

Cutting the Cord 2025

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Agenda

- ▶ **What Is Cutting the Cord?**
 - ▶ Definition
 - ▶ Things to Consider
- ▶ **Streaming Services**
 - ▶ Live TV Streaming Services
 - ▶ On Demand Streaming Services
- ▶ **Internet Options**
 - ▶ Current Cable
 - ▶ Fiber Internet
 - ▶ 5G Home Internet
- ▶ **Streaming Media Players**
 - ▶ Roku
 - ▶ FireStick

What is Cutting the Cord?

Is Cutting Cable Right For You?

- ▶ Streaming and on-demand services are hotter than ever. Many people are choosing to “cut the cord” to cable TV altogether and replace it with newer viewing options.
- ▶ Yet this decision can be confusing, with so many new terms and technology to wade through.



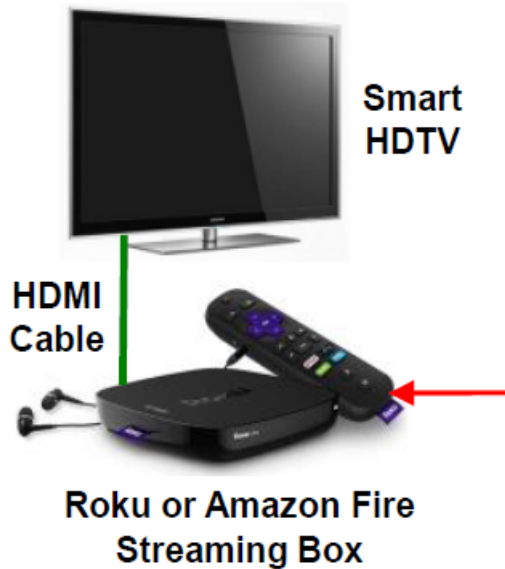
What is Cutting the Cord?

- ▶ Cutting the Cord means being able to get TV programming without using a cable or satellite TV service (i.e. Cox, CenturyLink, Direct TV).
- ▶ Your TV functions like a computer using a high-speed internet connection to deliver all your TV entertainment.
- ▶ There are a number of significant benefits to cord cutting, including cost savings, broader selections of content, and convenience.

Things to Consider Before Making the Decision to Cut the Cord

- ▶ Will it be **MORE** Cost Efficient
- ▶ Determine which Streaming Services You Need (Most Offer A Free Trial Period)
- ▶ Compare Internet Options (Cable, Fiber Optic or 5G Home Internet)
- ▶ Do I Need Extra Equipment for my TV

Typical Cord-Cutting Setup (No Cables)



To Get Started – Cost Efficient?

- ▶ Review your current cable TV bill and see what you're paying for both live TV and internet service.
- ▶ Questions to ask Cable Services
 - ▶ Is there anything you can do to lower the price?
 - ▶ What are my options and cost for an Internet-Only Plan?
 - ▶ If I cancel service, will I owe an early termination fee?
 - ▶ Will I lose my email account?

Streaming Services

Streaming Services

- ▶ When you cut the cord to cable, most of your content will be in the form of two types of streaming services: **video on demand** and **live streaming** accessed over the Internet.

REASONS TO CUT THE CABLE TV CORD

- Streaming TV is cheaper
- Prefer content on streaming services
- Want to escape contracts

Streaming Video On Demand

- **Streaming video on demand** is when you subscribe to a service provider and open it at any time to select a show or movie and watch it. You can start and stop playing your chosen content at your convenience.
- Can **cancel** anytime.



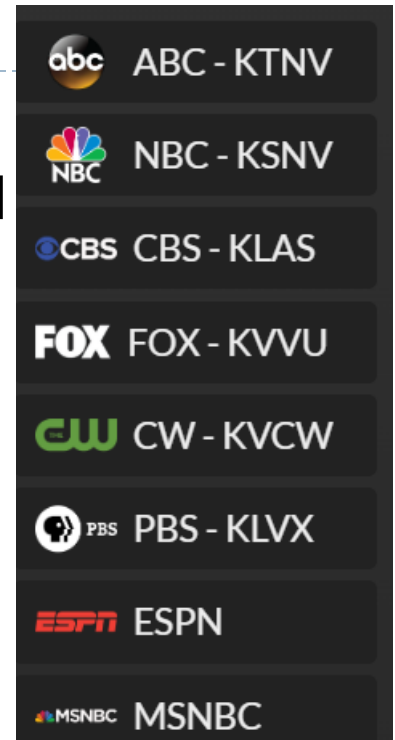
Live Streaming

- ▶ **Live streaming**, on the other hand, presents content determined by the provider, similar to traditional TV channels that decide what to broadcast, and when. You turn it on and stream the available content when you want to watch particular programming. This kind of streaming service is great for watching sports, live events or the news.



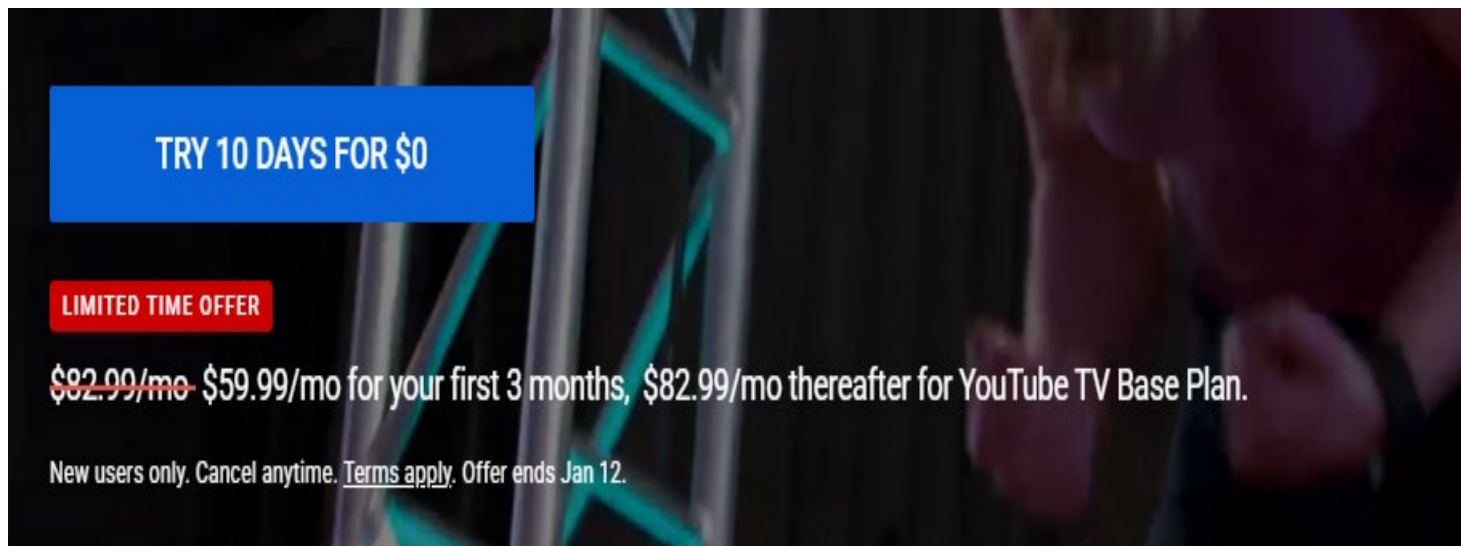
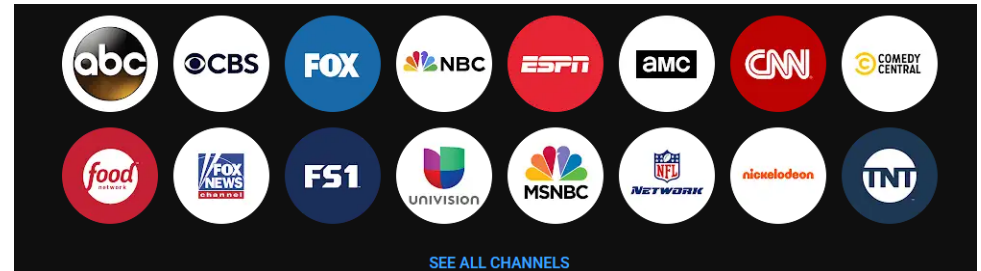
Do You A Need Live TV Streaming Service?

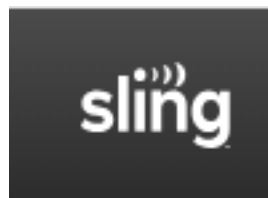
- ▶ Live TV Streaming Service brings you regular live TV stations and provide you with cloud unlimited recordings to view at anytime.
- ▶ Premium Service Gives You:
 - ▶ Local Channels
 - ▶ Cable Sports (ESPN)
 - ▶ Cable News
- ▶ Cost between \$50 - \$75/month
- ▶ Can share the cost with other family members and friends
- ▶ No hidden fees
- ▶ No long-term contracts
- ▶ Pay one month at a time and can cancel anytime





- ▶ Premium Live TV Streaming
- ▶ Watch live TV from 100+ Live Channels
- ▶ Unlimited DVR space
- ▶ Up to Six Individual Accounts
- ▶ Each individual will need their own Google account
- ▶ **Current Cost -**





- ▶ Sling is cheaper than YouTubeTV
- ▶ But has limited local TV stations




Sling TV Services

No annual contracts. Customize with extras.

Orange

~~\$45.99~~ **\$23/mo**
Half off your first month

35 total channels including
7 exclusive Sports and Family channels



What's included

Stream on 1 device at a time ⓘ




Add Orange

Compare Plans

Blue

~~\$45.99~~ **\$23/mo**
Half off your first month

43 total channels including
15 exclusive News and Entertainment channels



What's included

Stream on 3 devices at a time ⓘ

Add Blue

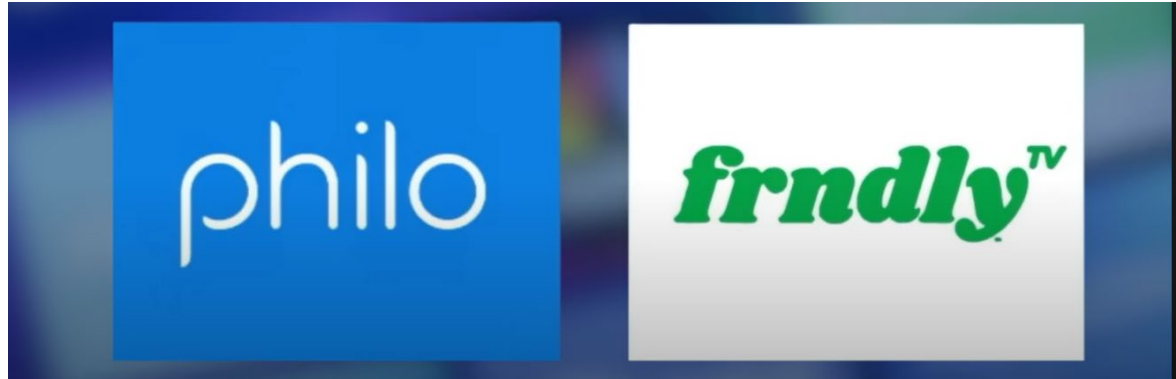
Compare Plans

Orange & Blue
Enjoy all 46 Orange & Blue channels
including all 22 exclusive channels

~~\$60.99~~ **\$30.50/mo**
Half off your first month

Add Both

Budget Live TV Streaming



	philo
♥ Monthly price	\$28
✓ Free trial	Yes, 7 days FREE
+ Channels	70+

frndly^{TV}

The most affordable Live TV streaming service

50+ Channels Starting at \$6.99/mo.

[WATCH 7 DAYS FREE](#)

Using an Antenna For Local TV

- ▶ If you don't want the expense of a live streaming service, you can use an indoor or outdoor Antenna just to access the local stations
- ▶ One-time expense for the Antenna



On Demand Streaming Services



Cost of On Demand Streaming Services

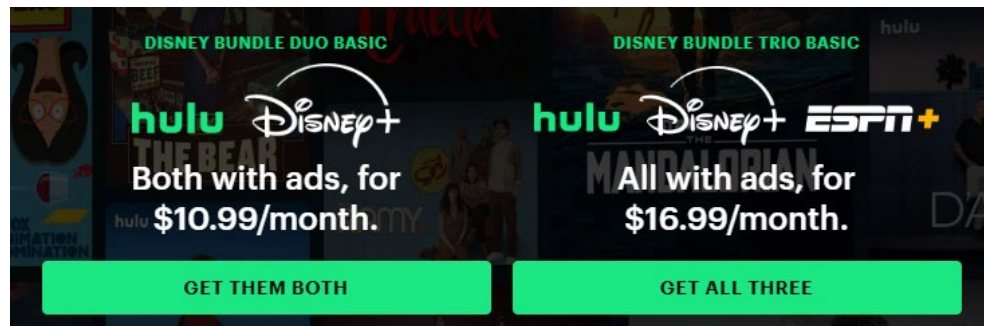
- ▶ To Save money choose plans with advertising
- ▶ Some offer free trials to test multiple streaming services

Netflix

Pricing (US Dollar)

- Standard with ads*: \$6.99 / month
- Standard: \$15.49 / month (extra member slots** can be added for \$7.99 each / month)
- Premium: \$22.99 / month (extra member slots** can be added for \$7.99 each / month)

Hulu



The image shows a promotional banner for Hulu's Disney+ bundles. It features two main options: 'DISNEY BUNDLE DUO BASIC' and 'DISNEY BUNDLE TRIO BASIC'. The Duo bundle includes Hulu and Disney+ for \$10.99/month with ads. The Trio bundle includes Hulu, Disney+, and ESPN+ for \$16.99/month with ads. Both options have a green button below them: 'GET THEM BOTH' and 'GET ALL THREE' respectively. The background is dark with various Disney+ titles like 'THE BEAR' and 'THE MANDALORIAN' visible.

DISNEY BUNDLE DUO BASIC

hulu Disney+

Both with ads, for
\$10.99/month.

GET THEM BOTH

DISNEY BUNDLE TRIO BASIC

hulu Disney+ ESPN+

All with ads, for
\$16.99/month.

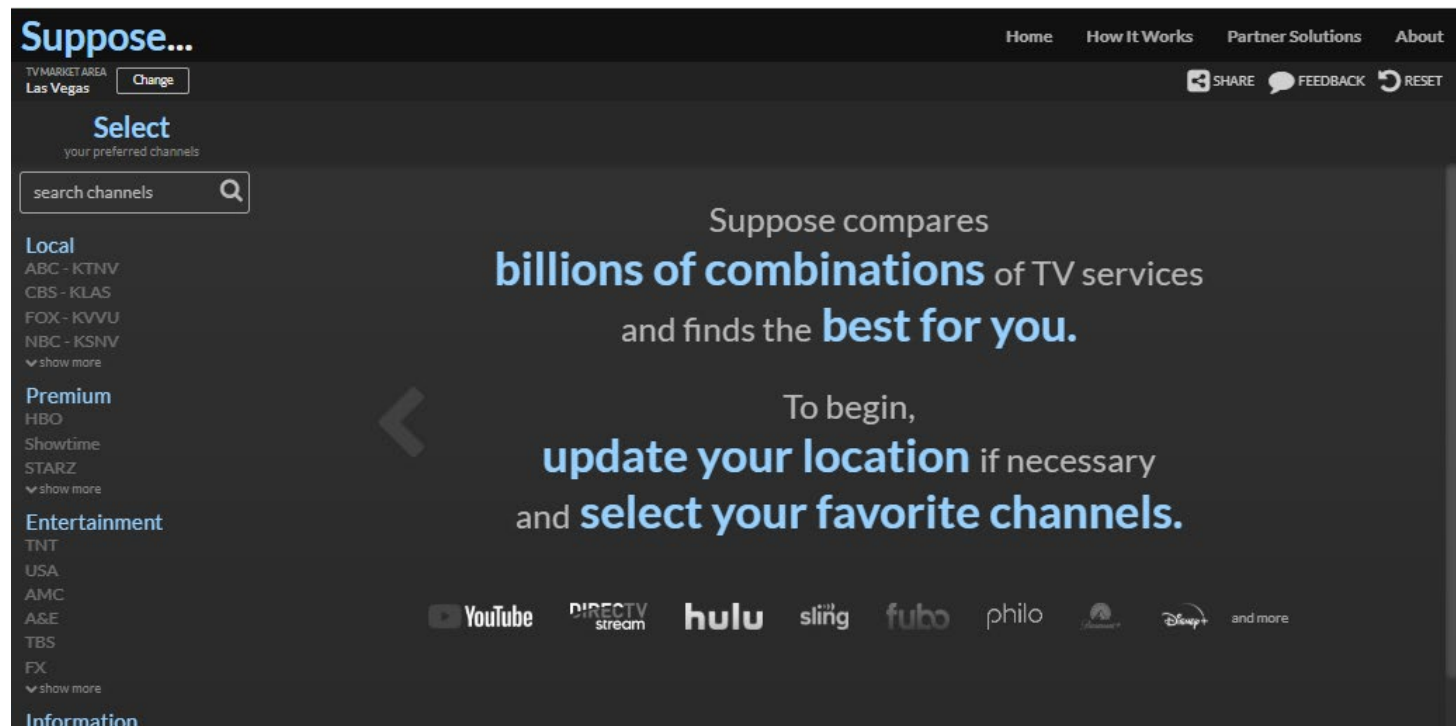
GET ALL THREE

Free Streaming Options



Using Suppose.tv

- ▶ Go to the website suppose.tv
- ▶ Select your favorite channels and this website will compare combinations of TV streaming services showing the monthly cost of each service



Cost Savings of Streaming Services

- ▶ Let's consider an average cable household that spends about \$200 per month on their cable television bill. Cutting the cable cord would give you back that amount to put toward signing up for on-demand video streaming services.
- ▶ In thinking about your budget, just remember to factor in the cost of getting the devices or equipment you need to access the Internet (i.e. T-Mobile, Verizon, Cox Mobile). Estimated cost - \$50/month.
- ▶ Also, be mindful of the number of streaming services you add, as each service will increase your monthly cost.
- ▶ Still, even with all expenses taken into account, most people come out way ahead in terms of their yearly home entertainment costs, as compared to traditional cable TV packages.

Internet Options

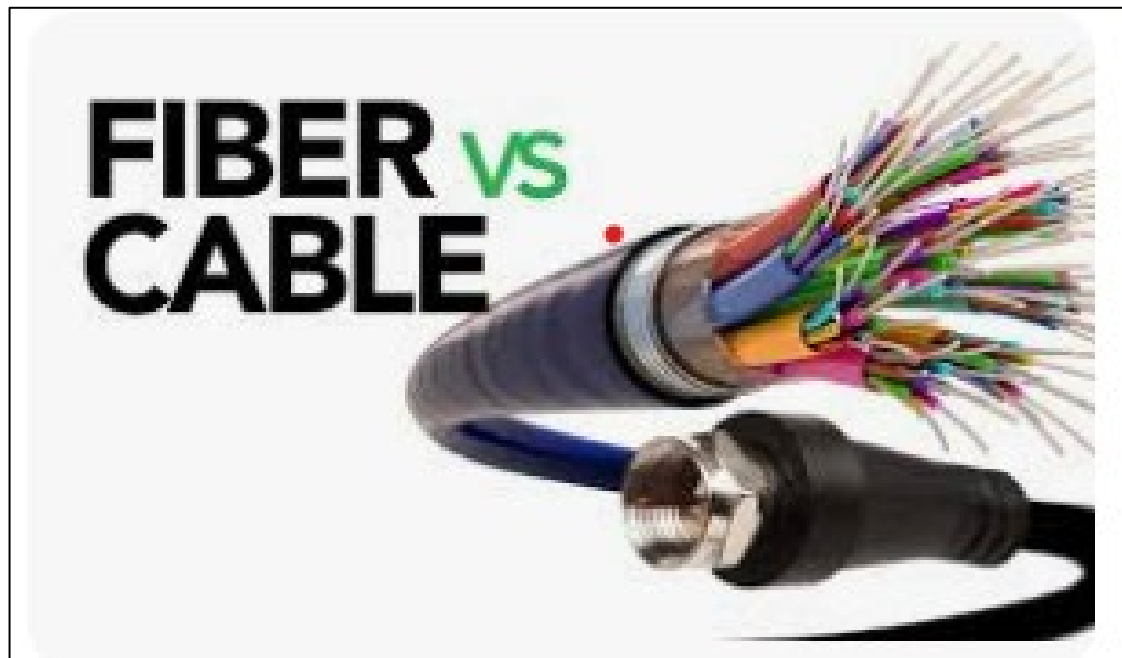
Internet Options

- ▶ Streaming Services require high-speed internet
- ▶ Types of Internet Providers
 - ▶ Cable Internet
 - ▶ Fiber Internet
 - ▶ 5G Home Internet

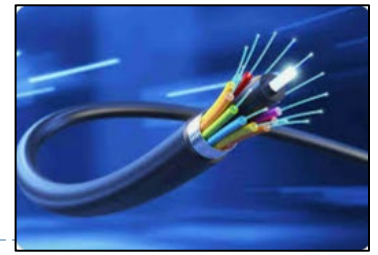


Cable Internet (i.e. Cox with TV)

- ▶ Cable internet uses the same line (or at least the same type of line) that your cable TV service uses, known as “coaxial cable.”



Fiber Internet (i.e. Century Link & Cox – Internet Only)



- ▶ Fiber-optic internet, commonly called fiber internet or simply “fiber,” is a broadband connection that can reach speeds of up to 10 Gigabits per second (Gbps) in some areas.
- ▶ The technology uses fiber-optic cable, which amazingly can send data as fast as about 70% the speed of light. In addition, fiber-optic cables are not as susceptible to severe weather conditions as other types of cables. These sturdy fiber cables have minimal outages as compared to others. They also resist electrical interference.
- ▶ Fiber is ideal for homes or businesses with multiple users connecting several devices at once.

5G Mobile Internet

- ▶ 5G stands for “fifth generation,” the most recent version of cellular/mobile technology. Although 5G is a mobile/cellular technology, it can also be used to deliver internet service to a residence. 5G home internet uses nearby cellular towers to send a signal to the modem/router in your home.



Cox Internet

- ▶ Can get an Internet-Only Plan (Fiber Internet)
- ▶ Internet Stand-Alone Service
- ▶ Don't pay for Cable TV package
- ▶ No Annual Contract

Cox's Take on 5G Mobile Internet

“The speed and reliability of the 5G home internet signal can be severely degraded by several factors, from how far it needs to travel to reach your home to objects that might stand in the way — think trees, buildings and even windows. In comparison, Cox's reliable, fiber-powered broadband network can deliver internet speeds that are even with 5G providers.”

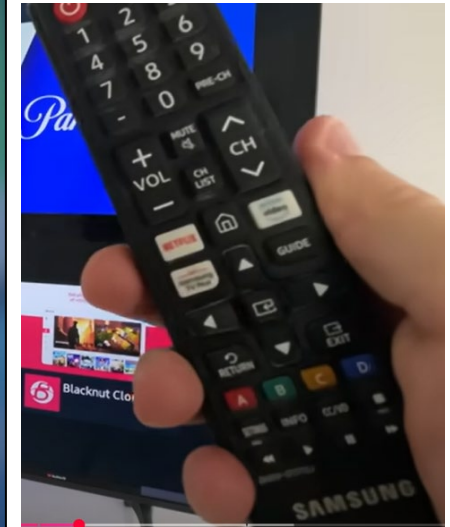
T-Mobile and Verizon 5G Internet

- ▶ Cellphone towers bring you Internet
- ▶ Additional discounts if you have a phone plan with them
- ▶ Unfortunately, they are not available everywhere here in SunCity



Newer Smart TVs + Internet

- ▶ Latest Smart TVs offers access to the most popular streaming services right from the Remote Control
- ▶ You do need to sign up and pay the monthly fee for each
- ▶ You can also download additional streaming services





Need For A Streaming Media Player

Older Smart TVs

- ▶ Won't have access to your favorite Streaming Services
- ▶ Need a Streaming Media Player
 - ▶ Roku
 - ▶ FireStick



Streaming Media Players

- ▶ One Time Cost
- ▶ \$30 - \$50
- ▶ No subscription, just plug and play



Older Smart TV + Internet Device + Streaming Media Player (Roku)



Canceling Your Cable TV Service (COX)

- ▶ Crunch the numbers
- ▶ Test Streaming Services
- ▶ Compare Internet Options
- ▶ Purchased Necessary Equipment
- ▶ Cancel By Phone and Early in the Day
- ▶ Return All Rental Equipment ASAP



**Cancel your
cable TV service!**

Ways to Save

WAYS TO SAVE

- Pay for 3 or fewer subscriptions at a time
- Select plans with ads
- Prepay for an annual plan
- Take advantage of Black Friday deals
- Check credit card rewards and special offers
- See if your phone provider offers streaming perks
- **Rely solely on free streaming options**

Any Questions? Any Thoughts?

