

Streaming:

What is cutting the cord? (does it suck)



What is Streaming?

Watching any type of online video.

Examples: YouTube, Amazon, Netflix, & Disney +



What is Cutting the Cord?

1. Watching online videos as your main source of entertainment and news.
2. Enjoying online videos on a TV set.
3. Discontinue use of cable TV.



Why is
cord cutting
trendy
?

Number of internet users in the United States from 2010 to 2025 (in millions)

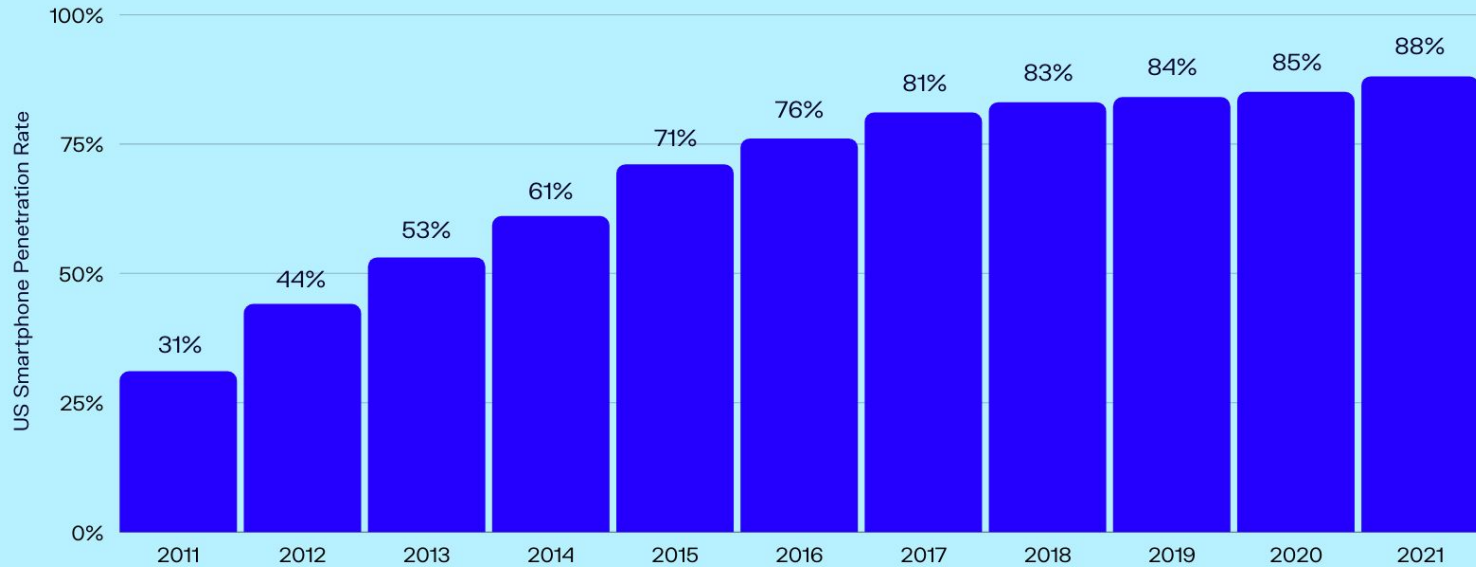


The Internet is required to survive in today's world.

Additional Information:

United States; Statista; 2021; individuals of any age who use the internet from any location via any device at least once per

Percentage of Americans With Smartphones (2011–2021)



Source: eMarketer

OBERLO

Smartphones are expensive & require data plans



Two empty rectangular boxes, one above the other, likely for text input.



EXPENSIVE



THEN: 2010s



NOW: 2020s





<https://www.youtube.com/watch?v=f-XHuQY2TtE>

Cable Providers

(Watch cable tv without additional cable box.)

1. Spectrum
2. Xfinity
3. DIRECT TV
4. DISH Anywhere
5. Frontier TV
6. AT&T U-verse



Example: COMCAST

Average price for cable as of Aug. 12, 2021

\$116 per month

The first cable box is free.

The second cable box rental

\$9.99 per month

OR

Buying your own cable box has an “outlet fee”

\$7.45 per month

OR

Buy a streaming player.

USE YOUR SMART TV
OR
STREAMING PLAYER AS
YOUR CABLE BOX!

How to cut the cord?

The Web, Social Media, Radio, & Over-the-Air Antenna

1. Local Channels
2. Internet Requirements
3. Streaming Players
4. Premium Streaming
5. Free Streaming

AIR Antenna

- Most of these antennas include some form of adhesive to attach them to your wall or window.
- When you install it, you will definitely need to experiment with the placement.
- Be aware that you may need to buy a male-female extension lead, and more coaxial cable, to reach your equipment.
- If you live in a weak coverage area, with weak signals, **an indoor antenna may not be for you.**



CNET Best TV Antenna
[cnet.com/news/best-tv-antenna/](https://www.cnet.com/news/best-tv-antenna/)

Antenna Man

<https://www.antennamanpa.com/index.html>



Broadcast Tower Map and Technical Info

Avon, OH 44011 - TV Antenna Map

Free TV Channels

TV Antenna Map & Technical Info

Free TV Guide Listings



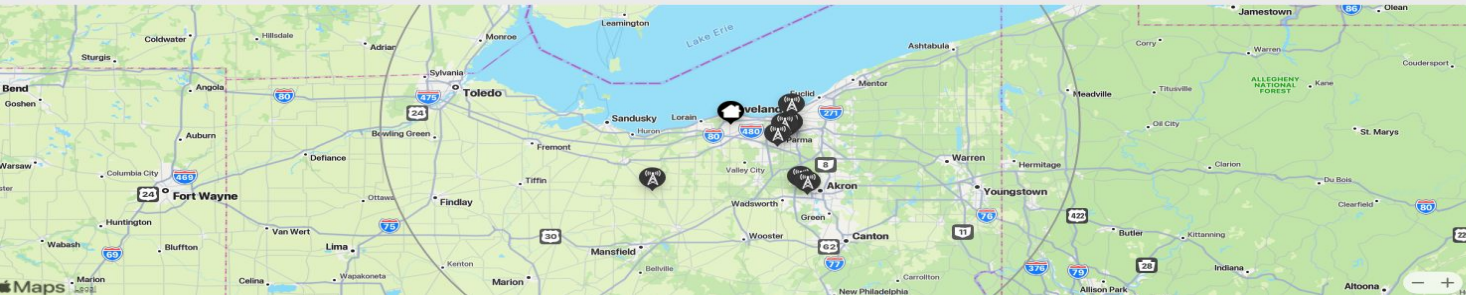
These popular channels and more are available in the US and can be received nationwide with a TV antenna.

Up to 10 TV Station Transmitters For AVON, OH 44011

All Channels Popular Distant NextGen/ATSC 3.0

Address (optional) Zip

Transmitter My Location Show: 45 Miles 60 Miles 100 Miles



Technical Information

TV station technical information for broadcast towers located within 100 miles. Click on channel to show tower location on map.

Channel	Call Sign	Network	RF Channel	Distance (miles)	Direction Magnetic (deg)	Signal (dBm)
3.1	WKYC-DT1	NBC	19	17	112°	-38.24
3.2	WKYC-DT2	CRIME	19	17	112°	-38.24
3.3	WKYC-DT3	COZITV	19	17	112°	-38.24
3.4	WKYC-DT4	QUESTNET	19	17	112°	-38.24
3.5	WKYC-DT5	CRIME	19	17	112°	-38.24
3.6	WKYC-DT6	SHOPLC	19	17	112°	-38.24
3.7	WKYC-DT7	QVC2	19	17	112°	-38.24
5.1	WEWS-DT1	ABC	15	16	116°	-36.18
5.2	WEWS-DT2	GRIT	15	16	116°	-36.18
5.3	WEWS-DT3	LAFF	15	16	116°	-36.18
5.4	WEWS-DT4	DEFY	15	16	116°	-36.18
5.5	WEWS-DT5	HSN	15	16	116°	-36.18
5.6	WEWS-DT6	QVC	15	16	116°	-36.18

Up to 100 Available Channels For Avon, OH 44011*

All Channels Popular Distant NextGen/ATSC 3.0

Address (optional) Zip

3.1
WKYC-DT1
STRONG

5.1
WEWS-DT1
STRONG

6.1
WTCL-LD1
MODERATE

8.1
WJW-DT1
MODERATE

19.1
WOIO-DT1
MODERATE

19.10
WTCL-LD3
MODERATE

25.1
WVIZ-DT1
STRONG

43.1
WUAB-DT1
MODERATE

43.10
WTCL-LD4
MODERATE

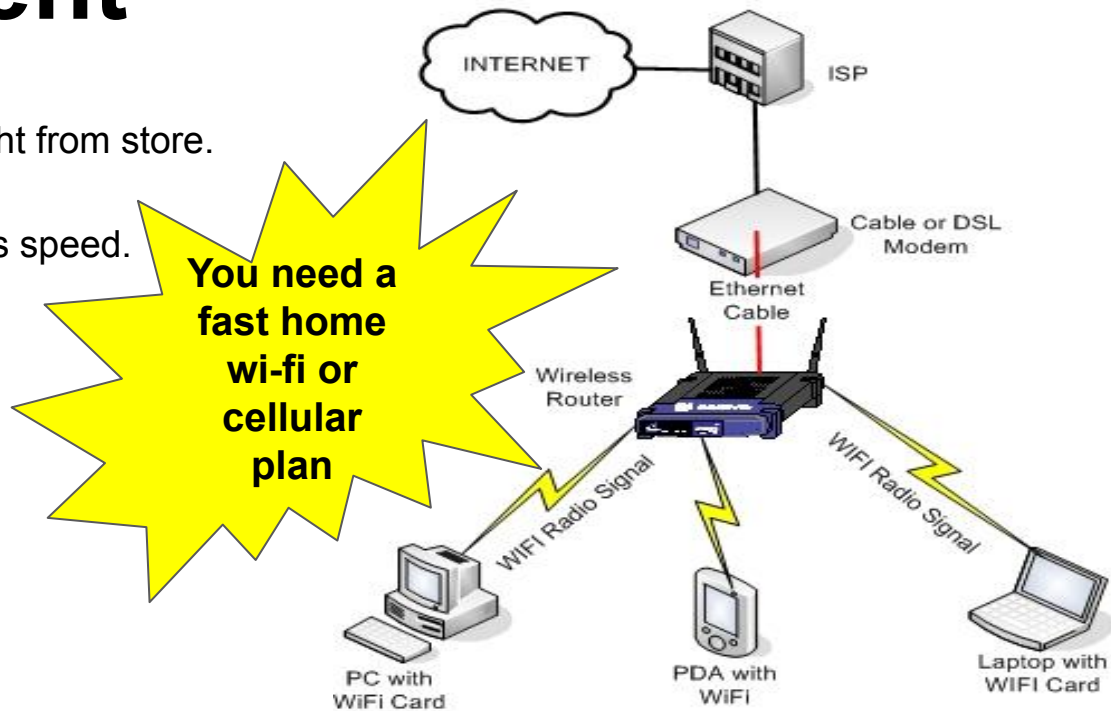
49.1
WEAO-DT1
WEAK

49.2
WEAO-DT2
WEAK

<https://www.channelmaster.com/pages/free-tv-channels?srsId=AfmBOoqSzhEXwRAdyc0yDmR9Ijg8hAYfg6mdzhL-2YOoxnYoKSr-Eavj>

Equipment

- Internet Modem & Wi-Fi Router
 - Rent from internet provider or bought from store.
 - Check the data speed rating.
 - Wi-Fi must match your routers speed.
- Streaming Player & TV
 - Review online before you buy.
 - Buy the newest model.
- Computer and/or Smart Device
 - Phone
 - Tablet
 - Desktop or Laptop PC
 - Has access to email



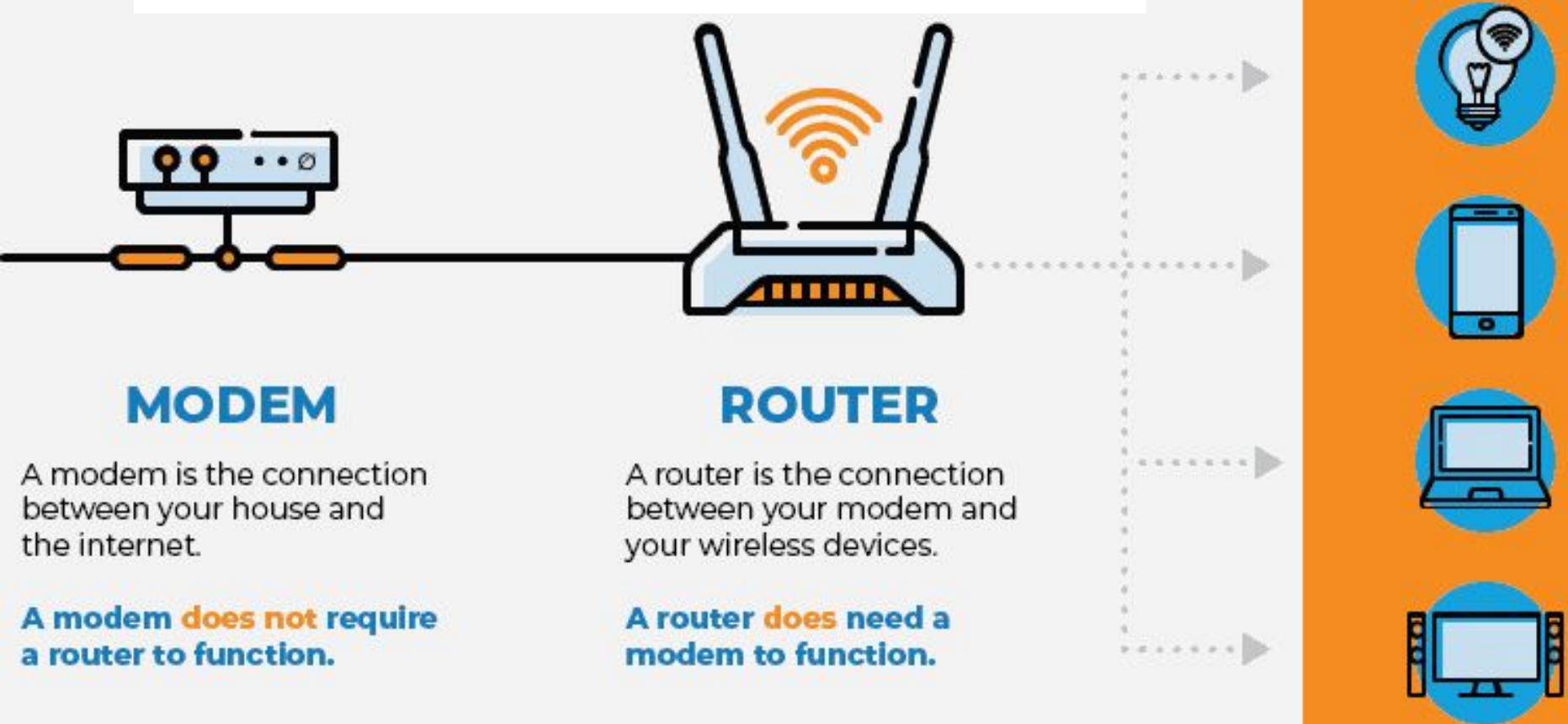
How much bandwidth: reviews.org/internet-service/best-internet-streaming/

How much speed : reviews.org/internet-service/internet-speed-for-streaming/

The Meaning of Router Specs: blog.eero.com/5-important-router-specs-explained/

Modem and Router

What's the difference?



MODEM

A modem is the connection between your house and the internet.

A modem does not require a router to function.

ROUTER

A router is the connection between your modem and your wireless devices.

A router does need a modem to function.

Wireless Devices





If it has a screen it can be used for streaming.

TV

Phone

Tablet

Car ?

Refrigerator ?



Streaming Player

- a. Streaming Player
- b. Smart TV
 - i. Current TVs may have streaming services built in.



- TLC
- SHARP
- Hisense
- PHILIPS
- SANYO
- Element
- JVC

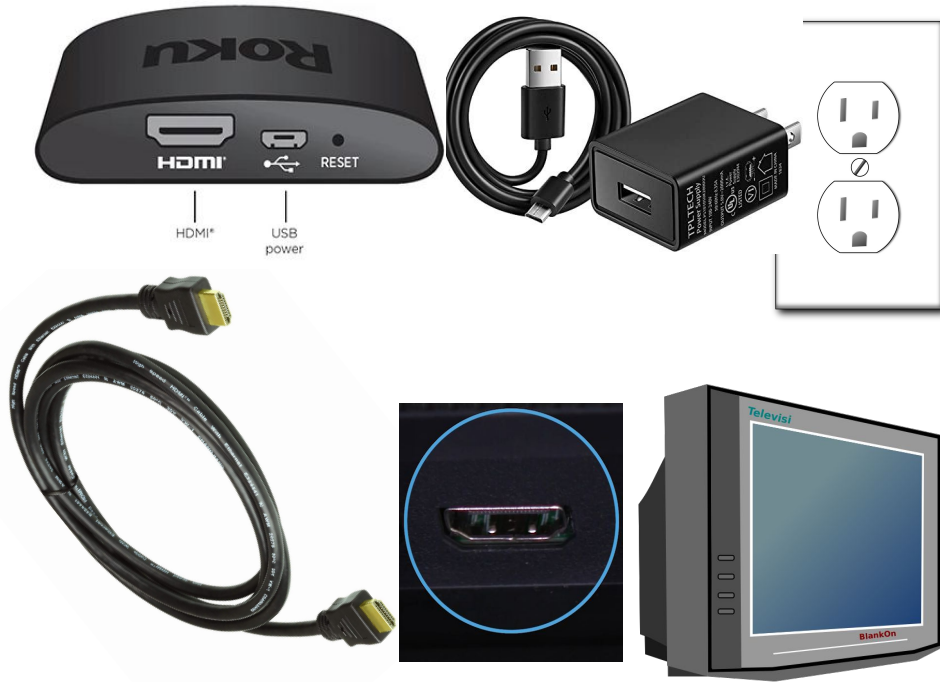


How to connect a streaming player



Streaming Setup 101

- Every TV will need its own streaming device or be a Smart TV.
- Each streaming player will need the login info for every app and service that requires a login.
- Good Wi-Fi connection is needed to watch the streaming content.



HOW TO:

CONNECT YOUR TCL ROKU TV
TO YOUR HOME NETWORK

TCL | enjoy more.

<https://www.youtube.com/watch?v=4OtOzjLqioU>

Streaming Player

SHOWCASE

amazon fire TV



All-new Amazon Fire TV Stick 4K streaming dev...

Amazon

\$34⁹⁹ ~~\$49.99~~

★★★★☆ 8,834



All-new Amazon Fire TV Stick 4K Max streamin...

Amazon

\$44⁹⁹ ~~\$59.99~~

★★★★☆ 7,466



Amazon Fire TV Stick Lite, free and live TV, A...

Amazon

\$21⁹⁹ ~~\$29.99~~

★★★★☆ 55,378



Amazon Fire TV Stick with Alexa Voice Remo...

Amazon

\$29⁹⁹ ~~\$39.99~~

★★★★☆ 447,334



Amazon Fire TV Cube, Hands-free streaming...

Amazon

\$119⁹⁹ ~~\$139.99~~

★★★★☆ 8,587

A hulu ORIGINAL

LITTLE FIRES EVERYWHERE

NOW STREAMING

hulu

Learn more



Home

Find

Live

Library

hulu

prime video

tubi
Free Movies & TV

YouTube

sling

IMDb TV

...



AMAZON ORIGINAL

AMAZON ORIGINAL

AMAZON ORIGINAL

AMAZON ORIGINAL

AMAZON ORIGINAL



New

Buy Apple TV 4K

Storage

How much storage is right for you?

32GB¹

\$179.00 or \$29.83/mo.*

64GB¹

\$199.00 or \$33.16/mo.*

From \$179
or \$29.83/mo.*

Get 3% Daily Cash with Apple Card



Unique user friendly menu.

Screen share iPhone & iPad screen to TV.

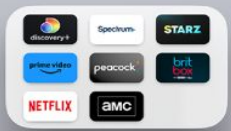
Access to iTunes and Apple App store including Apple Arcade.

Play games using bluetooth video game controller.

Continue watching

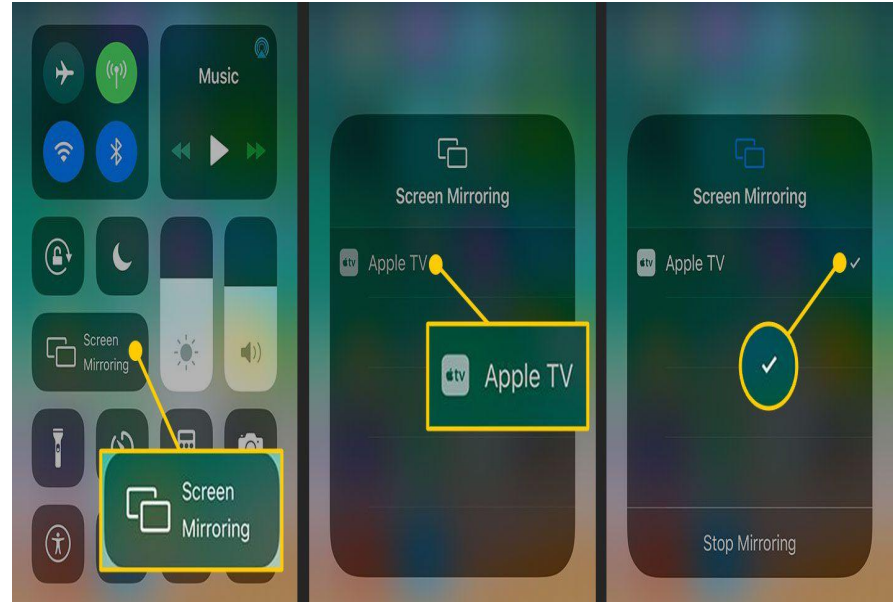


Originals and Exclusives

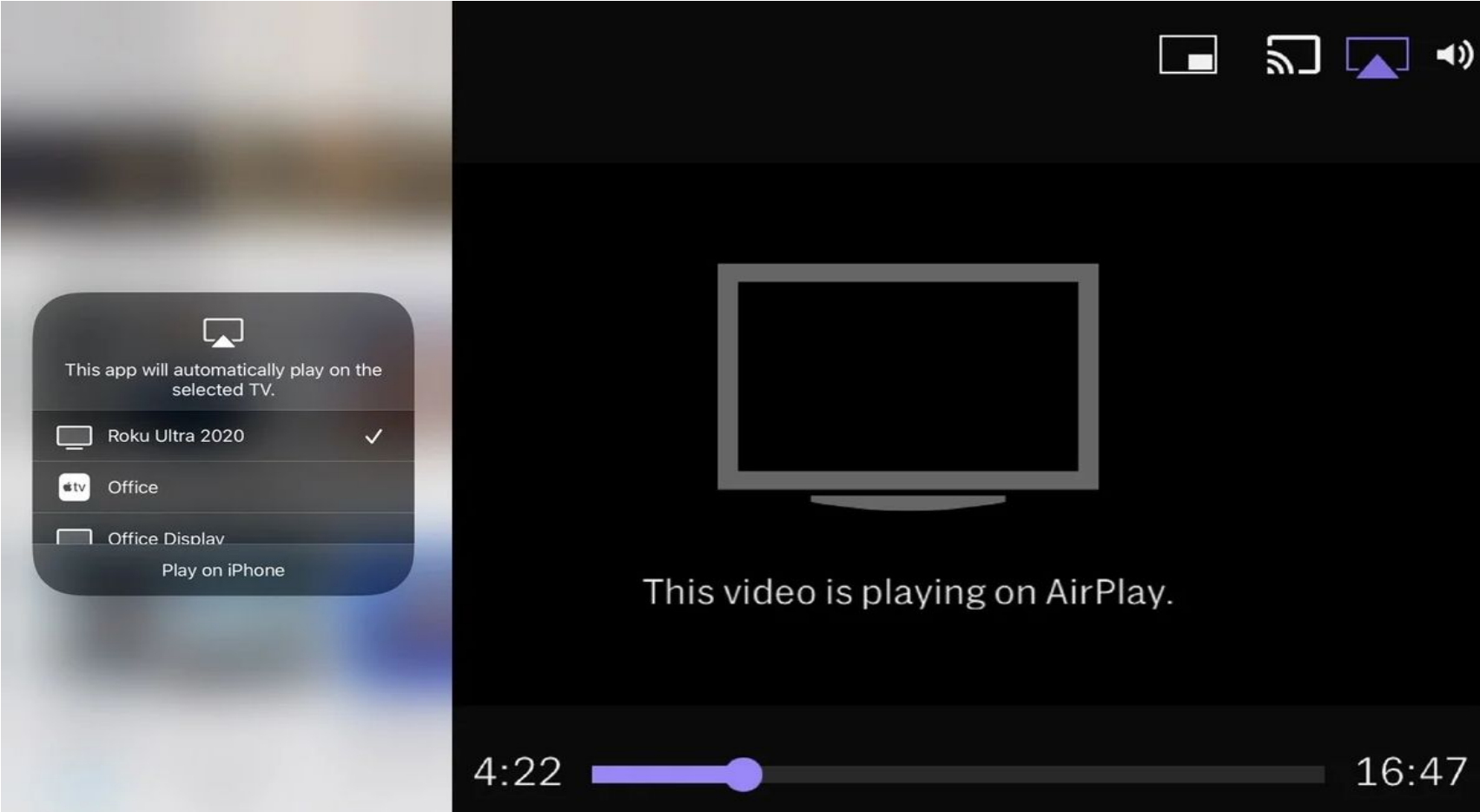


Entertainment

Apple Airplay & Screen Mirroring



EXAMPLE: AirPlay being used on mobile device.



Find the right Chromecast for your home.



Chromecast with Google TV



Chromecast

Video resolution ¹	Up to 4K HDR	Up to 1080p
Voice remote with Google Assistant ²	✓	—
Browse entertainment from your apps all in one place with Google TV	✓	—
Search without switching between apps	✓	—
Get personal recommendations	✓	—
Works with thousands of apps	✓	✓
Group with Nest speakers and displays	✓	—
Control your connected devices ³	✓	✓

Chromecast with Google TV requires a TV with an HDMI port, a Wi-Fi network, a Google Account, a nearby electrical outlet, and a compatible mobile device. Minimum OS requirements are available at g.co/cast/req. To view content in 4K, a 4K-capable TV and reliable broadband internet connection are also required. To view content in HD, an HD-capable TV and reliable broadband internet connection are also required. ¹Google Assistant may be required for full functionality. ²Requires compatible smart devices.

HD 4K

Entertainment you love. With help from Google.

Available in 4K, and now, HD.

\$29.99

Buy



HD 4K

Entertainment you love. With help from Google.

Available in 4K, and now, HD.

\$49.99

Buy



Search

Home

Discover

Apps



2:45

Google Play

Pose

Trending | Your truth if you dare

Favorite Apps



Play Next



Youtube

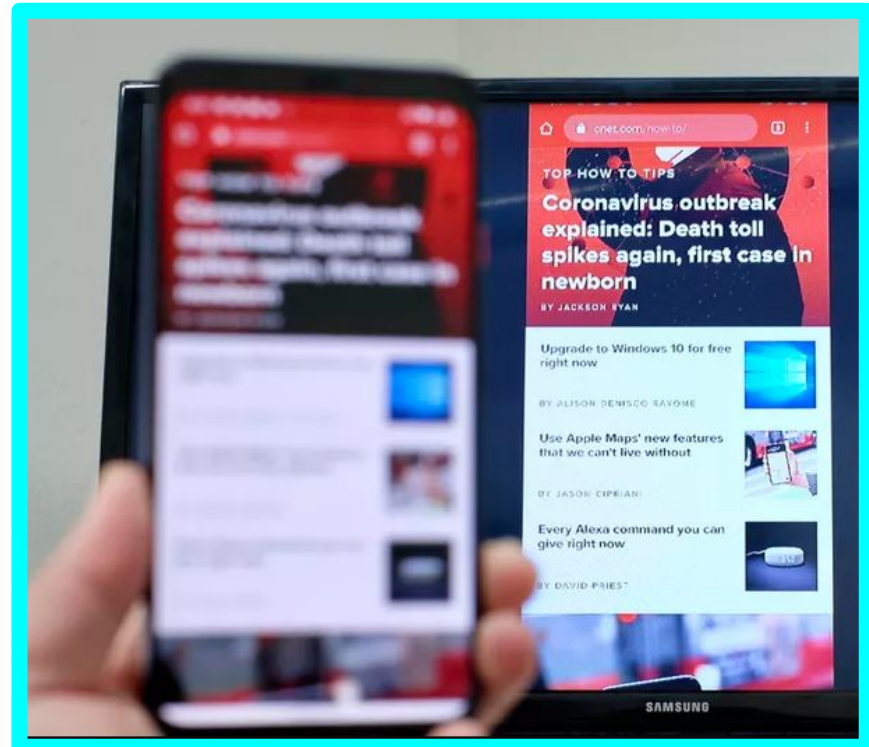
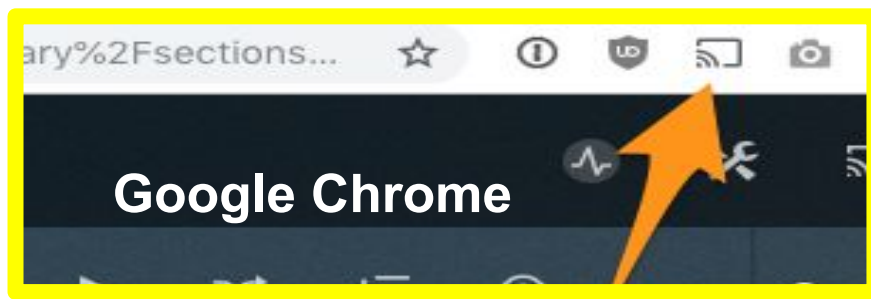




Casting from Mobile Device

From the small screen to the TV.

Cast from thousands of compatible Android and iOS apps directly from your phone, laptop, or tablet. And mirror your Chrome browser tab to your TV.





Google - Chromecast Streaming Media Player

Computer or Smart Device **REQUIRED**





Roku Express

Fast, HD streaming made easy

★★★★☆ 4.4

TV High Definition

Wi-Fi Fast Wi-Fi*

🔋 Standard Remote

\$29.99

Add to cart



Roku Express 4K+

4K & HDR streaming made easy

★★★★☆ 4.3

TV 4K, HDR

Wi-Fi Fast Wi-Fi*

🔋 Voice Remote with TV controls

\$39.99

Add to cart



Roku Streaming Stick 4K

Powerful & portable

★★★★☆ 4.4

TV 4K, HDR, Dolby Vision*

Wi-Fi Fast, long-range Wi-Fi*

🔋 Voice Remote with TV controls

\$49.99



Roku Ultra

The ultimate streaming player

★★★★☆ 4.3

TV 4K, HDR, Dolby Vision*

Wi-Fi Our best Wi-Fi* & Ethernet

🔋 Rechargeable Voice Remote Pro

🔍 Lost remote finder

\$99.99

Add to cart

ROKU



Roku Streambar SE

4K streaming & surprisingly big sound

TV 4K, HDR

Wi-Fi Our best Wi-Fi*

🔋 Remote with TV controls

+ Expandable to 2.1

\$99.99

Out of stock



Roku Streambar

4K streaming & premium audio

★★★★☆ 4.4

TV 4K, HDR

Wi-Fi Our best Wi-Fi*

🔋 Voice Remote with TV controls

+ Expandable to 5.1

\$129.99

Add to cart

Roku

12:39 pm

Options *

40 Items

Home

Featured Free

Live TV

Search

Movie Store

TV Store

Streaming Channels

My Feed (2)

NETFLIX

Apple tv

discovery+

prime video

HBOMAX

hulu

Disney+

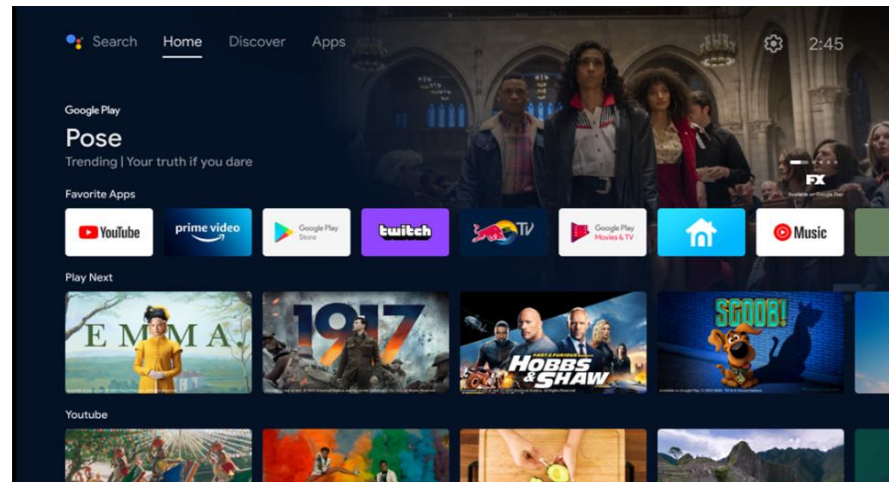
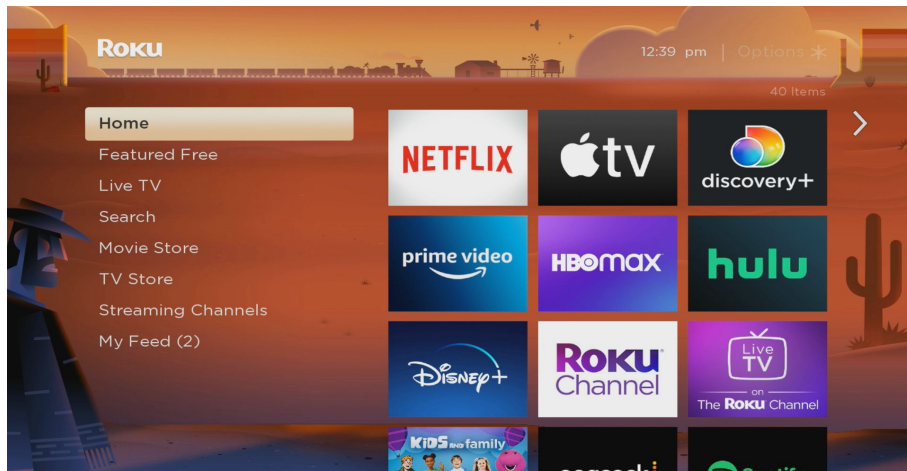
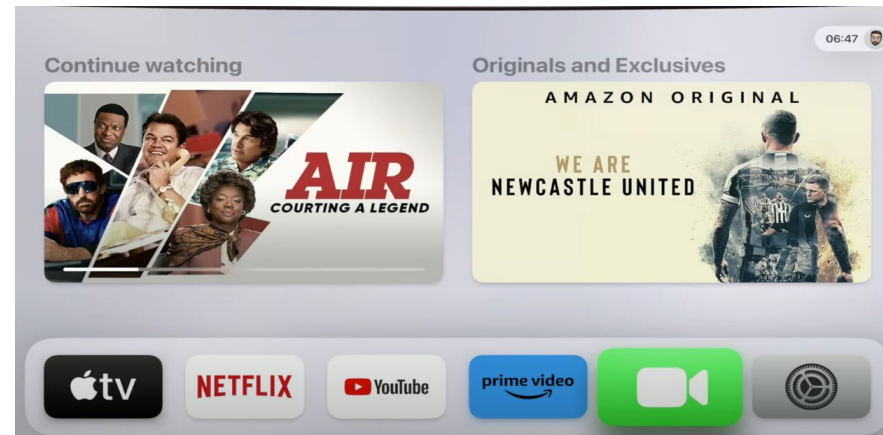
ROKU Channel

Live TV
on
The ROKU Channel

KIDS AND family

espeak

Spotify



- LED
- Neo QLED
- QNED
- Mini-LED QLED
- Quantum ULED

[Show More](#)

Smart Platform ⓘ

Search Smart Platform

- Roku TV
- Android TV
- Fire TV
- Google TV
- None
- Smart TV
- SmartCast
- Tizen

[Show More](#)

Resolution ⓘ

- HD (720p)
- Full HD (1080p)
- 4K (2160p)
- 8K (4320p)

Condition ⓘ

- New
- Open-Box



A BEST BUY Brand

Insignia™ - 50" Class F30 Series LED 4K UHD **Smart Fire TV**

4K UHD Direct Lit Smart Voice Assist

Model: NS-50F301NA24 SKU: 6525240

★★★★★ (2,616)

Pick up in **1 hour** at Avon

Get it by **Jan 26** to 43085 • FREE

Compare Save

\$229.99

Save \$70 Was \$299.99

3 free months of Apple TV+ & 2 more

Add to Cart

Open-Box: from \$174.99



Sponsored

Roku - 40" Class Select Series Full HD Smart **RokuTV**

Full HD Direct Lit Smart

Model: 40R245R SKU: 6536710

★★★★☆ (449)

Pick up in **1 hour** at Avon

Get it by **tomorrow** to 43085 • FREE

Installation as soon as **Tue, Jan 23**

Compare Save

\$179.99

Save \$50 Was \$229.99

3 free months of Apple TV+ & 2 more

Add to Cart

Open-Box: from \$162.99



Only @ Best Buy

Pioneer - 65" Class LED 4K UHD Smart **Xumo TV**

4K UHD Direct Lit Smart

Model: PN65-751-24U SKU: 6546907

★★★★☆ (229)

Pick up unavailable at Avon

Delivery as soon as **Jan 27** to 43085 • FREE

\$319.99

Save \$180 Was \$499.99

Add to Cart

Open-Box: from \$282.99

LIVE

Fox Weather Now

23m left 

The up-to-the-minute play-by-play of our nation's weather news. Ian Oliver delivers his expansive knowledge, experience, and perspective on the weather, and how it will impact your life.



Featured Recently Added National News Sports on Tubi Business News Global News Weather Entertainment News Entertainment Español Local News

4:37 PM

5:00 PM

5:30 PM

6:00 PM

6:30 PM

7:00 PM

7:30 PM

8:00 PM

8:30 PM

9:00 PM



Fox Weather Now

Fox Weather Now

Fox Weather Live

Fox Weather Live

Fox Weather Live

Fox Weather Live

ALIEN NATION

Space Dealers

Psychic Investig...

Psychic Investig...

Psychic Investig...

Psychic Investig...

Psychic Investig...

Psychic Investig...

Craig Charles: UFO Conspiracies

Craig Charles: U



Clas...

Classic Doctor ...

Classic Doctor ...

Classic Doctor ...

Classic Doctor ...

Classic Doctor ...

Classic Doctor ...

Classic Doctor ...

Classic Doctor ...

Classic Doctor ...

Classic Doc



NFL Game Re-Airs

NFL Throwback

NFL Throwback

The NFL Report

Weekly ...

Weekly ...

Weekly ...

Weekly ...

Live TV: Going through a list of stations and jumping onto the running program.

NEWS

1. CBS
2. News ON (LOCAL NEWS NATIONWIDE)
3. FOX News
4. NBC
5. Newsy (be informed - not influenced)
6. CNN go
7. ABC news live
8. WeatherNation & the Weather Channel
9. CNBC
10. Local Now
11. Sky News
12. (Look up local news stations)





Hulu \$76.99 /mo
Best for a Mix of Live and On-Demand Content



YouTube TV \$72.99 /mo
Best for Replacing Cable



Fubo \$79.99 /mo
Best for Sports Fanatics



Philo \$24.99 /mo
Best for Entertainment and Lifestyle Channels

NO LOCAL CHANNELS



Sling TV \$40 - \$80 /mo
add-on options
Best for Add-On Channels



DirecTV Stream
Best for RSN Coverage
\$69.99 /mo
2 yr plan



News 5 Cleveland WEWS



Watch News 5 Cleveland WEWS on your schedule. The latest news in Cleveland, Ohio — weather, traffic...



Cleveland News from W...



Stay up-to-date with the latest news and weather in the Cleveland, OH, area on the all-new WKYC+...



WOIO Cleveland 19 News



Watch live and breaking news 24/7, plus Cleveland's most accurate forecast on-demand. Featuring...



NewsON



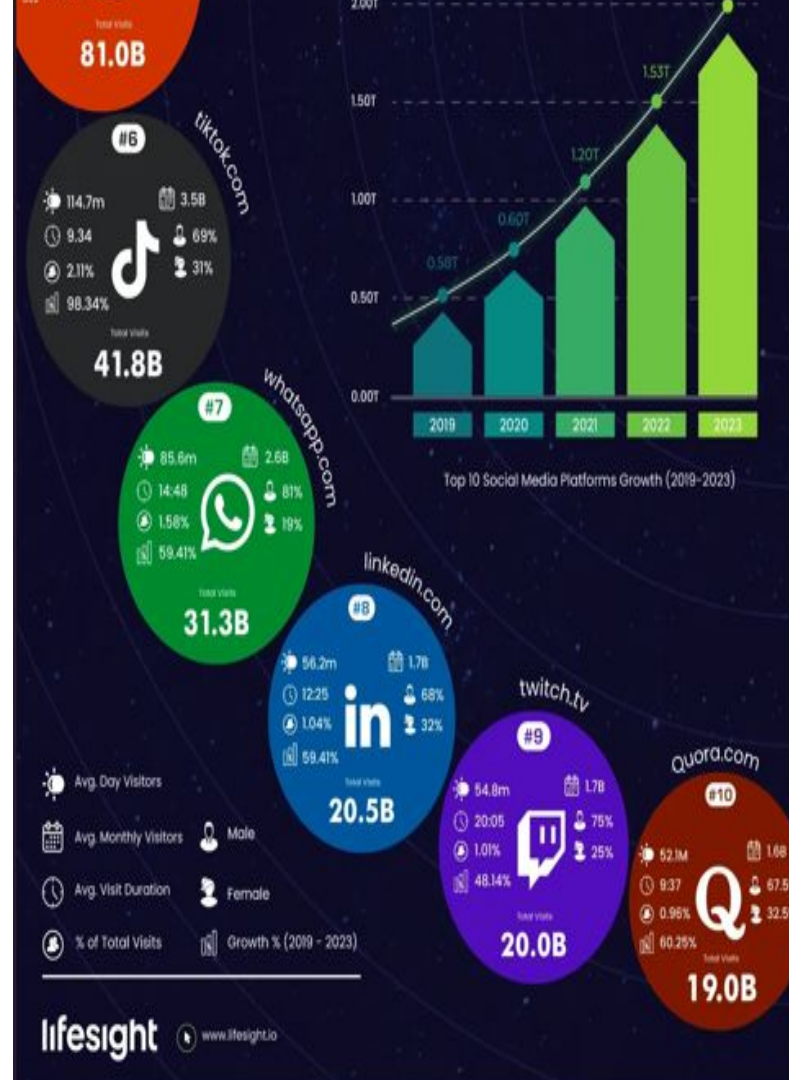
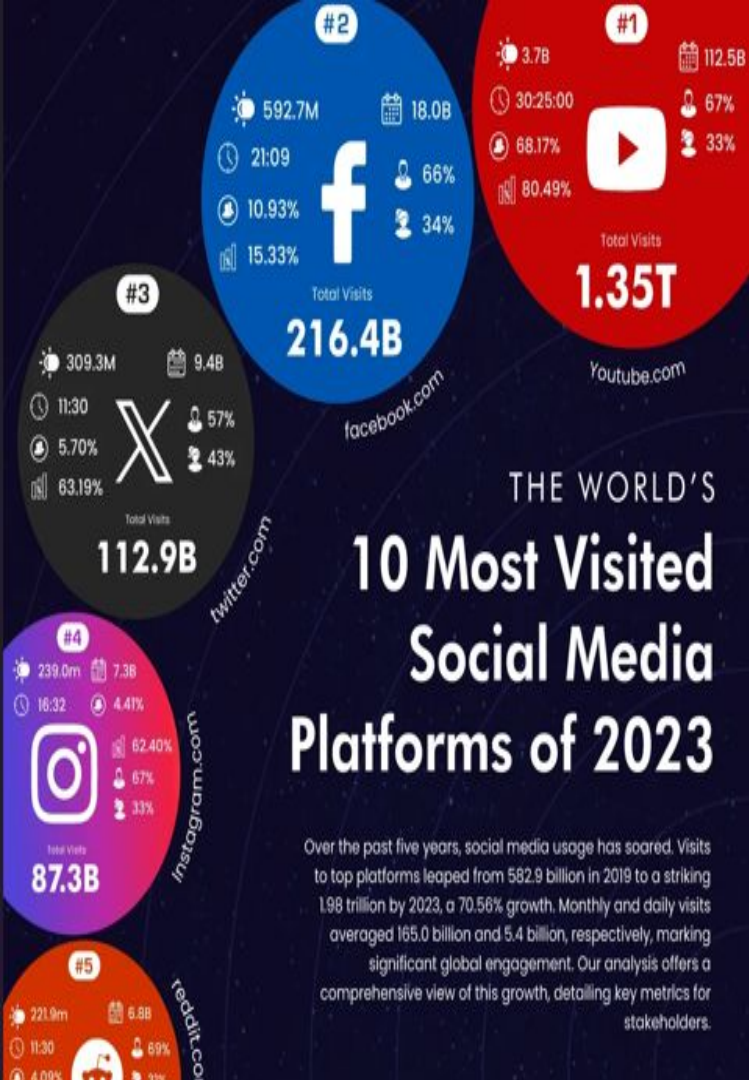
Haystack Local & World ...

THE WORLD'S 10 Most Visited Social Media Platforms of 2023

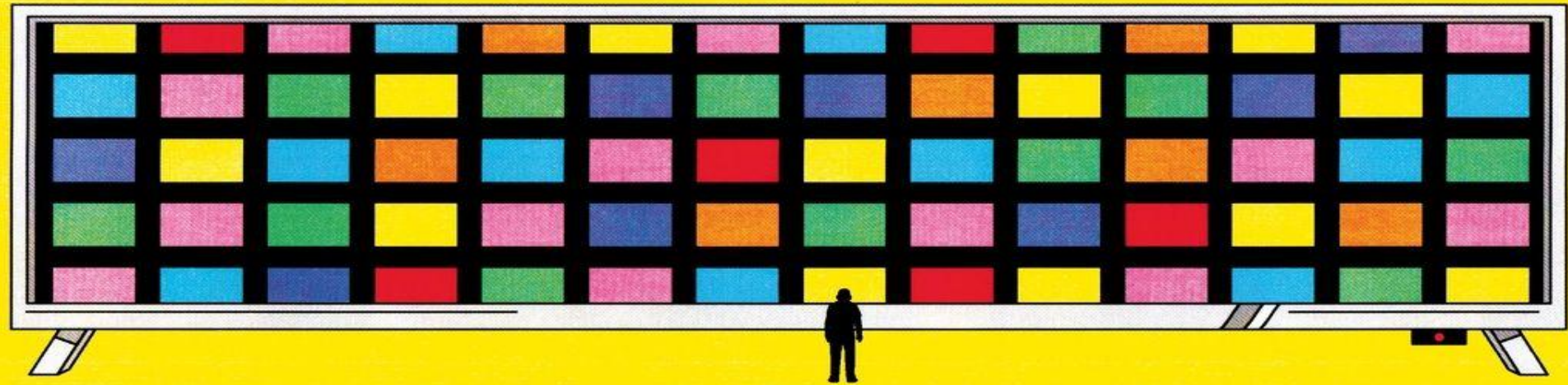
Over the past five years, social media usage has soared. Visits to top platforms leaped from 582.9 billion in 2019 to a striking 1.98 trillion by 2023, a 70.56% growth. Monthly and daily visits averaged 165.0 billion and 5.4 billion, respectively, marking significant global engagement. Our analysis offers a comprehensive view of this growth, detailing key metrics for stakeholders.

Top Social Media Apps

YouTube
Facebook
X
Instagram
Reddit
TikTok
Twitch
BlueSky



YOU will not remember all the apps!



channelstore.roku.com/browse/recommended

Cable Channel Apps

Cable provider login maybe required.

1. Discovery Plus
2. CBS
3. PBS
4. ABC
5. The CW
6. Nickelodeon
7. Cartoon Network
8. Boomerang
9. TLC
10. truTV
11. Comedy Central
12. BBC
13. TNT
14. QVC / HSN
15. History Channel



Cable Alternatives

(Offer Live Local TV Channels)

1. Hulu TV
2. Youtube TV
3. Sling TV
4. Frndly TV
5. Philo



YouTubeTV

85+ channels

\$64.99 (advertised price)

- ✔ No annual contract
- ✔ Includes NFL, NBA, and MLB networks
- ✔ Includes PBS, BET, Comedy Central, MTV, and Nickelodeon
- ✔ Includes **unlimited** cloud DVR storage space and rewind, fast forward, and pause capability
- ✔ 3 streams and 6 accounts per household

\$64.99
Monthly cost

✔ +\$0 Installation fee

Hulu + Live TV

65+ channels

\$64.99 (advertised price)

- ✔ No annual contract
- ✗ Missing NBA and MLB networks
- ✗ Does not include PBS
- 💰 +\$9.99 for a 200 total hour DVR and full fast forward capability (otherwise limited to 50hr with unskippable ads)
- ✗ 2 streams and 6 accounts per household

\$74.98
Monthly cost with DVR add-on

✔ +\$0 Installation fee

Traditional Services

Hundreds of channels

\$84.11 (average advertised price)

- 💰 +\$10.51 average cost over 2 years after advertised price ends
- ✔ Includes NFL, NBA, and MLB networks
- ✔ Includes PBS, BET, Comedy Central, MTV, and Nickelodeon
- 💰 +\$7.90 DVR/box rental fee. Various storage space limits
- 💰 +\$6.79 2nd box rental fee

\$109.30
Average monthly cost*

💰 +\$10-50 Installation fee

NEWS

1. CBS
2. News ON (LOCAL NEWS NATIONWIDE)
3. FOX News
4. NBC
5. Newsy (be informed - not influenced)
6. CNN go
7. ABC news live
8. WeatherNation & the Weather Channel
9. CNBC
10. Local Now
11. Sky News
12. (Look up local news stations)



FREE TV Shows & Movies

Might include advertisements
(No local TV channels)

1. Tubi
2. Roku Channel
3. Pluto TV
4. FilmRise
5. SciGo (Science Channel Go)
6. Smithsonian Channel
7. Fawesome
8. Popcorn Flix



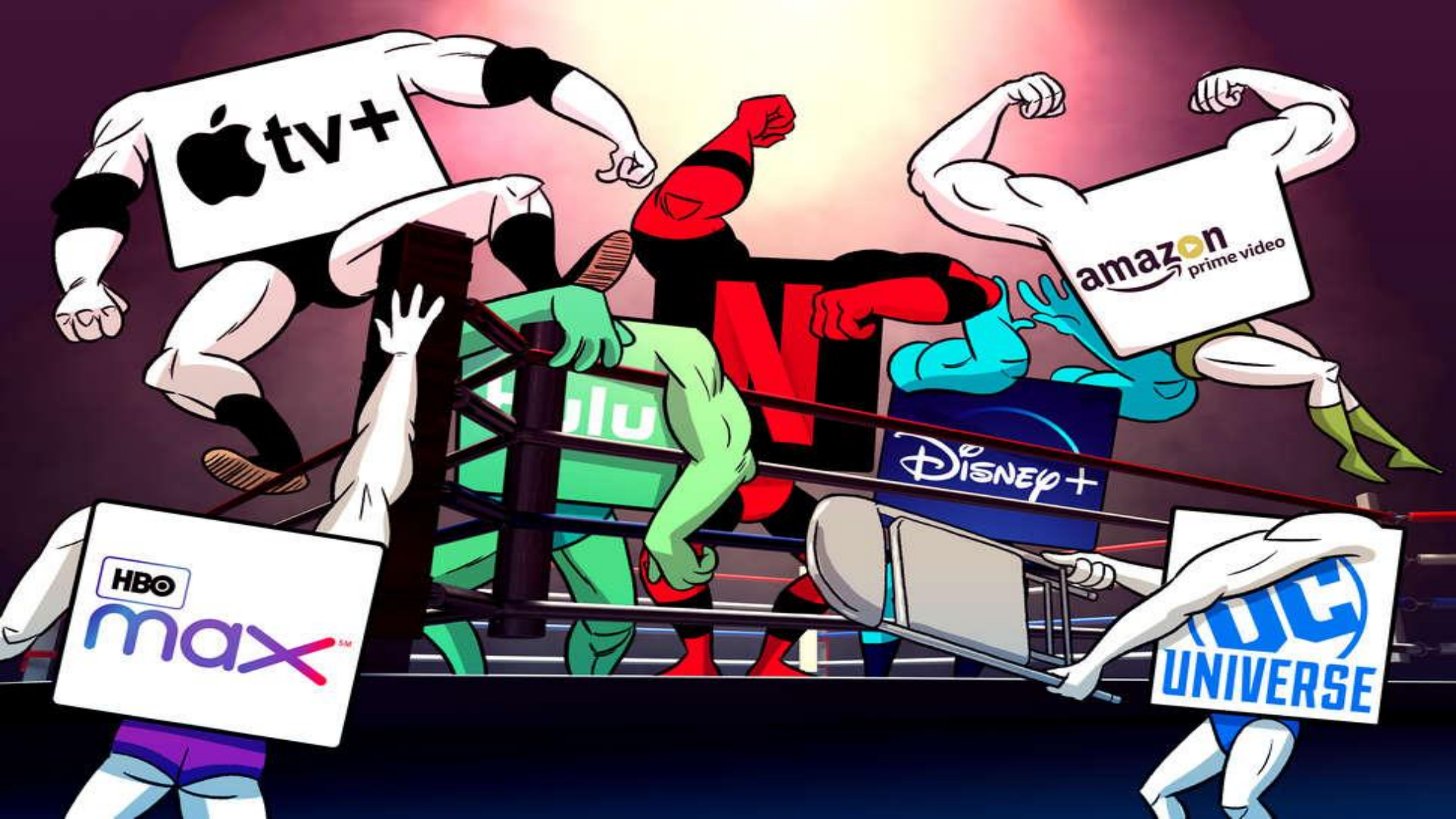
Free with library card

kanopy

hoopla™



alpl.org/digital-media/



Apple tv+

amazon prime video

Disney+

HBO max


DC UNIVERSE

The Netflix logo is displayed in its characteristic red, bold, sans-serif font against a white background.

Password Sharing

Cracking down on sharing passwords.

More premium streaming channels are restricting your devices based on location.

A screenshot of a Netflix account setup screen. The background is dark blue with a blurred image of a person. The text is white and cyan. At the bottom, there is a white button with the word 'Continue' in black.

A Netflix account is for people who live in the same location

Everyone who lives at your primary location can use Netflix when they're on the go or traveling.

If this is your account, we'll help you set your primary location on the next screen.

Continue

Premium Streaming Video

Contains various genres and topics

1. Netflix
2. Apple TV
3. Disney +
4. MAX
5. Paramount +
6. Acorn TV
7. Amazon Prime
8. Hulu



Sports

1. Fubo TV
2. ESPN +
3. WWE Network
4. NBC Sports
5. CBS Sports
6. NFL
7. FOX Sports
8. NBA
9. FLOSports
10. MLB
11. UFC
12. My Outdoor TV (Hunt, Fish, Shoot.)
13. DAZN LIVE Sports Streaming (On-Demand \$\$)
14. NHL
15. Vidgo



Guide to watching sports without cable

www.techhive.com/article/3487715/cord-cutters-guide-to-sports.html

Music

1. Spotify
2. Radio.com
3. iHeartRadio
4. Pandora
5. Vevo
6. Amazon Music
7. Sirius XM
8. TuneIN
9. myTuner
10. YouTube Music
11. Google Music

**Use the TV for
listening**

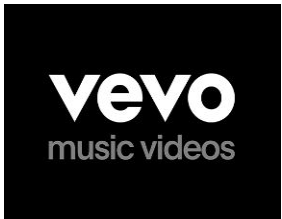


Genre Specific

1. Shudder = Horror
2. VEVO = Music Videos & playlists
3. DROPOUT . TV = Niche (nerdy) Comedy
4. CrunchyRoll = Anime
5. CuriosityStream = Educational
6. Tastemade = Food, Travel, and Home Design

Other genres not listed such as

Exercise, Cooking, DIY, Various Hobbies, Education, & International.



ON - Demand (PPV and VOD)

1. Google Play
2. Apple TV
3. VUDU
4. RedBox
5. Fandango
6. Amazon



Music

1. Spotify
2. Radio.com
3. iHeartRadio
4. Pandora
5. Vevo
6. Amazon Music
7. Sirius XM
8. TuneIN
9. myTuner
10. YouTube Music
11. Google Music

**Use the TV for
listening**



Tips and Reminders

Improve Experience

Clean TV and Surrounding Area

Tidy up around the screen.

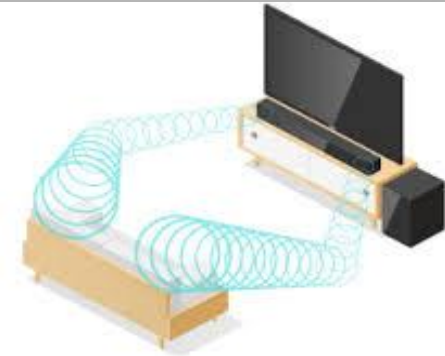


Use screen cleaner and microfiber cloth to clean any type of electrical screen.

Audio Sound System

Sound bounces off walls from built-in speakers.

A soundbar and sound system directs the sound waves towards the viewer.



1. How did you sign up for a service.

- You can go through Roku, Amazon, and Apple to sign-up for streaming.
 - Knowing how you signed up is also how you cancel the subscription.

2. Free trial & sales expiration date.

3. Don't pay for what is not being used.

- Watching free with ads is okay.
- Cancel and return at your leisure.

4. Keeping track of subscriptions

- Multiple small bills become overwhelming.
 - Pick and choose when to stop and start subscriptions.
- **FOUR** streaming services average per household.
 - \$47/month

5. Things Change

- Shows and movies might be removed from a service.
- Apps might no longer be available.

BEFORE CANCELLING CABLE

1. Try before you buy.
 - a. Rokus are available at the circulation desk.

2. Figure out your watching needs.
 - a. Local Channels
 - b. TV shows
 - c. Cable Stations

3. Look up current cable contract or bundle info.
 - a. Cancellation fees
 - b. Ask if switching over to internet only will wave the cancellation fee.

Final Points

- 1. Don't signing up for too many services.**
 - a. Don't pay for what is not being used.
 - i. Watching free with ads is okay.
 - ii. Billing is usually monthly.

- 2. Deny the “access to everything” mindset.**
 - b. Multiple small bills become overwhelming.
 - i. Pick and choose when to start and stop services.

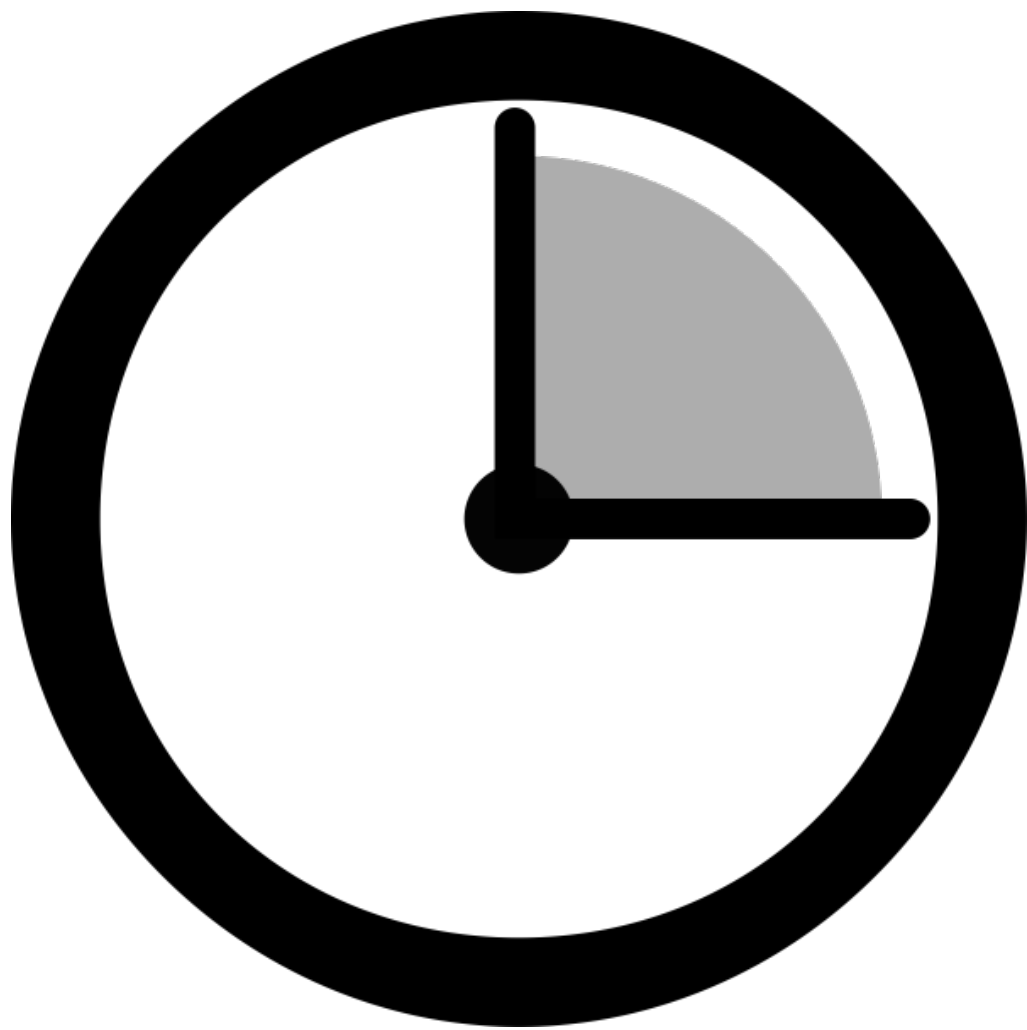
- 3. Remember the “FREE TRIAL” period.**

- 4. Things Change**
 - c. Shows and movies might be removed from a service.

- 5. Know how YOU signed up for a service.**
 - d. You can pay through Roku, Amazon, and Apple as third party to pay for streaming.
Know how you signed up is also how you cancel the subscription as well.

Example: Using PayPal or Apple Pay instead of using a direct credit card.

- 6. Get comfortable with the streaming player.**
 - e. Practice using the streaming player..
 - f. Set expectations on how streaming works differently.
 - i. Go to websites or social media to obtain local news & weather reports.



Happy Streaming™