



CUTTING THE CORD & LIVE-STREAMING: THE BASICS

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ZOOM PROTOCOL

- Everyone will be automatically muted upon joining
- We will have breaks where I will answer a few questions to the best of my ability
 - To ask a question, please type it in the chat box, and I will address it at the next stopping point
- My email address will be at the top of the chat box
 - If you'd rather ask me a question later, feel free to email me

WHAT IS STREAMING???

- a method of transmitting or receiving data (especially video and audio material) over a computer network as a steady, continuous flow, allowing playback to start while the rest of the data is still being received
- Opposite of streaming: downloading a file
 - In most cases, you'll need to wait until that file is completely downloaded and processed before you can open it
- Streaming is immediate
- Doesn't require storage space
- Need an active internet connection

LIVE STREAMING 101

- What is typically meant by “livestreaming?”
 - **Streaming media simultaneously recorded and broadcast in real-time over the Internet**
 - Non-live media such as videos on demand (Netflix, Hulu, etc.) are technically streamed but not live-streamed
- Typically done by well-known/famous people
 - Stream daily activities, gaming, cooking, makeup tutorials
- Some streams watched by thousands of people
- Viewers can comment on live streams and they’ll appear alongside the stream
 - Need internet and a device (iPhone, PC) to livestream
 - **This doesn’t have to do with cutting the cord**
- Most popular live-streaming platforms
 - Facebook Watch
 - YouTube Live
 - Instagram Live
 - Twitch
 - TikTok
 - Not *just* for live videos

CORD CUTTING 101

- **What is cord cutting?**

- “The practice of canceling or forgoing a cable television subscription...in favor of an alternative Internet-based or wireless service*”

- In place of a cable box, you add and use channels/apps through a smart TV or external device (Roku, Apple TV, Amazon Fire Stick, etc.) to access content

- **Benefits**

- Control over what you want to watch (and when)
- No more contracts
- Quality shows & movies you might not be able to view otherwise

- **Downsides**

- **Savings may not be as drastic as they once were**
- More bills to keep track of
- Difficulty getting some types of content- sports

GOOD INTERNET – A MUST

- Speeds in the neighborhood of **10 Mbps**
 - May need more (15-20 Mbps) for live TV and multiple streams
 - If it's just one or two of you and you don't think you'll watch more than one stream simultaneously, you should be fine with 10 Mbps
 - Location of the router in your home, any obstructions, & age of router all play a role
- Netflix recommends 3-5 Mbps (3 for SD, 5 for HD)
- Hulu recommends 6 Mbps for HD and 8 for Hulu + Live TV
- Check your Internet speed here: <https://www.speedtest.net/> or speedtest.xfinity.com
 - Test over a span of a few days, at varying times
 - Want to make sure ISP is providing the speed you're paying for; if not, call and inquire
- **Will spend between \$40-\$50 a month for a basic package**
 - **Some will show a price of \$~30 a month but this is only for the first year**

TWO OPTIONS FOR STREAMING CONTENT

- **Streaming Player**

- Pay a one-time price for the device
- Either plug directly into TV or into HDMI cable which plugs into TV
 - Amazon Fire TV Stick 4K Max
 - Roku Express 4K Plus
 - Roku Streaming Stick 4K
 - Roku Streaming Stick 4K Plus
 - Roku Ultra
 - Apple TV 4K
 - Chromecast with Google TV
 - TiVo Stream 4K

- **Smart TV**

- Think of it like a smartphone/iPad
- Accesses online content by connecting to your Wi-Fi network
- With a smart TV, there is no need for an external media hub
 - Channels are displayed on-screen
- Bottom line: need a new TV & don't have an external hub? Get a smart TV

[Best TV for 2022](#) – Tom's Guide

[CNET's Best TVs for 2022](#)

STREAMING PLAYERS

- **Amazon Fire TV Stick Lite – Best budget streamer**

- \$20-\$30
- Remote has built-in voice search
 - Doesn't need line of sight to work
- More complex menus than Roku

- **Roku Express – 2nd best budget streamer**

- \$30 (often on sale for less)
- Simple interface & searching
- *Simple remote (no voice features)*
- Offers a free content section
- Doesn't push any one media provider

- **Roku Express 4K Plus – Best streamer overall**

- \$30 - \$40
- Simple interface, offers free content section
- *Voice remote w/ controls*
- Doesn't push any one media provider

- **Chromecast with Google TV – 2nd best overall**

- \$50
- Now includes a remote!
- Google Assistant voice search
- Ties in well with YouTube TV & the Google ecosystem

QUESTION TIME

TIP #1:

Check out **ratings from Consumer Reports** on a variety of cord cutting equipment- media streaming devices, TVs, wireless routers, and more.

Call the library or send an email to ckondziela@blackstonelibrary.org, letting us know what you're researching. We'll scan the article right to your email.

LIVE TV STREAMING

VS

ON DEMAND STREAMING

- Live TV streaming is like traditional TV but it delivers content over the Internet
- Scroll through the channels that the service offers, choose a channel, and view whatever program is already in progress
- Examples of live TV streaming services: YouTube TV, Sling TV

- On demand streaming offers a library of shows and movies to watch on your schedule
- You can pause, stop, continue watching, or switch to a different show at any time
- Examples of on demand streaming services: Netflix, Disney+

IMPORTANT! Every live TV service is 30-60 seconds behind the "live" stream you'll get from your local cable or satellite provider

LIVE TV STREAMING SERVICES

- **YouTube TV**

- **\$65/month for 85+ channels**
- One of only 2 that includes PBS
- Unlimited DVR storage
 - Can be kept for 9 months

- **Sling TV**

- **Sling Orange** (33 channels- ESPN & Disney)
- **Sling Blue** (48 channels- NBC & Fox, NFL Network)
 - **\$35/month for each on their own**
 - **\$50 for both**
- Very few local stations
- Cloud DVR: 50 hours, 200 hours for +\$5

- **Hulu + Live TV**

- **\$70/month for 75+ channels**
- **NOW INCLUDES Disney+ and ESPN+**
- Cloud DVR: 50 hours
- \$10 more a month to skip commercials on DVR

- **DirecTV Stream**

- **\$70/month for 65+ channels**
- Cloud DVR: 20 hours; unlimited for +\$10
- Includes PBS in some cities
- \$15 more to skip commercials on DVR
- **\$90 tier has access to most regional sports networks**
 - Can watch regular season NBA, MLB, & NHL games

LIVE TV STREAMING SERVICES CONT.

- **Philo**

- **\$25/month**
- Entertainment and lifestyle channels (HGTV, Food Network, History Channel, Hallmark)
- No sports or local channels

- **Paramount Plus**

- **\$5/month** or **\$10/month** with no commercials
- Lots of great shows- current seasons and complete past seasons (NCIS, Blue Bloods, Star Trek)
- Not a ton of live TV
 - CBS, MTV, BET, Comedy Central

- **Fubo TV**

- **\$65/month**
 - For the sports enthusiast
 - Especially soccer & football
 - Now has ESPN
 - Cloud DVR: 250 hours
 - Includes CBS, FOX, Golf Channel, NBA TV, NBC, NFL Network, NASCAR, PGA Tour
 - Does not include CNN, TNT & TBS
- Worth looking into free options
 - Pluto TV (CBS)
 - Roku Channel (ABC)
 - Sling TV Free (ABC News Live)
 - Peacock (small selection of live sports & news)

EXAMPLE – WWW.HULU.COM/LIVE-TV

All Your TV in One Place

Get full access to the entire Hulu streaming library along with your favorite live sports, breaking news, can't-miss events, and current shows.

[VIEW CHANNELS IN YOUR AREA →](#)



Live Local Channels



LIVE TV SHOPPING LIST

- Does the service offer your "must-have" channels?
- Does it offer local channels in your area?
- How good is the cloud DVR?
- Does the interface make it easy to browse for shows?
- Are there enough simultaneous streams for you and your family?
- Is your internet connection up to snuff?

QUESTION TIME

TIP #2:

A lot of the services mentioned in this presentation (Hulu, Amazon, YouTube, for example) allow you to customize your experience with premium add-ons. Add HBO, Cinemax, Showtime, Starz and more for an additional monthly charge.

ON DEMAND STREAMING SERVICES

- **The big players**

- Netflix
- Hulu
- Amazon Prime Video
- Disney Plus
- Paramount Plus
- Peacock
- HBO Max

ON DEMAND STREAMING SERVICES



NETFLIX

- **\$10 for Basic**
- **\$15 for Standard**
- **\$18 for Premium**
- No ads
- Top-notch original programming
- Sleek interface
- Basic plan
 - HD not available
 - Only 1 screen



HULU

- **\$7 a month/\$13 with no ads**
- Great selection of TV series
- Many come to Hulu day after they air on networks
- Fewer original shows than competitors
 - The Handmaid's Tale



PRIME VIDEO

- **\$9 a month**
- Or included with Amazon prime
 - **\$13 a month or \$119 a year**
- No ads
- Wide variety of movies and shows
- Can rent or buy movies and TV shows
- Not the BEST interface



DISNEY+

- **\$8 per month**
- No ads
- Good for families
- Tons of Disney-owned content all in one place
- Original programming
 - The Mandalorian
- Ton of Marvel, Star Wars, Pixar movies

ON DEMAND STREAMING SERVICES CONT.



PARAMOUNT+

- **\$6**
- **\$10 no commercials**
- Huge catalog of current and classic CBS shows
- CBS originals – Star Trek Picard, The Good Fight
- Almost all of Nickelodeon, Comedy Central stand-ups, Frasier & Cheers



PEACOCK

- **Free tier (ads)**
- **Premium for \$5 (ads)**
- **Premium Plus for \$10 (no ads)**
- Fan favorites like The Office and Parks and Rec available only on Peacock
- Content mainly from NBCUniversal



HBO MAX

- **\$10 (ads + won't have the newest movies)**
- **\$15**
- HBO's entire catalog
- Has Friends
- Almost every Studio Ghibli film
- Selection of classics/Criterion

BUNDLES & SPECIAL OFFERS

- Look into bundles that will save you money



Paramount+ / **SHOWTIME**

BUNDLE AND SAVE UP TO 28%

Critically-acclaimed originals, exclusive live sports, hit movies—all together, starting at only \$11.99/month. Offer cannot be combined with any other promotions, discounts, or codes.

GET IT NOW

- Look into special offers, but make note of fine print



Watch the new season of *Billions*® with 3 months of SHOWTIME® for \$3.99

New Money means no mercy. Don't miss the new alliances and struggles in the new season of *Billions*® only on SHOWTIME®, now available for a limited time offer.

Save Now

Ends 3/2/22. Discount valid to eligible subscribers for 3 months only. After 3 months, standard rates apply (currently \$10.99/month).

DON'T FORGET ABOUT THE FREE LIBRARY APPS 😊

- **Hoopla** and **Kanopy** are available as channels on Roku, Chromecast, Apple TVs, Amazon Fire TVs, and more
- Sign up on your smartphone/tablet/PC with your library card and then visit the links below for instructions on how to add the channels to your devices
 - [Hoopla help page](#)
 - [Kanopy help articles](#)
- Don't forget: You can have 8 checkouts per month for both Hoopla and Kanopy



ACORN TV on **hoopla**

Captivating characters from Britain and beyond. Stream or download addictive dramas, thrilling mysteries, and warm-hearted comedies on hoopla with your library card!

The advertisement features a grid of ACORN TV show covers including *Dead Still*, *Doc Martin*, *Deadwater Fell*, *Mystery Road*, *My Life is Murder*, *Gold Digger*, *MS Fisher's Modern Murder Mysteries*, *Vera*, *Hidden*, *Patrick Melrose*, *Finding Joy*, and *Agatha Raisin*. Below the grid, a central image shows a man and a woman in a scene from a show. To the left, a tablet and smartphone display the Hoopla app interface. To the right, a laptop shows a scene from *My Life is Murder*. At the bottom, the website **hoopladigital.com** is listed, along with logos for the App Store, Google Play, Amazon, Roku, and Chromecast.

The background is a solid dark blue. In the corners, there are decorative white line art elements resembling circuit boards or neural networks. These elements consist of thin white lines that branch out and terminate in small white circles. The patterns are symmetrical, with similar designs in the top-left, top-right, bottom-left, and bottom-right corners.

What options do I have for news if I don't want to
subscribe to a live TV service?

OVER-THE-AIR (OTA) ANTENNA

- Indoor antenna, hooked up to your TV, that you can mount on your window or wall
- Price ranges from **\$10 to about \$40**
- Get live local news (depending on where you live) from ABC, CBS, Fox, NBC; most have a 30-35 mile range
- Might want to purchase a DVR to go along with the antenna, so that you can save content to watch later & skip commercials (\$150-\$300)
 - Check out CNET's [article on the best DVRs](#) for those using an OTA antenna
 - Be aware: depending on your proximity to broadcast towers, an OTA antenna might not work at all
- CNET article: [Best TV antennas for 2022](#)

FREE APPS FOR LOCAL NEWS

- **NewsON – available with Roku and Amazon Fire TV, also iPhones/Androids**
 - Ad-supported service that offers full-length live & on-demand local newscasts from 275+ stations around the U.S.
 - Easy to navigate
- **Haystack News – on all major streaming devices, also iPhones/Androids**
 - Ad-supported service that provides local, national, and global news from 350+ stations
 - Straightforward & customizable
- **Local Now – available on Roku, iPhones/Androids**
 - Streams local news, weather, traffic and sports
 - Range of diverse news stories



Branford Community Television is now streaming on Roku



- Watch BCTV content with your Roku device
- Search Roku channels for "BCTV"
- Select from "BCTV Public" or "BCTV Government"
- Enjoy a selection of current and past programming
- Coming soon to Amazon Fire TV

BCTV is primarily funded through fees collected from cable subscribers.
Please consider a tax-deductible donation to support BCTV as more subscribers "cut the cord".

Branford Community Television, Inc. is a 501 (c) (3) non-profit.

DON'T FORGET

- Think about what you want to watch/if there are things you can live without
- Do your research!
 - Go to individual websites to check out full channel listings
 - Look at articles and reviews
 - CNET
 - PC Mag
 - Consumer Reports
 - YouTube
- Other ways to access information and watch movies and TV shows
- Take advantage of free trials, special offers, and bundles to save \$
 - Don't forget to cancel your free trials!! 😊

MY CONTACT INFO

- ckondziela@blackstonelibrary.org
- 203-488-1441 x 318

MORE RESOURCES

- Everything you want to know about smart TVs: [What is a Smart TV? Everything You Need to Know | Tom's Guide \(tomsguide.com\)](#)
- Best sports streaming services for 2022: [https://www.pcmag.com/picks/the-best-sports-streaming-services](#)
- CNET's review of OTA TV antennas for 2022: [https://www.cnet.com/tech/home-entertainment/best-tv-antenna/](#)
- To see a list of free OTA channels that are broadcasting near you: [https://www.antennaweb.org/](#)
- To check Internet speed: [https://speedtest.xfinity.com/](#) or [https://fast.com/](#)

RESOURCES CONT.

- **Compare different Roku streaming devices here:**

<https://www.roku.com/products/compare>

This is a really handy chart:

- **Top 100 channels compared** – here is a chart of the top 100 networks, from ABC to CNN to PBS to TLC, and which streaming services include them (**updated January 7, 2022**)
 - Compares
 - YouTube TV
 - Hulu's Live TV
 - Sling TV
 - Philo
 - Fubo TV
 - DirectTV Stream