

# Cutting the Cord and The Future of Streaming TV

By Mary Kaczmariski  
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# What Does it Mean to “Cut the Cord”

- Cord-cutting is when someone cancels traditional cable or satellite service to receive TV programs via a different option
- What are the options to cable or satellite TV?
  - OTA – “Over the Air” – Receive content via a digital signal transmitted from broadcast towers.
  - Physical content such as DVD or Blu-ray Discs
    - Great resource in Sun City is the library
  - Obtain content via “streaming.”

# What is Streaming?

- Streaming refers to any media content – live or recorded – delivered to computers, mobile devices & TVs **via the internet** and played back in real time
  - Need a internet provider like Comcast or a Cell Carrier (T-Mobile & Verizon) that provides home internet service
  - Requires high speed internet service
    - Netflix recommends a minimum consistent speed of 5 Mbps to stream in high definition.
    - To stream in 4K, you need a minimum consistent speed of 25 Mbps
    - Test your internet speed (recommended minimum 25 Mbps)
      - [www.fast.com](http://www.fast.com) or [www.speedtest.net](http://www.speedtest.net)

# What Do You Need to Stream

- Reliable high-speed internet
- Device to receive the streaming content
  - Computer, tablet or a smart cell phone
  - Smart TV (a TV that can connect to the internet) or
  - Device to connect to your “non-smart” TV such as
    - ROKU, Amazon Firestick, Apple TV
  - These devices then need a software program for each streaming service you want to use
    - However, a computer can usually stream from the services website

# What Can You Stream

- YouTube
  - Entertainment videos, “How To” & live streaming
- On demand free content
  - Pluto, Tubi TV, Roku Channel, Crackle, Pluto, & many others
- On demand content (subscriptions) streaming through services like
  - Netflix, Hulu, Amazon Prime & many others
- Cable replacement that stream virtually the same services as your current cable, including your local stations
  - Hulu Plus, YouTube TV, Direct TV, Fubu & others
- Most have a free trial period
  - Recommend using the trial period to see if you like the service
  - Be sure to cancel prior to the end of the trial period if you don't want the service

# Streaming Cable Alternatives

- Today the number of streaming cable alternatives has grown substantially and continues to change everyday.
- The cost of these services has risen to the point that it will probably cost as much, if not more, to get the channels you currently get on cable when you add in the cost of your internet service to the streaming service.
- **[www.suppose.tv](http://www.suppose.tv)**
  - Use this website to choose what content you want, and it will help you find which services handle them and their cost
  - Use as a guide and then check providers website to double check current programs and prices

# How to Use Suppose.TV

- Check the location used in upper left-hand corner and change if necessary
- Select what local stations you may want
- Select what premium channels you may want
- If you can't find a channel you want, enter the name into the search box
- Review the providers and the cost, checking the following
  - Review all the channels available
  - Review the number of streams and devices
- Are there bundles to consider
  - May save money over buying separately, but more difficult to make changes

# Suppose.TV continued

- Review the notes (from the drop-down arrow)
  - Does it support DVR (Digital Video Recorder) These recordings are in the cloud and can be viewed from anywhere you can stream the service
    - Number of hours allowed
    - Length of time stored
    - Does it support ad skipping
  - How many streams can you have at one time
- If desired, do they have 4K content
  - What content is available in 4K
  - What is the additional cost for 4K content



# Can You Save Money Streaming?

- It totally depends on what you want to watch:
  - If you don't need "live" TV, the local TV stations and all the major networks; you have numerous options that are free or much less expensive than cable
  - If you want to watch the local TV stations and all the major networks, "live," you will need a cable replacement service
  - If you like "live" sports, you're less likely to save money
- You need to add in the cost of your internet service

# The Future of Streaming

- Cable Providers are losing subscribers at a very high rate -- 1.73 million in the second Quarter of 2023.
- In the future, streaming may replace cable for TV content
  - In July we received a letter from our local cable provider that they would no longer be providing cable services, effective January 1, 2024, and that all customers would have to transition to streaming
- “I don’t watch most of the channels on my cable TV, if only I could just pay for what I want to watch” (Be careful what you wish for).
  - Each of the major networks now have their own streaming channels plus many, many new streaming networks:
    - CBS – Paramount Plus & NBC – Peacock

# The Future of Streaming (con'd)

- More sporting events are going to streaming
  - NFL Thursday night game on Amazon Prime
  - NFL Sunday ticket moved to YouTube
- Providers are cracking down on sharing passwords
  - Netflix gained 6 million new subscriber after they stopped password sharing
- Increasing rates to get content “ad free”
  - On Jan 1, 2024 it will cost an additional \$3/month to get Amazon Prime streaming “ad free”

# Summary

- There are multiple options for TV content, other than traditional cable or satellite TV, including broadcast TV and streaming
- Whether you can save money streaming will depend on what you want to watch and if you want to watch it without ads
  - Prepare a list of what you want to be able to watch and calculate the cost of streaming that content against the cost of what you have now