ditch-that-landline-the-best-voip-home-phone-services>

Step 2 – Smart TVs / Devices

- You need either a Smart TV or the Device to make your TV smart
- Smart devices - Roku, FireStick, Chromecast etc

Smart TVs

- Smart TVs are now the next wave of Internet-ready entertainment beyond the smartphone and tablet. Whether it's live, on-demand, browsing the Web or looking at family photos, the Smart TV can do it all.
- TV's - LG - Sony – Samsung - Roku - etc
- Prices range from budget \$99 to ultra \$2,000 +
 - Price factors- Size, Screen quality, HD vs 4K
- Click here for details: www.lifewire.com/best-smart-tvs-4135681

Streaming Devices

- Roku Devices – Small device that connects to your TV's HDMI
 - Express, Streaming Stick, Premiere, Ultra – all vary in price
- Amazon Fire Stick/TV Cube– Small device that connects to your TV
 - Includes Alexa skills plus more benefits if combined with Amazon Prime
- Apple TV – Small device that connects to TV
 - Combined with Airplay, content from Apple devices can be streamed to your TV

Did you know??

These are also Smart Devices....Computer, tablet, smart phone!

You need a streaming device or Smart TV before you can subscribe to streaming services, such as Netflix, Hulu etc.

Step 3 – Streaming Subscriptions

Streaming Subscription Services

- Now that you have a strong internet connection and a device to stream from, it's time to find a streaming subscription service that is right for you.
- Questions to consider:
 - What do you want to watch? Movies, TV Shows, Sports – There is a good chance one single subscription will not provide everything you want
 - How much do you want to pay? Are you trying to cut costs by switching from Cable? Let's do the math. If you want it all, this may not save you money.
 - How many devices will need Streaming? Most subscriptions have limits to how many devices can stream at one time – read the fine print!
 - Which Streaming Device do I have? Although most devices allow most subscriptions, there may be some that you cannot get on your device *check the details for you device*
 - **What about Live TV? requires separate streaming subscription**

Benefits to Streaming Subscriptions

1. Most subscriptions have a trial period – **Don't cancel cable until you try streaming first**
2. All subscriptions are billed monthly so you are not locked in - **Cancel anytime and come back anytime!**
3. It's all about CHOICES – Many services to choose from – Netflix, Hulu, Amazon Prime, Sling, YouTube- Dish Now and more
4. Monthly Subscriptions are a flat fee – no extra taxes and surcharges
5. Free Subscription Services from your Library: RB Digital, Hoopla, Kanopy - check with your library for other services.

These are free with your library card. Stream movies, tv shows and music. You can even stream ebooks/audiobooks to your TV!

Subscriptions fees for Movies and TV Shows

1. **Netflix** – the “original” - streams popular movies and TV shows (not current season) plus Netflix produces their own content
 - Basic = 1 device streaming 8.99/month
 - Standard = 2 devices streaming simultaneously w/HD 12.99/month
 - Premium = 4 devices streaming simultaneously w/HD 15.99/month
2. **Hulu** – TV shows and movies but known for carrying more TV shows than movies and they partner with ABC, NBC etc – **They do have current TV seasons** - no need to wait.
 - Basic = 5.99/month 2 devices - with commercials
 - Premium = 11.99/month 2 devices - commercial free
3. **Amazon Prime** – Popular Prime service also includes Movies/ TV shows – Can add HBO for additional monthly fee *****If you are a Prime member already, you already get this streaming service as a benefit**
 - 8.99/month for Video only (\$99/year) – 3 devices
 - 10.99/month for full prime benefits(\$119/year) – 3 devices

Click here to compare: <https://www.techradar.com/best/best-tv-streaming-service-cord-cutting-compare>

Prices subject to change

Additional Streaming Services to Consider

- Disney Plus – \$6.99/mo - 4 devices
- Apple TV Plus – \$4.99/mo – 6 devices
- Philo - \$20.00/mo – 3 devices *Live TV* NO MAJOR NETWORKS
- Fubo TV - \$54.99/mo – 2 devices (good for sport channels) *Live TV*
- Pluto TV – Free Streaming of available content from 100 channels
- Locast – Non Profit – Free broadcast – ABC, NBC CBS and more
 - *Includes PBS – www.locast.org will ask for voluntary donation
- PBS – they have their own free app

Do You NEED Live TV?

- Do you enjoy watching Law and Order, Grey's Anatomy, Judge Judy, or the Ellen Show?
- Do you watch your favorite shows exactly when they are broadcasted, or do you DVR (record) to watch them later?
- Do you enjoy watching the live news – ABC, NBC etc?

If you record your shows and catch your news online, you may not have a need for Live TV.

Note: Streaming services will “library” seasons of popular TV series but will not do this with the news or talk shows.

Live TV Streaming Subscriptions

Netflix and Amazon Prime do not replace Live TV. **You will need to add a LIVE TV streaming service if you want to have Live TV.**

Subscription Services for Live TV:

- **Sling TV –**

Price: Sling Orange: \$25 per month for 30-plus channels; Sling Blue: \$25 per month for 40-plus channels; Orange + Blue: \$40 per month for 45-plus channels; additional channel add-on packs and features from \$5-\$20.

Included major networks: ABC (inclusion varies by channel package), NBC, Fox (NBC and Fox only available in select markets) **Number of simultaneous streams:** Sling Orange -1 Sling Blue - 3

- **Dish TV Now –**

Price: Live a Little: \$40 per month for 60-plus channels; Just Right: \$55 per month for 80-plus channels; Go Big: \$65 per month for 100-plus channels; Gotta Have It: \$75 per month for 120-plus channels; add-on channels and features available for \$5 per month; additional cloud DVR space for \$10 per month.

Included major networks: ABC, Fox, NBC, CBS (only available in select cities)

Number of simultaneous streams: Two; or Three for \$5 per month

LIVE TV Continued

YouTube TV – Popular = more money = offers a lot

Price \$65 per month for 60-plus channels; add-on packages ranging from \$5 to \$15.

Included major networks: ABC, CBS, Fox, NBC, CW

Number of simultaneous streams: Six

* It's also only available in select regions at present, so before digging too deeply you'll want to [check its website](#) for available locations. Has the most flexible cloud DVR support, though, allowing users to store programming up to nine months after recording, with standard pause/rewind and catch-up features available

Last but not least - HULU Live – Next slide

HULU LIVE TV Subscription

Hulu Live TV –

\$54.99/mo with commercials – **2 devices** includes basic Hulu

\$60.99/mo no commercials – **2 devices** but includes **Premium Hulu** (some limited commercials for Live TV)

This includes live TV and on demand for CBS, NBC, ABC

Also includes 50 hours of cloud recording

- Additional options:

\$9.99 to stream on unlimited screens or bundle with the enhanced cloud storage for **\$14.98** (good for when you share)

- **\$10.99** add Showtime and **\$14.99** add HBO

Hulu has most of the popular networks ...



NBCSN

ESPN

BTN

GOLF

SPORTS

CBS

FS1

FS2

TNT

Check <https://www.hulu.com/start/affiliate-liveTV> for channels in your area –
Enter your Zip Code

What Streaming fees may look like

STREAM IT ALL

• Netflix (4 devices)–	\$15.99
• Hulu Live (unlimited devices) (incl HBO etc)	\$90.99
• Amazon Prime -	\$10.99
• Internet 300(Optimum)	\$59.99
TOTAL	\$177.96

STREAM BUT LIMITED CHOICES

• Hulu Live -	\$54.99
• Amazon Prime – included as prime customer	
• Internet 200 (Optimum)	\$39.99
TOTAL	\$94.98

OR

Basic Streaming

• Hulu	\$5.99
• Internet 200 (Optimum)	\$39.99
TOTAL	\$45.98

PRICES SUBJECT TO CHANGE

Important things to consider:

1. Your current cable company may charge a cancellation fee and if you decide to go back to cable, you may be charged a reconnection fee.
2. If you have the triple play, cancelling cable could increase your fees for phone and internet.
3. Optimum provides local News via News 12 and Traffic and Weather channel?
4. Cable includes movies but newer movies are charged a fee.
5. There is no 1 Streaming service that will cover everything cable does.
6. Take advantage of the Streaming service trials.
7. And don't cancel cable until after you've tried the streaming services .

Happy Streaming!