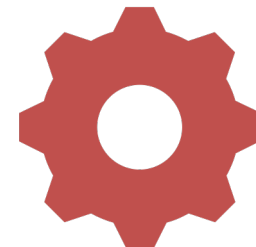
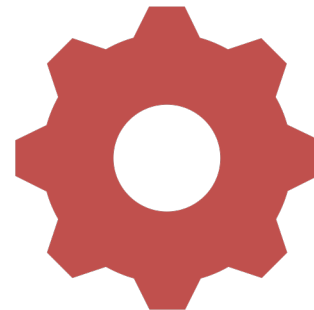
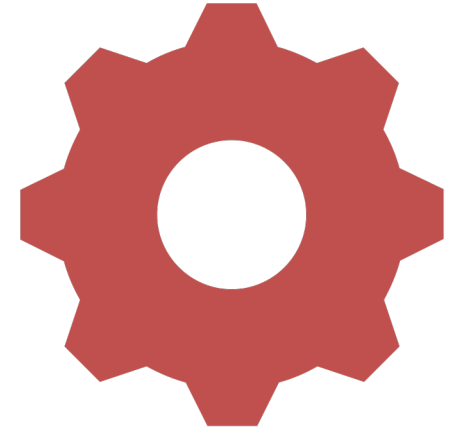


ROKU – A MIRACLE DEVICE & A STREAMING SUCCESS

March 1, 2021

- **Background on Streaming**
 - What is it ?
 - Why would I use it ?
- **Roku**
 - Why is it # 1 streaming device ?
 - What can it do for me ?
 - What choices do I have ?
- **Navigate the ROKU Menu**
- **Where can I get it ?**
- **How to Set it up ?**
- **Questions ???**



STREAMING OFFERS INTERNET BASED CONTENT

BROAD RANGE OF ENTERTAINMENT AVAILABLE
ALLOW FOR ALA CARTE CHOICES VS SET CHANNEL SYSTEM

TYPICAL SAVINGS ARE BASED ON INTERNET ONLY COSTS
PLUS SELECTIVE SITE SELECTION

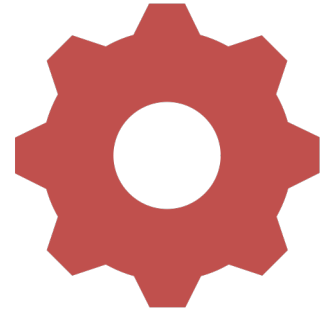
- SOME FREE
- SOME SUBSCRIPTION

START BY DECIDING WHAT YOU WANT TO WATCH ?

- LIVE TV
- MOVIES
- RECORDED SERIES ETC...
- FREE CONTENT – YouTube

TEST YOUR INTERNET CONNECTION – UPGRADE IF NEEDED

IF THIS ALL LOOKS GOOD – YOU CAN BE A ROKU USER



Streaming is the Key Concept

What is streaming?

Have you ever watched a YouTube video on your smartphone or a Netflix movie on your laptop? That's streaming. It's the way video and audio content is delivered over the Internet, and has become a popular way to watch TV.

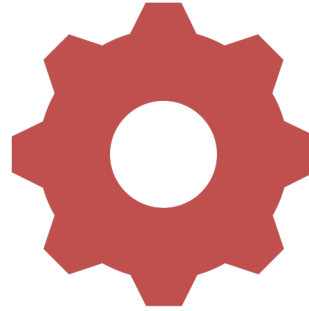
Why? Because streaming lets you watch what you want, the moment you want to. You don't have to wait for a download to finish, your DVR to record, or the show to come on the air.

Roku products bring the fun and convenience of streaming to your big-screen TV. The choice of what to watch and what to pay for is up to you. We like to call it TV on your terms.

Caution – Sometimes it takes a few seconds to Load the Content

IN THE NEWS

Beset by defections, AT&T to spin off troubled DirecTV



25 to 17 million in 6 years

Disney+ hits 95 million subscribers

Walt Disney Co. said Thursday that its marquee streaming service Disney+ grew to nearly 95 million subscribers during the first quarter of its fiscal year, while the pandemic continued to weigh on the entertainment giant's finances.

The Disney+ subscriber

NETFLIX 200 MILLION SUBSCRIBERS

Streaming Services Add Topic +

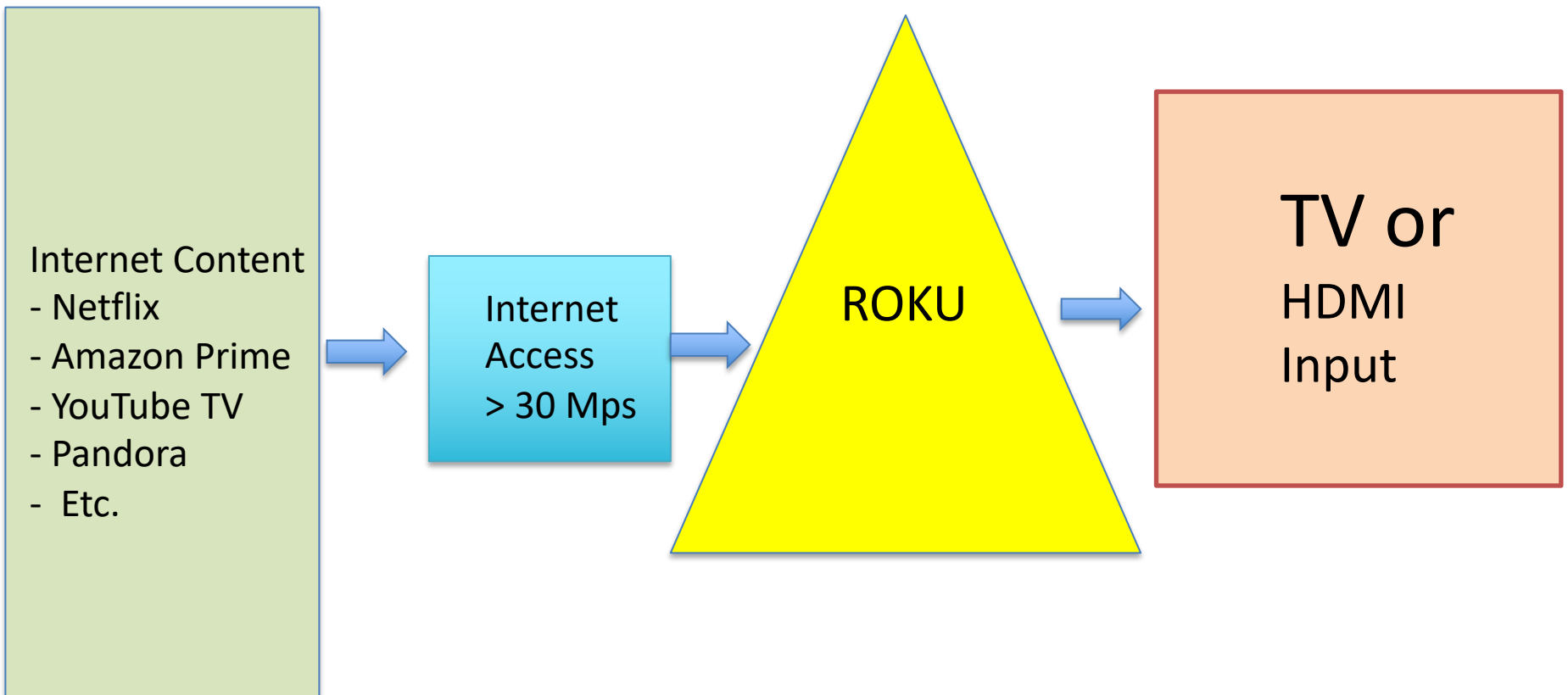
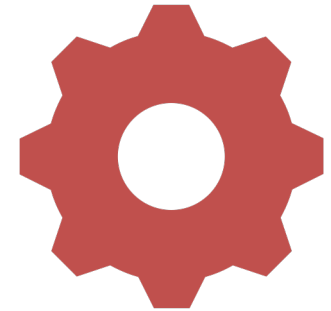
A close-up photograph of a black smartphone lying on a light-colored surface. The screen is dark, and the word "NETFLIX" is displayed in its signature red font.

▶ Play | 01:13

Netflix crosses 200 million subscriber mark
Netflix announced that they have crossed the 200 million subscribers milestone, thanks to a strong fourth quarter of 2020.

ROKU ENABLES STREAMING FROM THE INTERNET TO YOUR TV

“MAKES ANY TV ROKU SMART”



ROKU – HISTORY

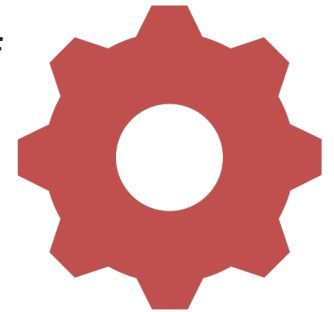
Roku was founded by Anthony Wood in 2002 –
Developed while at Netflix



Anthony Wood

Japanese word 六 (**roku**) meaning "six", because it was the sixth company started by Anthony

Anthony J. Wood (born 1965) is an English-born American billionaire **businessman** who is the founder, chairman, and CEO of Roku, Inc. **Wood** grew up in Manchester



oku was the top connected TV (CTV) platform in the US last year with 84.7 million users, according to our forecast. We estimate that Roku users will make up 32.9% of US internet users and 46.9% of CTV users in 2020.

ROKU – CLEAR LEADER

EASY TO USE
INEXPENSIVE
BROADEST CONTENT
EASY TO SET UP
CHEAP
GREAT FREE ROKU CHANNEL
EASY ADD ON PREMIUMS
GREAT SEARCH FUNCTIONS
VERY CHEAP – NO MONTHLY FEES
CONSTANTLY UPDATING
EASY REMOTE PLUS VOICE
CAN CONTROL FROM SMART PHONE
BUSINESS MODEL – NO MONTHLY FEES
KEY TO EASY STREAMING SAVINGS



Roku has Negotiated Access to A Broad Range of Content

Why choose Roku products?

Roku devices are simple to set-up and easy-to-use. They come with a simple remote, and powerful features like Roku Search which makes it effortless to find what you want to watch. Roku devices give you access to 500,000+ movies and TV episodes from top free and paid channels, so you can stream almost anything:

Tons of FREE content

Get live news and movies on [The Roku Channel](#). Plus free channels like YouTube, CW, and PBS.

Hollywood blockbusters,

on channels like FandangoNOW, VUDU, Amazon Instant Video, and Google Play.

Live TV and sports,

on subscription channels like Sling TV, WatchESPN, and CBS All Access.

Original content, movies, and the latest TV shows,

on subscription channels like HBO NOW®, Starz, SHOWTIME®, and Hulu.

In addition to many free channels, some channels require payment and channel availability can change and varies by country.

ROKU IS A STREAMING SYSTEM – OFFERED AS DEVICE OR SMART TV

Which product is right for me?

There's a Roku streaming player or Roku TV for everyone.

Want a player that will connect to your current TV?

[See all your options >](#)



Roku Ultra



Roku Express

Want a TV with the Roku streaming experience built in?

[Learn more about Roku TVs >](#)



Roku TV

DEMO – NAVIGATE ROKU

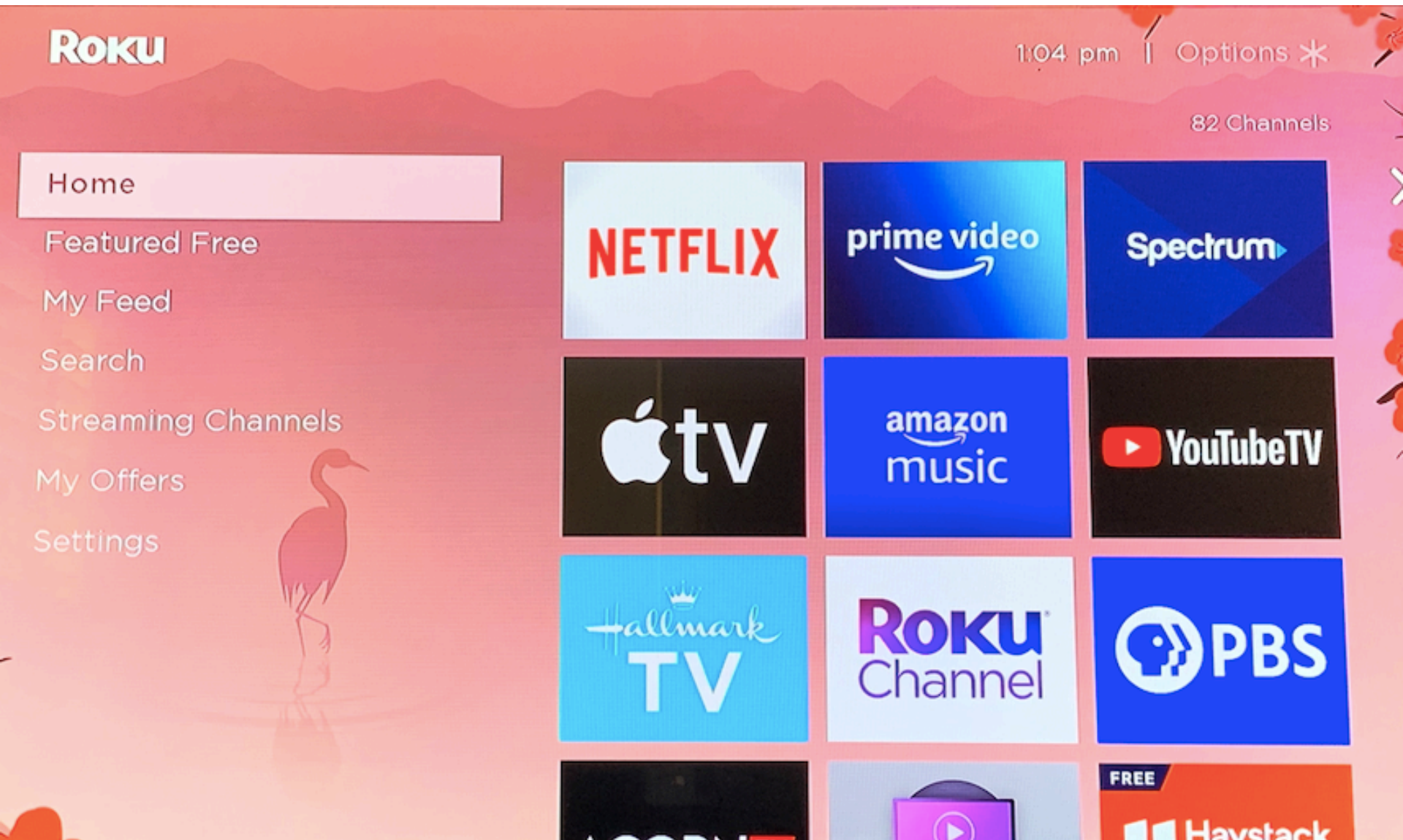
Navigate to search on your Roku home screen.



SCREEN SAVER – HAYSTACK



HOME SCREEN - CHANNELS

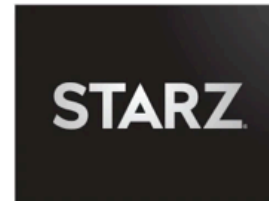


CHANNELS - MIX AND MATCH

Mix and match streaming channels

Enjoy the most talked-about series, award-winning originals, and new favorites from popular subscriptions. Add as many or as few as you want—there are no long-term contracts and you can cancel any time. Even with two of these streaming services, you'll still save money by combining them with free TV channels.

💰 Expected yearly savings: \$1,160+



CHANNEL - UNIQUE ROKU

The **ROKU** Channel

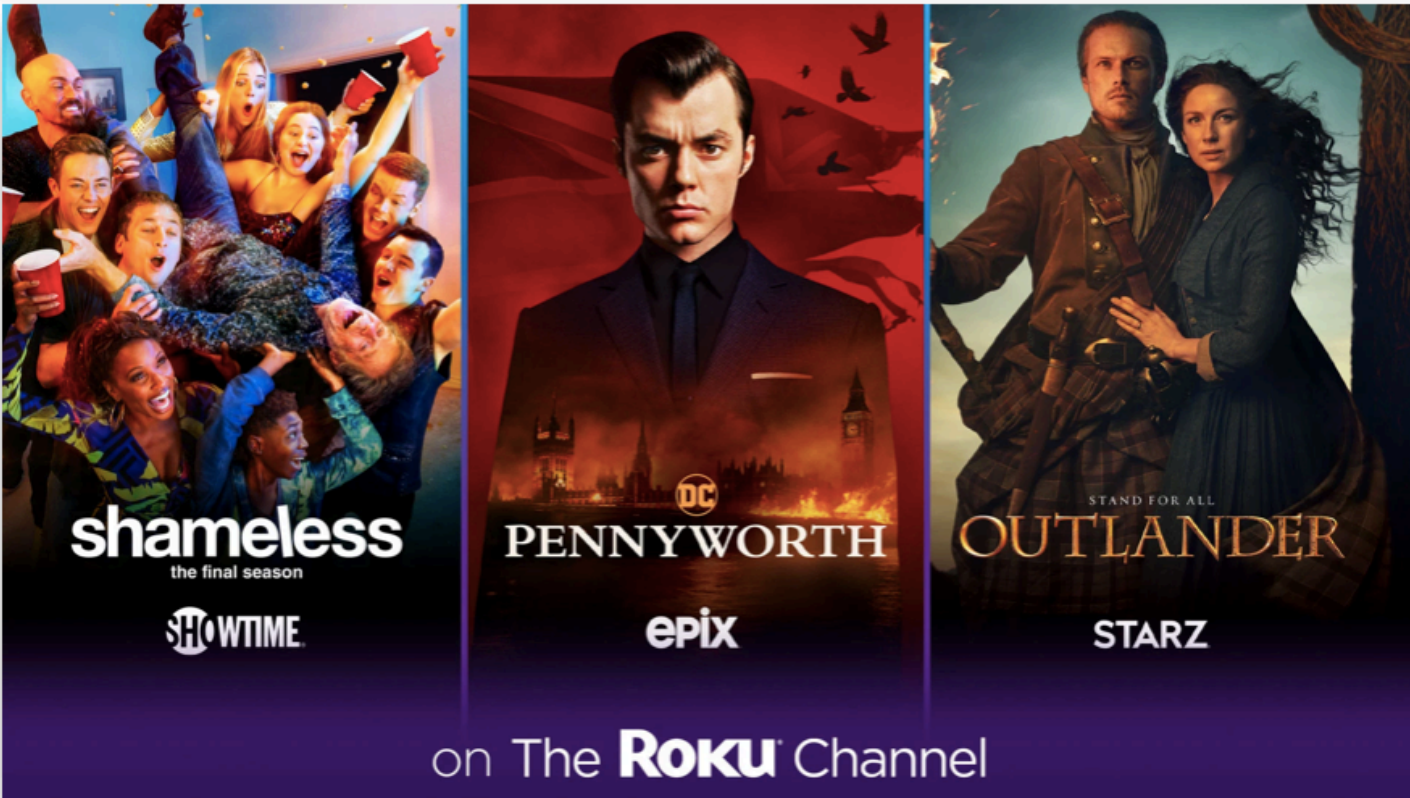


Your home for free and premium TV

Enjoy an always-changing selection of free movies, shows, live news, kids' TV, and more. Add Premium Subscriptions to watch it all in one place.



CHANNELS - PREMIUM




Enjoy 30-day free* trials of SHOWTIME®, STARZ® and EPIX.

Buy and activate a new Roku streaming device and stream free* on The Roku Channel.

FEATURED FREE – NEW & MUSIC

Roku | Featured Free 1:04 pm | Options ✱

 General Hospital - Season 58
Season 58 | TV14

New to Featured Free 1 of 26

Music


Free Premium TV Episodes on The Roku Channel

FEATURED FREE – FREE PREMIUM


ROKU | Featured Free 1:06 pm | Options *

Roku Channel | **Girlfriends**
S1 : E1 | TV-14 | Jan 3, 2018


Free Premium TV Episodes on The Roku Channel 9 of 11




GIRLFRIENDS
Episode 1



OUTLANDER
Sassenach

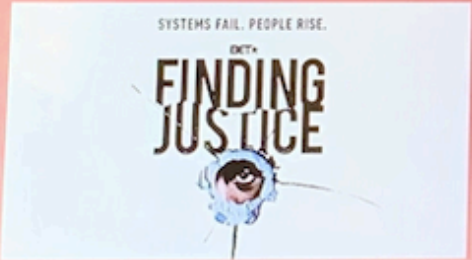


PENANCE
Episode 1
A SURVIVOR NOW EXCLUSIVE SERIES




TWD
Lines We Cross


Leaving Featured Free Soon




SYSTEMS FAIL. PEOPLE RISE.
FINDING JUSTICE



PENNY WORTH



LIAR



CITY HILL


News and Sports Channels

FEATURED FREE – NEWS/SPORTS & ROKU CHANNEL


Roku | Featured Free 1:07 pm | Options *

CBS News


News and Sports Channels 1 of 8




CBS NEWS
LIVE 24/7



SPORTS
LIVE 24/7




NFL




REUTERS


Watch Free on The Roku Channel - LIVE TV



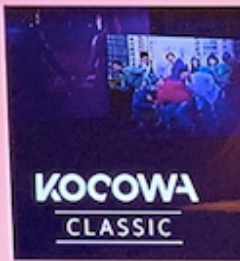
Tiny House Nation
LIVE TV



Hallmark MOVIES & MORE
LIVE TV



FILMRISE ACTION
LIVE TV




KOCOWA CLASSIC

Free Trials

FEATURED FREE – BY TOPICS

Roku | Featured Free

1:07 pm | Options *

 Parker
2013 | R | 1h 58m

Crime Dramas

1 of 40



Adventure



MY FEED – MOVIES & TV SHOWS

The screenshot displays the Roku 'My Feed' interface. On the left, a navigation menu includes 'My Feed' (highlighted), 'Search', 'Streaming Channels', 'My Offers', and 'Settings'. Below this, 'Home' and 'Featured Free' are visible. The main content area shows two movie cards. The first card is for 'A Star Is Born', featuring Bradley Cooper and Lady Gaga, with details: 'Now available for rent.', '2018 | TVMA | 2 hr 15 min'. The second card is for '1917', featuring a soldier in a trench, with details: 'Now available for rent.', '2019 | R | 1 hr 59 min'. The top of the screen shows the Roku logo, the time '1:07 pm', and an 'Options' menu. A '4 of 11' indicator is in the top right. The background features a stylized landscape with mountains and a pink heron.

Roku 1:07 pm | Options ✱

4 of 11

My Feed

- Search
- Streaming Channels
- My Offers
- Settings

Home

Featured Free

A Star Is Born
Now available for rent.
2018 | TVMA | 2 hr 15 min

1917
Now available for rent.
2019 | R | 1 hr 59 min

SEARCH - EXCELLENT SYSTEM

How do I find what I want to watch?

Sit back and let your Roku streaming player or Roku TV search across 100+ top channels.

Navigate to search on your Roku home screen.



Type in your search and hit "Ok."




Search by title, actor, or director using your Roku remote, Roku mobile app for iOS® and Android™, or voice search. Roku Search will tell you where your content is available for free or show you results across top channels ranked by price.

SEARCH – MOVIE

HOME ALONE

Roku | Home Alone (1990) 1:09 pm | Options ✱
1 of 7 Providers



★★★★☆
1990 | PG | 1h 42 min
Children | Holiday | Comedy

Disney+ Requires subscription
Watch in **HD**

redbox. Rent from \$2.99
Watch in **HD**
with FREE MOVIES & TV

FANDANGO NOW Rent from \$3.99
Watch in **HD / 4K**
MOVIES + TV

Rent from \$7.99

Accidentally left by his Paris-bound family, an 8-year-old (Macaulay Culkin) makes mincemeat of two burglars (Joe Pesci, Daniel Stern) in the house.

Macaulay Culkin, Joe Pesci, Daniel Stern
Directed by: Chris Columbus

SEARCH – PERFORMER

TOM HANKS

Roku | Sleepless in Seattle (1993) 1:12 pm | Options ✱
1 of 8 Providers



**SLEEPLESS
IN SEATTLE**

★★★★☆
1993 | PG | 1h 44 min
Romantic comedy

STARZ Requires subscription
Watch in **HD**
on The Roku Channel

STARZ Requires subscription
Watch in **HD**

prime video Rent from \$2.99
Watch in **HD**

prime video Rent from \$2.99

A recently engaged newswoman (Meg Ryan) becomes obsessed with meeting a grieving widower (Tom Hanks) she heard on a late-night radio call-in show.

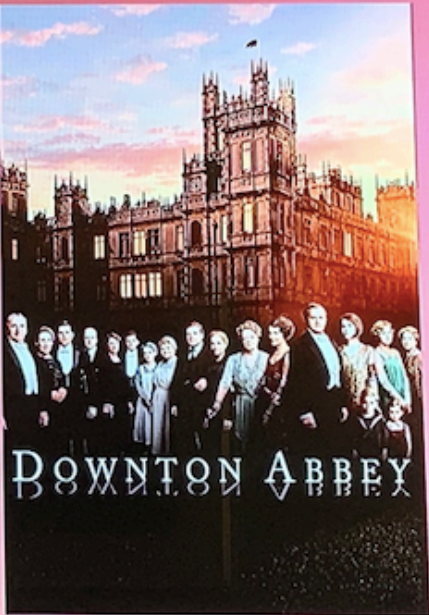
Tom Hanks, Meg Ryan, Bill Pullman
Directed by: Nora Ephron

SEARCH – SERIES

ROKU | Search 1:14 pm | Options *

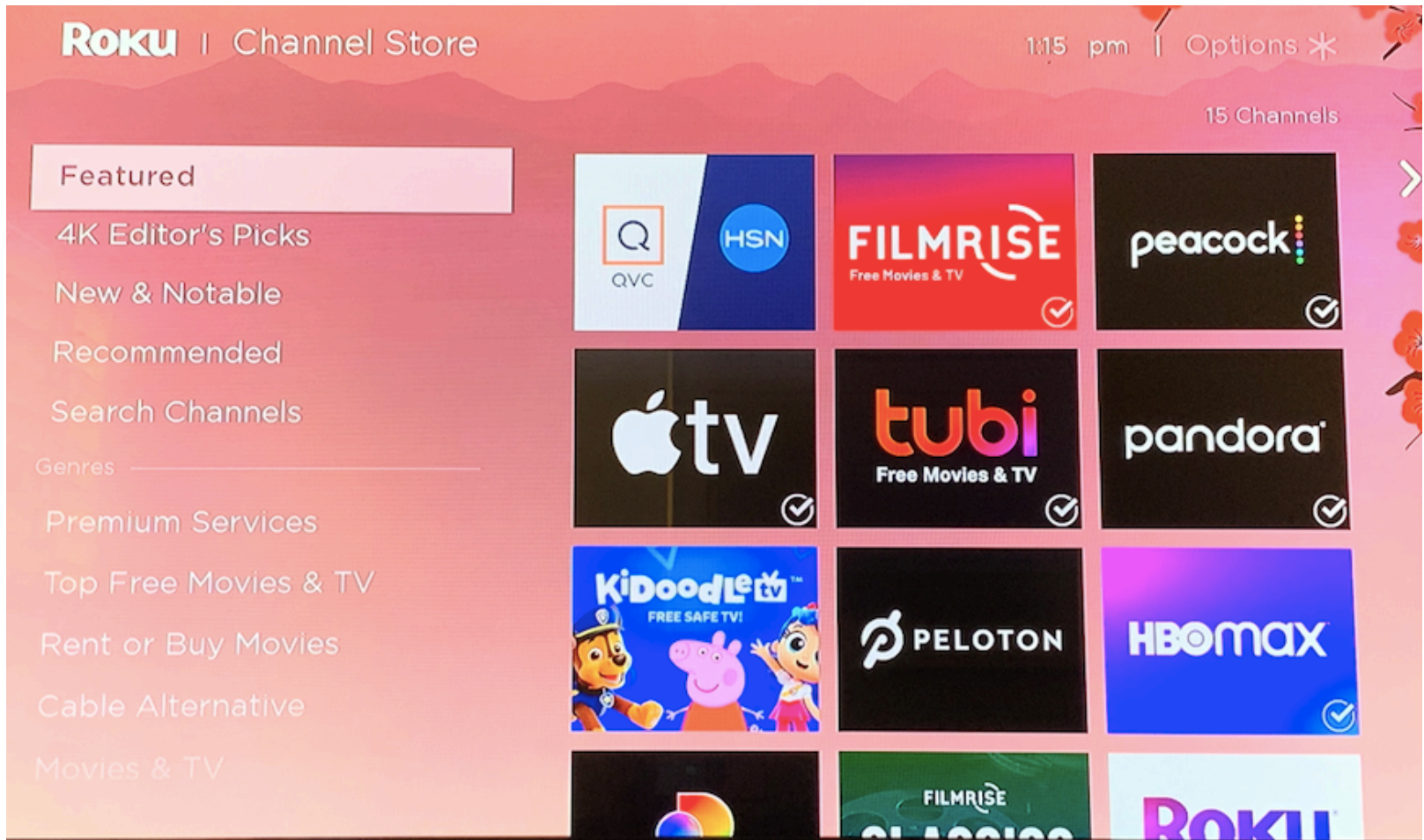
Search for 'dow' 2 of 25+ Results

- Downton Abbey (2010-2016)
- Downton Abbey (2019)
- Down Periscope (1996)
- Downhill (2020)
- Downsizing (2017)
- Downfall (2004)
- Down With Love (2003)
- Down to Earth (2001)
- Down a Dark Hall (2018)
- Down (2018)
- Down River (2018)

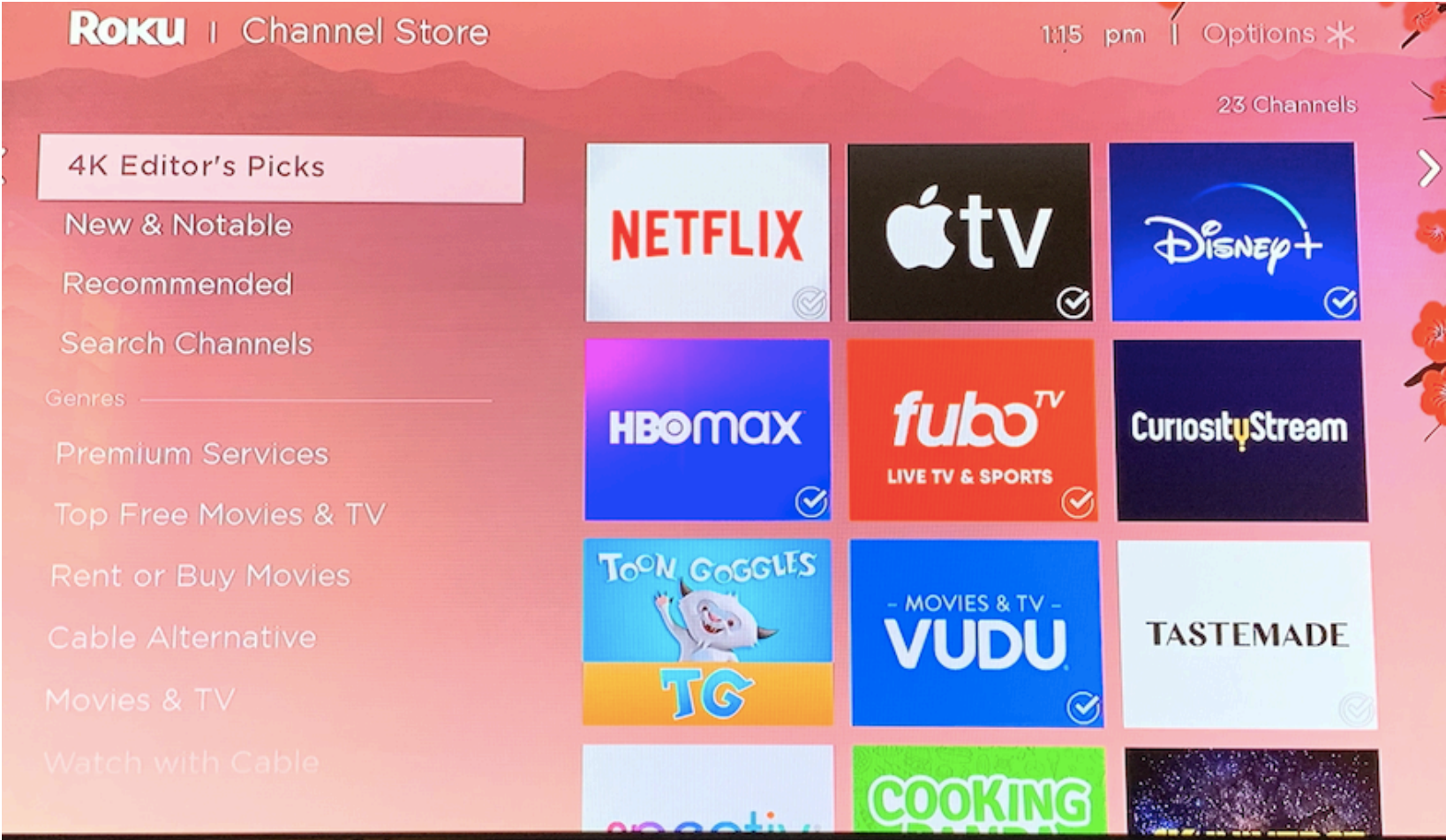
A promotional poster for the TV series Downton Abbey. It features the main cast members standing in front of the grand, multi-story Downton Abbey mansion. The title 'DOWNTON ABBEY' is written in a stylized, white, serif font at the bottom of the image.

Historical drama | TV14 | 8 seasons
2010-2016

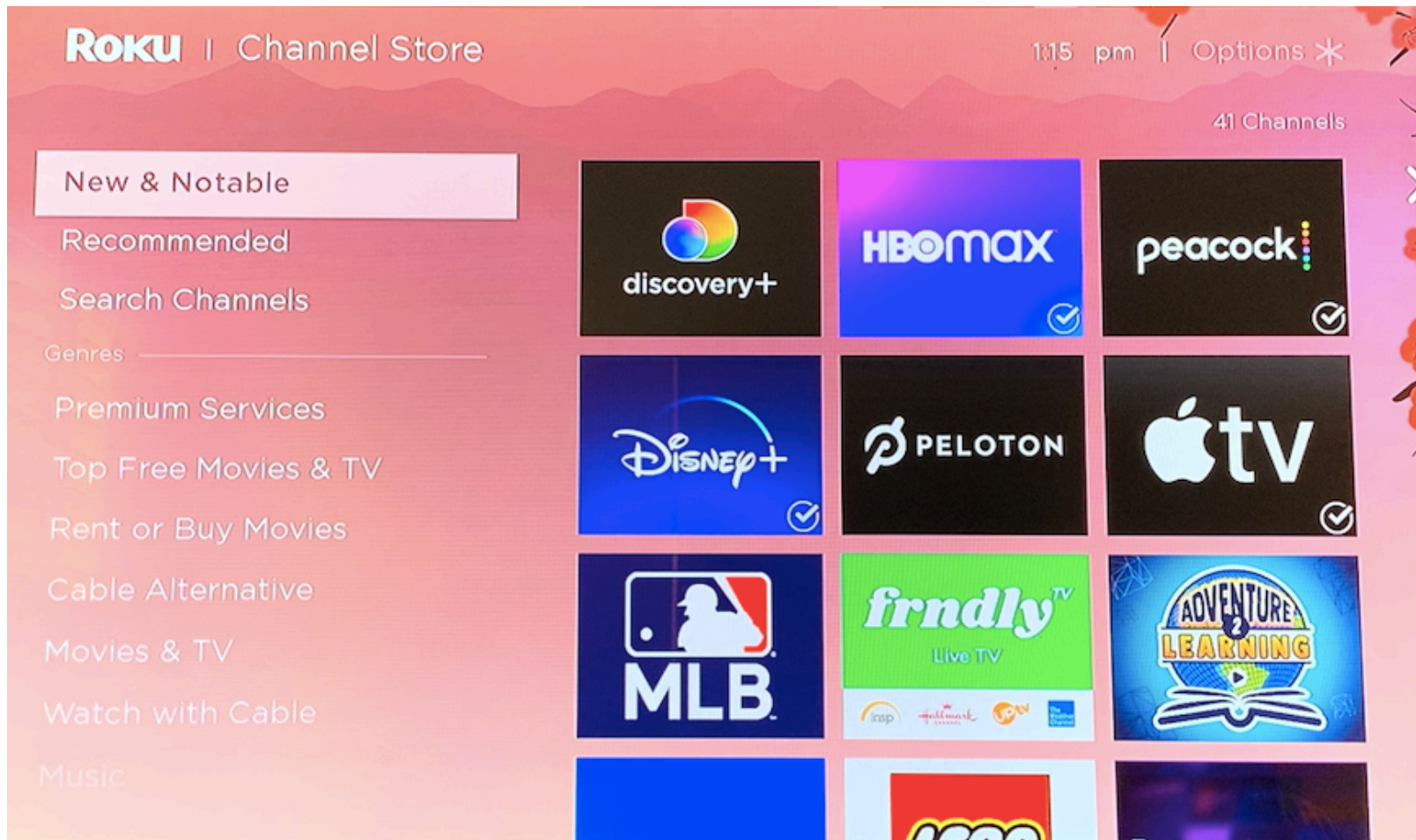
STREAMING CHANNELS - FEATURED



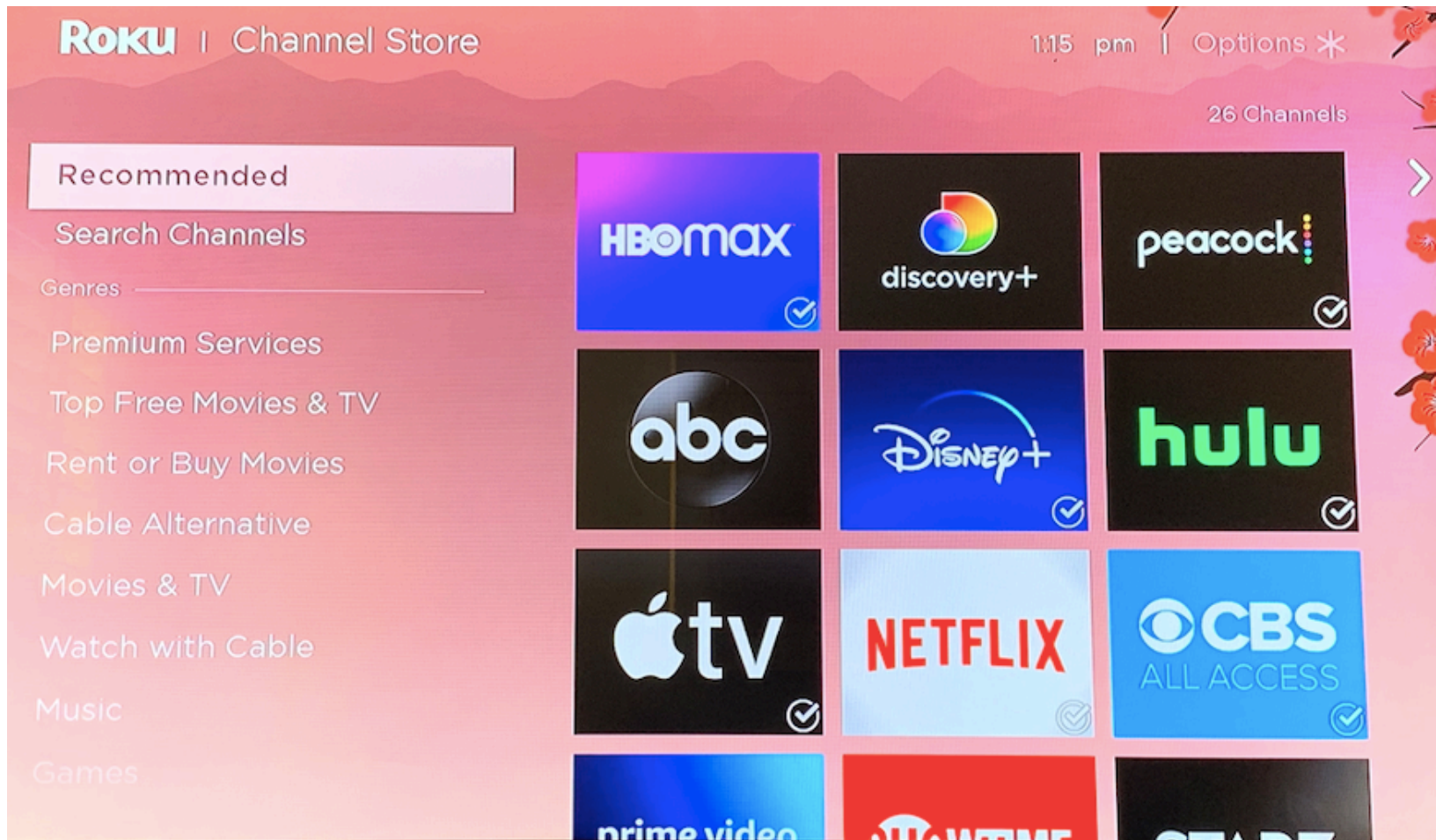
FEATURED – 4K EDITOR'S PICKS



STREAMING CHANNELS – NEW AND NOTABLE



STREAMING CHANNELS – RECOMMENDED

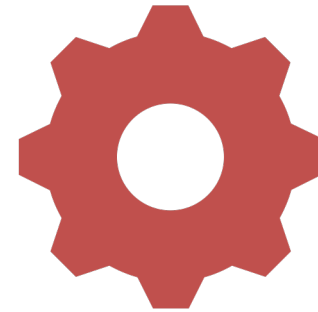


SEARCH - STREAMING CHANNELS WEATHER



STREAMING CHANNELS - GENRES

- PREMIUM SERVICES
- TOP FREE MOVIES AND TV
- RENT OR BUY MOVIES
- CABLE ALTERNATIVES – NEXT
- MOVIES & TV
- WATCH WITH CABLE
- MUSIC , GAMES.....



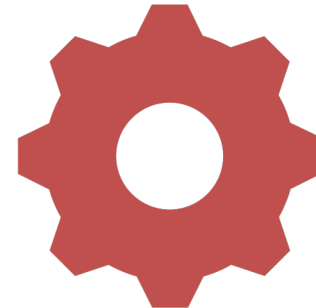
STREAMING CHANNELS CABLE REPLACEMENT



Try a cable replacement

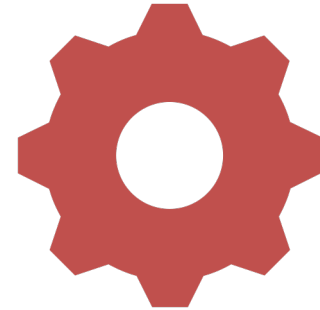
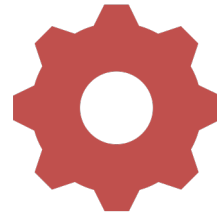
Never miss regional sports, local news, and live events with most of the same network TV channels as cable—at a better value. Many of these cable alternatives even offer cloud DVR, live channel guides, and free trials to get started. Adding a cable replacement will still be less expensive than cable, even if you combine one with a couple of your favorite streaming services.

💰 Expected yearly savings: \$800+



CABLE REPLACEMENT -UPDATE

UPDATE ON LIVE TV STREAMING OPTIONS



- **LIVE TV – CABLE REPLACEMENT**
 - YOUTUBE TV \$ 65
 - HULU \$ 55
 - SLING. \$ 30 UP
 - FUBO \$ 60
 - PHLO \$ 20
 - SPECTRUM APP (PART OF CABLE SERVICE)
- **LOCAL LIVE TV – ANTENNA REPLACEMENT**
 - HAYSTACK – FREE LOCAL TV

MY OFFERS

Roku 1:19 pm | Options *

More offers 1 Offer

My Offers

Settings

Home

Featured Free

My Feed

Search

Streaming Channels


Roku Express

Exclusive upgrade for you

~~\$29.99~~
\$20
Free shipping

Upgrade to smoother streaming with 6x the power of your current Roku Express.

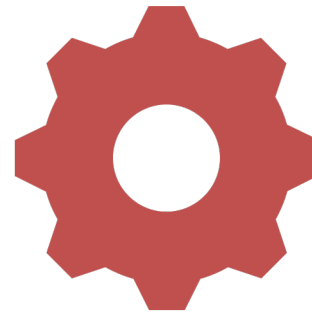
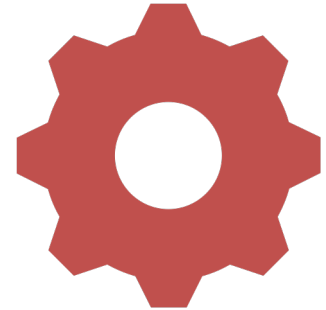
One per customer, while supplies last. Click for full terms.



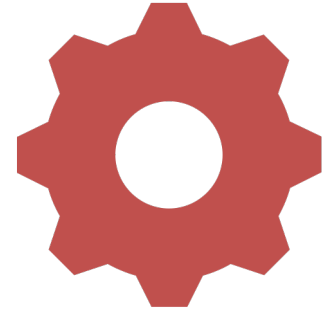
Upgrade your Roku Express (3700X)

SETTINGS

- NETWORK
- REMOTES AND DEVICES
- THEME – SCREENSAVER
- DISPLAY TYPE – DETECTED 1080P
- ACCESSIBILITY – CAPTIONS MODE/ STYLE
- AUDIO
- HOME SCREEN –
- PAYMENT METHOD
- APPLE AIRPLAY
- HELP - TIPS AND TRICKS
- SYSTEM -



WHERE CAN I GET IT ?



- Roku web site – www.roku.com
- Amazon – www.Amazon.com

SPONSORED BY ROKU
Roku[®]
Roku: 500,000+ movies and TV episodes
[Shop now >](#)

Roku Express | 5X More Powerful HD Streaming
★★★★☆ 4,672
✓prime

Roku Streaming Stick+ | 4K/HDR/HD Streaming Player with 4X The Wireles...
★★★★☆ 2,159
✓prime

Ad feedback

Showing results in **Electronics**. Show instead results in **All Departments**.

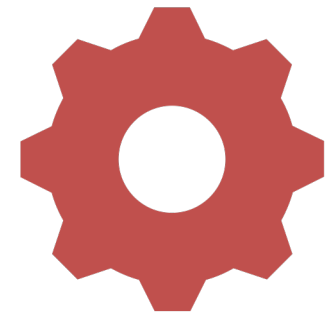
- Best Buy –
- WalMart -

Roku Streaming Stick+ | 4K/HDR/HD Streaming Player with 4X The Wireless Range & Voice Remote with TV Power and Volume
by Roku
\$58⁹⁸ ✓prime
Get it by **Tomorrow, Nov 17**
More Buying Choices
\$41.49 (21 used & new offers)
Trade-in eligible for an Amazon gift card
FREE Shipping on eligible orders
★★★★☆ 2,155

Roku Streaming Stick | Portable, Power-Packed Player with Voice Remote with TV Power and Volume
by Roku
\$49⁰⁰ ✓prime
Get it by **Tomorrow, Nov 17**
More Buying Choices
\$35.99 (19 used & new offers)
Trade-in eligible for an Amazon gift card
FREE Shipping on eligible orders
★★★★☆ 2,295

Roku Express | 5X More Powerful HD Streaming
by Roku
\$29⁸⁸ ✓prime
Get it by **Tomorrow, Nov 17**
More Buying Choices
\$24.89 (27 used & new offers)
Trade-in eligible for an Amazon gift card
FREE Shipping on eligible orders
★★★★☆ 4,675

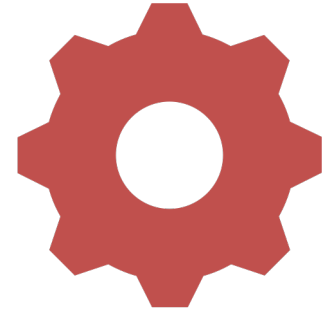
REMOTE VOICE CONTROL



- **Voice controls, Roku supports the following commands:**
- Play/Pause/Rewind/Fast Forward.
- "Go Home," which returns to the home screen.
- "Replay," which jumps back seven seconds and enables closed captioning.
- "Launch [app name]"
- "Search for [actor/director/movie/TV show/genre]"

- **TURN VOICE ON/OFF**
- Scroll up or down and select Settings. Press the right arrow button and select Accessibility. Press the right arrow button and select **Audio** Guide. Press the right arrow button and select ON to enable or OFF to **disable** the text-to-**speech** feature.

SETUP STEPS



- OPEN THE BOX
 - ROKU
 - REMOTE
 - POWER CABLE / PLUG
 - HMDI CABLE FROM ROKU TO TV
- ASSEMBLE AND PLUG IT IN
- FOLLOW PROMPTS
 - ENGLISH
 - ACTIVATE AT ROKU.COM (NEED INTERNET CONNECTION COMPUTER OR TABLET OR PHONE)
 - CREATE AN ACCOUNT
 - COMPLETE SETUP
 - LOADS CHANNELS BASED ON YOUR PREFERENCES

- SETUP COMPLETE
- NAVIGATE ROKU AND MAKE CHOICES
- USE ROKU - IT REMEMBERS YOUR INFO
- CAN MOVE ROKU TO ANY TV AND USE WITH ALL INFO
 - TAKE WITH YOU TO ANY OTHER US LOCATION WITH INTERNET

Questions ??

- Future Sessions Topics

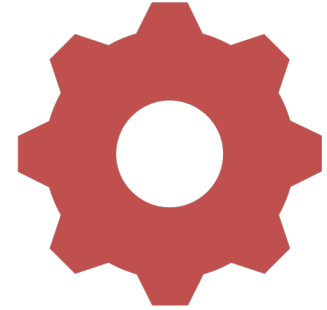
- Streaming Systems

- Live TV
- Recorded Content (Movies, Series, TV)
- Mirroring

- Wireless Speakers

- Other Device (Tablet etc.) Access / Navigation

- ???



FURTHER INFO SLIDES

POPULAR STREAMING DEVICES

POPULAR STREAMING MEDIA PLAYERS: A COMPARISON CHART AT 11/4/19

| FACTS | SMART TV'S | AMAZON FIRE TV | ROKU | APPLE TV | GOOGLE CHROMECAST |
|---|---|--|--|---|--|
| Website | See Mfg. Website | amazon.com/firetv | roku.com | apple.com/tv | store.google.com |
| Appx. List Price: (See website to compare models. Watch for Holiday Sales) | Popular Brands are: Sony, LG, Samsung, Sharp, Toshiba, etc. | Fire TV Cube: \$120 Fire TV Stick 4K: \$50 Fire TV Stick: \$40 | Roku Ultra: \$100 Roku Streaming Stick+: \$60 Roku Streaming Stick: \$50 Roku Premiere+: \$50 Roku Premiere: \$40 Roku Express+: \$35 Roku Express: \$30 | Apple TV 4K 64GB: \$200 Apple TV 4K, 32 GB: \$179 Apple TV, 32GB: \$149 | Google Chromecast Ultra: \$69 Google Chromecast: \$35 |
| Content Providers Available on All | See Mfg. Website | Netflix, Hulu, Crackle, FilmStruck, Sling TV, PlayStation Vue, Directv Now, Hulu Live TV, HBO, Showtime, PBS, PBS Kid, WaltDisney, Watch ESPN, Fox Now, Telemundo Deportes EN VIVO, Plex, Pandora, Sirius XM | | | |
| Additional Popular Content Providers | See Mfg. Website | Amazon Prime Video, PlayOn YouTube TV Recently Added | Amazon Prime Video, Fandango Now Google Play, YouTube, YouTubeTV, PlayOn, Apple TV+ Find More at the Official Channel Store | Apple Music, Apple TV+, Amazon Prime Video VUDU, YouTube, YouTubeTV. Find More Online | 1q Fandango Now, VUDU, PlayOn |



POPULAR STREAMING SERVICES



| POPULAR VIDEO STREAMING SERVICES | | | |
|----------------------------------|---|---|--|
| SERVICE | SUBSCRIPTION COST | PRICE INCLUDES | CONTENT |
| VIDEO: | | | |
| Amazon Prime Video | \$119.00/Yr. or \$13/Mo. | Bundled Membership Fee Includes Prime Video, Amazon Music Plus Free Delivery on Prime Products and a Host of Other Services. See amazon.com for Complete Details. | Original Content Plus Unlimited Streaming of Thousands of Movies and TV Shows. Also Allows Rentals & Purchases of Additional Content. |
| Apple TV+ | \$5/Mo. | Family with Six Accounts. | Original Content. User Can Also Rent or Buy Additional Content. |
| Fandango Now | No Subscription. Rent or Buy As You Go | | Lacks Original Shows but is Leader in Streaming in Ultra 4K. |
| Google Play *** | \$10/Mo. \$15/Mo. | Single Account Family with Six Accounts - Includes Music, Books, Magazines, Movies & TV | Movies Not Regularly Free. Stream Over 40 Millions Songs Without Ads for Free. Can Only Stream Radio Stations With Ads. |
| Hulu Live TV | \$45/MO. | One Account to Stream on Multiple Devices. Ability to Upgrade to Watch on Unlimited Screens at Home and 3 Screens While On-The-Go. | Live TV Streaming. Original Content. 60+ Channels and Unlimited Access to Streaming Library. 50 Hours DVR Storage with Ability to Upgrade to 200 Hours for Additional Fee. |
| Netflix | Basic: \$9/Mo. Standard: \$12/Mo. Premium: \$16/Mo. | 1 Screen at a Time/Standard Definition TV 2 Screens at a Time/High Definition TV 4 Screens at a Time/High Definition & 4K TV | Original Netflix Content. Almost 6,000 Show Titles in Netflix Library. |
| YouTubeTV | \$50/Mo. | Individual Accounts for Six Family Members in Household. Can Stream Up To Three Different Shows Simultaneously. | Live TV Streaming. Over 70+ Channels Including National and Regional Sports. Unlimited Cloud DVR with programming saved for 9 Months. |
| OTHERS | | | |

Sling
DIRECTTV NOW
PHILO

SEVERAL LEVELS OF SERVICE