

# STREAMING WARS – MARCH 2022

- GOOD NEWS – CHOICES KEEP EXPANDING
- BAD NEWS – TOO MANY DECISIONS
- PRICING HAS ERODED THE SAVINGS



# IN THE BEGINNING -STREAMING VS CABLE

- “The "streaming wars" have been raging for several years and major media companies have been buying and selling "channels" while multiple devices are on the market claiming to be the best way to stream to your Large TV and all your other devices. Bob Gentzler will give you an update on what's happening to help you make your streaming choices”
  - **STREAMING REQUIRES ONLY INTERNET SERVICE – COST VARIES**
    - SPECTRUM – INTERNET \$50
    - HARGRAY – INTERNET \$55
  - **CABLE FROM SPECTRUM OR HARGRAY**
    - PACKAGE USUALLY INCLUDES INTERNET, TV AND PHONE
    - SPECTRUM - INTERNET PLUS TV \$100 FOR 12 MO
    - HARGRAY - INTERNET PLUS BASIC TV STARTING AT \$75 FOR 12 MO
- BOTH ARE OFFERING SPECIALS , BUNDLES, LOTS OF OPTIONS



# STREAMING - AN UPDATE TO THE INCREASING OPTIONS

## MARCH 2022

- GOAL – TO PROVIDE AN UPDATE OF INTERNET BASED CURRENT SERVICES AVAILABLE FOR STREAMING
- AGENDA
  - LIFECYCLE – SAVINGS HARDER TO FIND
  - STREAMING OVERVIEW VS CABLE
  - HOW IT WORKS - INTERNET ACCESS
  - WIFI AND TV SMART SYSTEMS
  - LEADING INTERNET SERVICES BY TYPE – BOB’S PICKS DEMO
    - LIVE TV
    - RECORDED –MOVIES , SERIES – THE BATTLEGROUND
    - THEATER , MUSIC
  - SEARCHING FOR WHAT YOU NEED
  - CAUTION: THIS MARKET IS CHANGING AT THE PRESENT TIME - SO SHOP FOR DEVICES AND CONTENT - YOUR CHOICES CAN IMPACT SAVINGS



# STREAMING LIFECYCLE

LIFECYCLE -WHERE ARE WE IN 2022 ?

EARLY ADOPTER -PRE COVID 2018

GROWTH WINNERS/LOSERS (NOW) -GROWING NUMBER OF PLAYERS ALL  
LOOKING FOR YOUR SOME OF YOUR \$\$\$

- CABLE PROVIDERS RESPONDING WITH NEW APPROACHES
- STREAMERS EXPANDING AND RAISING PRICES

MATURE SURVIVORS – NO SIGN YET

CAUTION: THIS MARKET IS CHANGING AT THE PRESENT TIME - SO SHOP FOR  
DEVICES AND CONTENT - YOUR CHOICES WILL IMPACT SAVINGS

# BIG STREAMING PLAYERS ARE RAISING PRICES AND ADDING A FEW BENEFITS

- NETFLIX
- AMAZON PRIME

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

## New pricing

Hi Karen,

The cost of your plan has changed. This change takes effect Thursday, March 24th, 2022. You can view your updated membership details by visiting your [Account](#).

Plan  
Standard

New Plan Price  
\$15.49

We hope you're enjoying Netflix, and we're always adding new TV shows and movies for our members to enjoy.

We're here to help if you need it. Visit the [Help Center](#) for more info or [contact us](#).

–The Netflix Team

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# STREAMING - THE BASICS

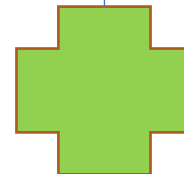
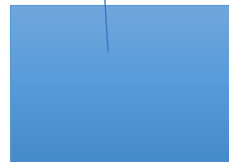
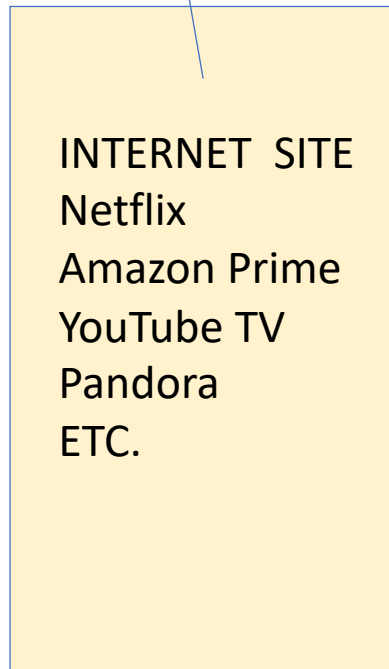


**Internet**

**Internet Access  
Spectrum or Hargray**

**STREAMING Device**

**VIEWING**



# STREAMING - THE PLAYERS IN 2022



## INTERNET

Netflix  
HBO MAX  
Amazon PRIME  
HULU  
GOOGLE  
DISNEY PLUS  
PARAMOUNT  
NBC UNIVERSAL  
SLING  
AMC  
ETC.

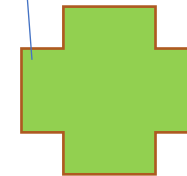
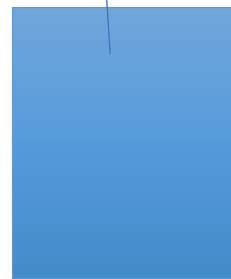
Internet Access  
"SERVICE PROVIDERS"  
Spectrum or Hargray

STREAMING  
DEVICE

ROKU  
AMAZON  
GOOGLE

VIEWING  
SMART TV

SAMSUNG  
LG  
APPLE



TV

TABLET / IPAD  
PHONE

PING ms

26

DOWNLOAD Mbps

114.49

UPLOAD Mbps

11.65



Connections

Multi

Planets Telephone

HOW DOES THE CUSTOMER SERVICE OF  
SPECTRUM COMPARE WITH YOUR  
EXPECTATIONS?

## ACCESS TO INTERNET – LOCALLY

- DOWNLOAD SPEED IS CRITICAL - > 30 MBPS – 100 IDEAL – 1000 (1GIG POSSIBLE )
- HARGRAY – FIBER CABLE –MODEM /ROUTER
- SPECTRUM – COAX CABLE – MODEM / ROUTER
  
- ROUTER AND/OR MESH SYSTEM MAY BE NEEDED FOR COVERAGE
- SPEED TEST SITE – EXAMPLE - SPEEDTEST.NET

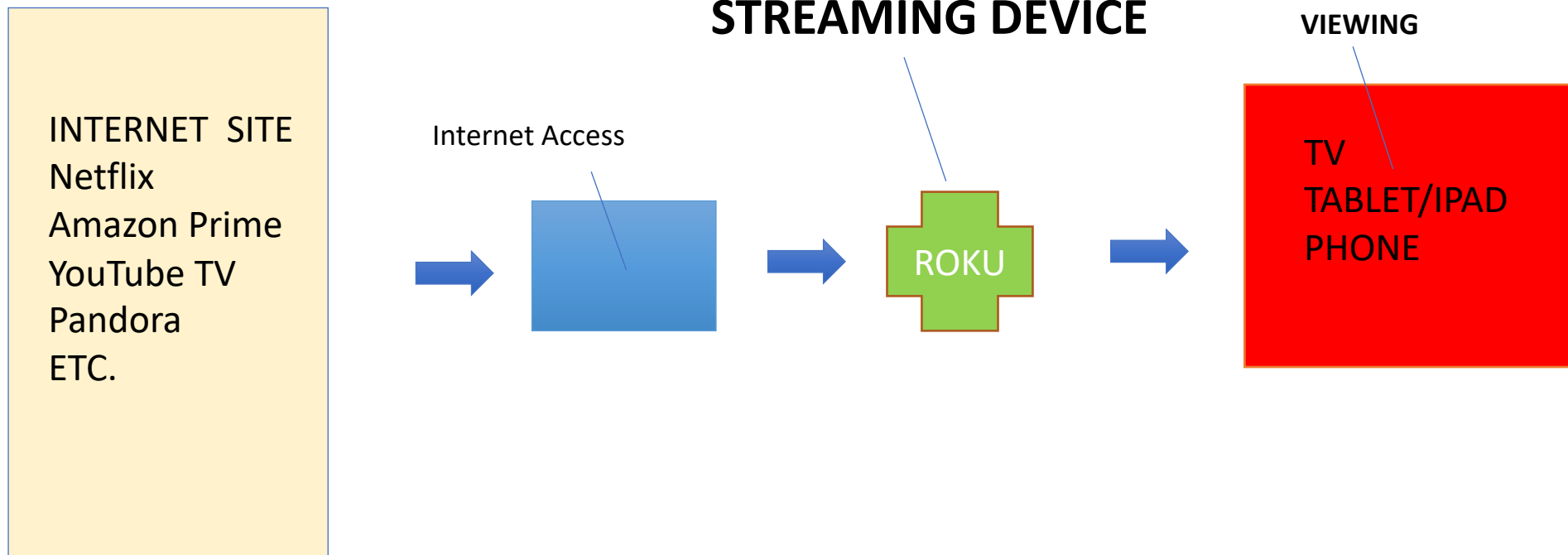
### NEW OPTION

- SATELLITE “STARLINK” FROM SPACEX – END OF 2020 ?



# DEVICE OR SMART SYSTEM NEEDED FOR STREAMING

- STREAMING SMART DEVICE SYSTEMS make it possible to access and stream (view) content from the internet primarily to your television. Comparison chart attached to presentation.





# STREAMING ACCESS TO SITES – TV SMART SYSTEMS OR DEVICE

- **SMART TV**
  - **STREAMING CAPABILITY BUILT INTO TV**
  - **OFTEN CONVENIENT IF THEY OFFER STREAMING SITES YOU WANT**
- **STREAMING DEVICE**
  - **DEVICES LIKE ROKU CAN PROVIDE ALL SMART FEATURES**
  - **ENABLES MIRRORING FROM DEVICE TO TV**
  - **SINGLE REMOTE CONTROLS ALL TV FUNCTIONS – MOST NOW HAVE GOOD VOICE COMMANDS**
  - **KEY FEATURES TO LOOK FOR ARE SEARCH FUNCTION, EASY TO NAVIGATE BETWEEN SITES (CHANNELS), AUTOMATIC UPDATES OF SYSTEM**
- **LEADING SYSTEM ROKU – BUILT IN OR DEVICE (DEMO)**

# Which product is right for me?

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

Want a streaming 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

ROKU  
DEVICE OR  
SMART  
SYSTEM

# INCREASING OPTIONS FOR VIEWING

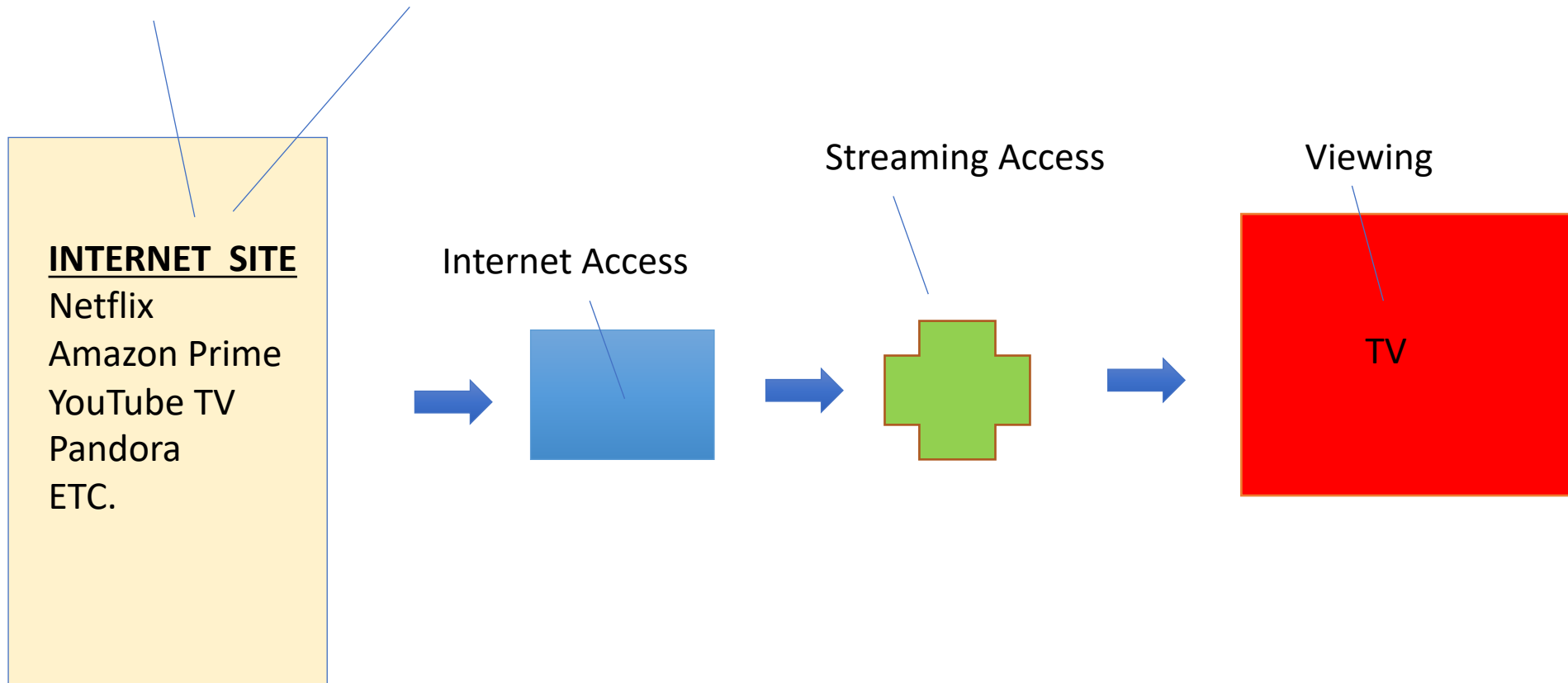
- TV
  - MOST NEW UNITS ARE SMART
  - MOST CAN RECEIVE MIRRORING FROM DEVICES
  - OVERALL DESIGNED FOR STREAMING
  
- TABLETS AND PHONES
  - ALL CAPABLE TO INTERNET CONNECTION AND
  - CAPABLE OF STREAMING DIRECTLY FROM SITE OR APP
  - TRENDING TO BIGGER SCREENS
  - MOST CAN MIRROR TO SMART TV

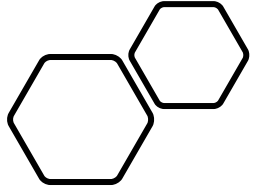


# STREAMING SERVICES ARE INTERNET SITES



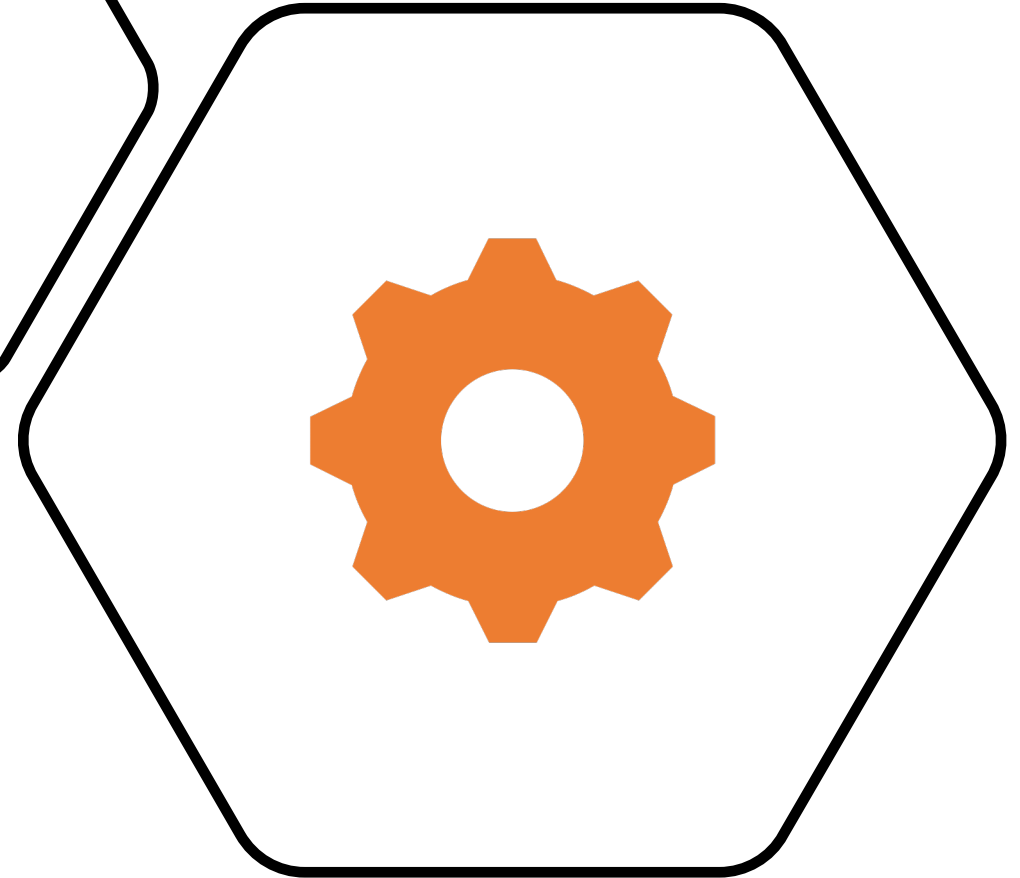
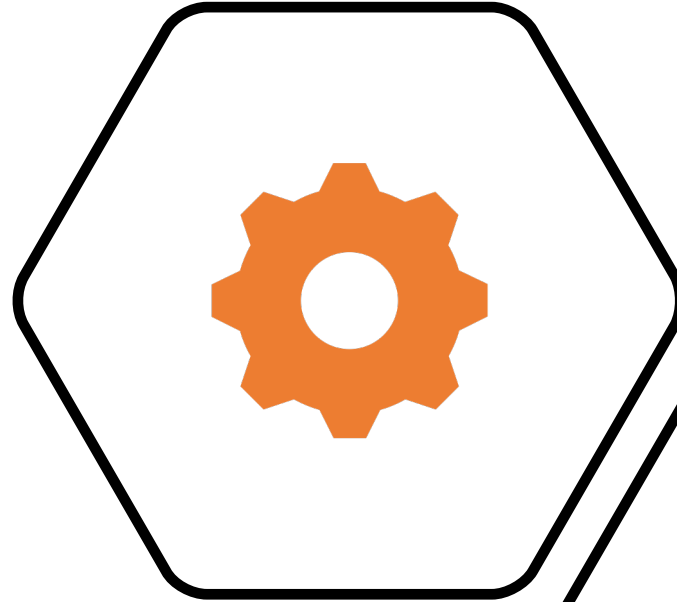
- STREAMING SERVICES are rapidly evolving sources for Entertainment Content





## UPDATE ON LIVE TV STREAMING OPTIONS

- **LIVE TV – CABLE REPLACEMENT**
  - **YOUTUBE TV \$ 65**
  - **HULU VARIES UP TO \$ 70**
  - **SLING. \$ 30 UP**
  - **FUBO \$ 60**
  - **PHLO \$ 20**
  - **SPECTRUM APP (PART OF CABLE SERVICE)**
- **LOCAL LIVE TV – ANTENNA REPLACEMENT**
  - **HAYSTACK – FREE LOCAL TV**





## TV made for you

### Record with unlimited storage space

Included at no extra cost  
Stream your library wherever you go  
Never run out of storage space

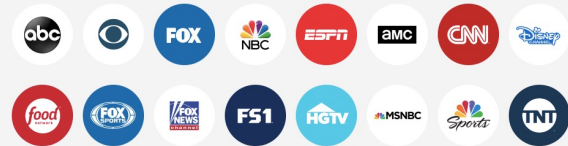
Share with your family with up to  
**6 accounts**

Cancel whenever you want with  
**no contracts**

TRY IT FREE

STILL TOP  
PICK FOR  
LIVE TV ?

Costs and  
Features have  
changed options



SEE ALL CHANNELS

### Watch live TV from 70+ channels

Available in the U.S. nationwide. Enter your home ZIP code below to see your area's lineup. Subject to availability.

ZIP code

SUBMIT

# Haystack TV is Now Streaming Local News From Over 200 Local TV Stations For Free on Roku, Apple TV, & Fire TV

by Luke Bouma on May 29, 2019 at 5:00 pm CDT in All News, News

The logo for Haystack TV, featuring the word "Haystack" in a bold, white, sans-serif font, followed by "tv" in a smaller, lowercase, white, sans-serif font. The text is centered on a solid red square background.

Haystacktv

Today **Haystack TV** announced that they have added 39 local affiliates from Gray Television. This means Haystack TV is now streaming local news on-demand from over 200 local TV stations in the United States.





# THE WARS FOR CONTROL STREAMING MIXED CONTENT (MOVIES , SERIES )

- NETFLIX (DEMO)
- AMAZON PRIME (DEMO)
- PLUTO
- TUBI
  
- APPLE TV +
- AMC+

MOST INCLUDE ORIGINAL AND PREVIOUSLY BROADCAST CONTENT



# MOST POPULAR FREE SITES

ROKU CHANNEL.

PLUTO – TV

TUBI – MOVIES AND TV

CRACKLE – MOVIES AND TV

WEATHER NATION

SKY NEWS

# PREMIUM SERVICES ARE AVAILABLE IN VARIETY OF WAYS



The **Roku** Channel View online

<https://click.email.roku.com/?qs=d32e521271f070dac1f88251fc0958d9f5d6a2ce57c2820941d439d1b8efbe4248b4c0e89d2aca57f93dc875b5ec0ec7e72b4bdf98ee0717>

Premium Subscriptions on  
The **Roku** Channel

## SPECIALTY STREAMING

- PREMIUM – HBO , SHOWTIME
- NETWORK APPS – CBS , NBC
- SKY NEWS
  
- ALA CARTE
- BUNDLED
- OR TV STREAMING SYSTEMS

All your favorites, all in one place  
Premium Subscriptions on The Roku Channel



# BUNDLE EXAMPLES

30 FOR 30 LIBRARY

hulu Disney+ ESPN+

**GET ALL YOUR FAVORITES FOR JUST \$12.99/MONTH.**

**SIGN UP NOW**

18+ only. Includes Hulu (ad-supported) plan. Access content from each service separately. Offer valid for eligible subscribers only. Subject to [Bundle terms](#).

Thousands of shows and movies. High-flying heroes. Live sports. Restart your Hulu (ad-supported) plan today and add Disney+ and ESPN+ all for just \$12.99/month. Watch on all supported devices, cancel anytime.

**hulu** Get access to Hulu (our ad-supported plan) with over 85,000 episodes of every kind of TV.

The advertisement features a dark background with a grid of movie and TV show posters. Visible titles include 'The Incredibles', 'Alex Morgan', 'Mandalorian', 'Ramy', '30 for 30 Library', 'Act', 'Sun', and 'Bachelor'. The Hulu, Disney+, and ESPN+ logos are prominently displayed in the center. A bright green 'SIGN UP NOW' button is centered below the main text. At the bottom, the Hulu logo is followed by a short description of the bundle's value.

# FREE "HEADS UP" SERVICE – DECIDER.COM



**DECIDER**



[http://links.decider.com/a/755/click/8648739/712547322/\\_8ed07c7058788d8f8aaaa4f6ce5609e52a3a09e9/64e4d7bb7d5574db4d146ca51dccf5a8e040cfff?ana=lnV0bV9zb3VyY2U9bWFyb3Bvc3QmdXRtX21lZGl1bT1bWFpbCZ1dG1fY2FtcGFpZ249ZGVjaWRlcnd0d3R3JnV0bV9jb250ZW50PTlwMjAwMjI5JnRwY2M9ZGVjaWRlc93dHd0lg==](http://links.decider.com/a/755/click/8648739/712547322/_8ed07c7058788d8f8aaaa4f6ce5609e52a3a09e9/64e4d7bb7d5574db4d146ca51dccf5a8e040cfff?ana=lnV0bV9zb3VyY2U9bWFyb3Bvc3QmdXRtX21lZGl1bT1bWFpbCZ1dG1fY2FtcGFpZ249ZGVjaWRlcnd0d3R3JnV0bV9jb250ZW50PTlwMjAwMjI5JnRwY2M9ZGVjaWRlc93dHd0lg==)

**What's New On Netflix, Hulu, Amazon, And HBO This Weekend: 'Babylon Berlin', 'All The Bright Places', 'Mr. & Mrs. Smith', And More**

Plus After the Wedding, Axios Season 3, Anna and more!

**WEEKEND PICKS**



**New Movies on Demand: 'Uncut Gems,' 'Bombshell,' 'Knives Out,' and More**



# STREAMING 4K

## INCREASING CONTENT

- NETFLIX
- APPLE TV+
- AMAZON PRIME
- FUBO TV
- VUDU
- PEACOCK (NBC CONTENT - NEW)
- 4K SPOTLIGHT



# STREAMING SPORTS

- ESPN
- FOX SPORTS
- CBS SPORTS LIVE 24/7
- TENNIS CHANNEL
- MLB
- BTN+
- OLYMPIC CHANNEL
- ALA CARTE OR INCLUDED ON UTUBE TV

# NEW STREAMERS



- AMC+
- \$6.99/MO

## ONLY THE GOOD STUFF



Award-winning shows and fan favorite movies – AMC+ is your destination for genre-defying storytelling. Ad Free and On Demand with new shows and movies added every week.

Plans starting at \$6.99/month\*

TRY 7 DAYS FREE





Closed Broadway theaters during the coronavirus pandemic on April 8 in New York City.

JAMIE MCCARTHY/Getty Images/FTS

# NEW - STREAMING THEATER

BY CHARLES MCNULTY  
*Los Angeles Times*

## STEALING THE SPOTLIGHT?

### Digital theater is all the rage, but could it destroy the live stage?

No one at this point can answer when live performance will come back. Not the medical experts. Not theater owners and producers. And not the unions that represent the creative professionals whose livelihoods are in a state of suspended animation.

Digital is the only safe stage right now. Theaters, fighting for their lives, have been creatively exploring how to connect to their audiences with media technology. Richard Nelson wrote a play for Zoom, celebrated productions from the past are streaming, online benefit play-readings are proliferating and virtual town halls have become the new theater hangout.

Last week Center Theatre Group managing director and chief executive Meghan Pressman led an L.A. Theater panel on the changing theater

istic director Stephen Sachs said his focus has been "less about content and more about community." How, he asked, can the connection of a theater audience be "translated into a digital space?" For Sachs, it's not about delivering products that can be passively enjoyed. People want to be brought into the process and engage not only with artists but also with their fellow audience members, he

coming together that is not simply reinforcing audience homogeneity? Deaf West Theatre artistic director DJ Kurs also is looking to digital for ways of expanding access. But he noted that the struggle continues on the internet, where perhaps "less than 15% of online theater is captioned or interpreted or made accessible to the deaf community."

IAMA Theatre Compa-

virtual magic show by Helder Guimaraes that opens on Thursday, was made easier because Guimaraes is a magician and not subject to the same restrictions as stage actors. In a conference call last week with the leaders of arts, entertainment and media unions, there was broad recognition that these regulations would have to be continually reassessed in light of the

street.

You also have to deal with the hell, to borrow from Sartre, of other people. Some who are slower and less courteous. Some who cannot resist unwrapping a mint or answering a text. Some who forget to turn off their hearing aids when using an assisted listening device.

Attending the theater is expensive in terms of money and patience. (A colleague with a young child tells me the cost of babysitting is like buying a third ticket.) Even provisionally establishing the idea that you don't need to be there is fraught with peril in an age which gratification is measured in clicks.

Of course, to replace the of a theater screen high-

Only a few

# STREAMING MUSIC

- SPOTIFY (113M)
- APPLE MUSIC (60MM)
- AMAZON MUSIC (55MM)
- PANDORA
- IHEART RADIO
- SIRIUS XM
- YOUTUBE MUSIC \* (10MM)
- GOOGLE PLAY \* (10MM)
- THE COUNTRY NETWORK
- MET OPERA ON DEMAND



# CAN'T FIND IT - SEARCH WITH A STREAMING SYSTEM LIKE ROKU



- TEST YOUR STREAMING SYSTEM FOR IT'S SEARCH FUNCTION
- SEARCH FOR SPECIFIC MOVIE OR SERIES - BY TITLE , STAR , ETC.
- STREAMING CHANNELS – SEARCH



WHAT'S  
RIGHT FOR  
ME ?

- CONSIDERATIONS
  - WHAT YOU WANT TO WATCH OR LISTEN TO -
  - SAVINGS POTENTIAL –
  - DEVICE OPTION – TABLETS / BIG PHONE APPS
  - MULTIPLE HOME MEMBERSHIPS – CONVENIENCE OF USING MOBILE ROKU
  - TRENDS – MORE OPTIONS

HILTON HEAD COMPUTER CLUB  
UPCOMING EVENTS – CHECK  
HHICC.COM WEB SITE



- MORE STREAMING RELATED SESSIONS  
DEPENDING ON DEMAND

QUESTIONS ??

# HANDOUT OF STREAMING DEVICES

POPULAR STREAMING MEDIA PLAYERS: A COMPARISON CHART					
FACTS	AMAZON FIRE TV	ROKU	APPLE TV	GOOGLE CHROMECAST	SMART TV SYSTEMS
Website	amazon.com/firetv	roku.com	apple.com/tv	store.google.com	
List Price: (See website to compare models)	Fire TV Cube: \$119.99 Fire TV Stick 4K: \$49.99 Fire TV Stick: \$39.99	Roku Ultra: \$99.99 Roku Streaming Stick+: \$59.99 Roku Streaming Stick: \$49.99 Roku Premiere+: \$49.00 Roku Premiere: \$39.99 Roku Express+: \$35.00 Roku Express: \$29.99	Apple TV 4K 64GB: \$199.99 Apple TV 4K, 32 GB: \$179.00 Apple TV, 32GB: \$149.00	Google Chromecast Ultra: \$69.00 Google Chromecast: \$35.00	SAMSUNG VISIO LG
Content Providers Available on All	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	Amazon Prime Video, Spotify, Amazon Music, PlayOn Recently added YouTube TV	Amazon Prime Video, Fandango Now Google Play, YouTube, YouTubeTV, Spotify, Amazon Music, PlayOn Find More at the Official Channel Store	Apple Music, Amazon Prime Video, VUDU, YouTube, YouTubeTV, Sirius XM, Apple TV+ Find More Online	Google Play, YouTube, YouTubeTV Fandango Now, VUDU, Amazon Music, Spotify, PlayOn	
Missing Content Providers	Fandango Now, Google Play, YouTube TV, VUDU, iTunes Apple Music	iTunes, Apple Music	Google Play, Fandango Now, Spotify, Amazon Music, PlayOn	iTunes, Apple Music	
4K/HDR Support (All Have 1080P)	Only Fire TV Stick 4K and Fire TV Cube	Only Roku Ultra, Roku Streaming Stick+, Roku Premier+ and Roku Premier	Only Apple TV 4K	Only Google Chromecast Ultra	
Voice Search on Remote	All Alexa directed ?	Only Roku Ultra, Roku Streaming Stick+, Roku Streaming Stick and Roku Premier	All	N/A	
Display Mirroring	N/A	All	Can Cast and Control Streaming Content and Mirror Screens from Mac Computers and iOS Devices Using Airplay	Mirroring Available for Android Devices Can Also use Chrome Browser to Cast Anu Tab or Full Computer Screen	
Single Sign-On or TV Everywhere Apps	Yes	Yes	Yes	No	
Additional Features	Can pair with some Amazon Echo voice-activated devices for hands free control	Amazon Fire, iOS, and Android apps available Can be controlled by Alexa	Can Watch Content Saved on Mac, iOS devices and iCloud	Pair with Google Home Voice-Activated Devices for Hands-Free Control	
	Remote & Mobile Apps Work With Alexa	Roku Ultra has Micro SD Slot, Remote with Headphone Jack and Gaming Buttons	TV app organizes content in one easy-to-use interface	Google Home App Helps Users Discover Popular Content and Supports Apps	
	Fire TV Recast Adds Live TV Capability with HD Antenna	Streaming Stick, Streaming Stick+ Have Wireless Remote Not Requiring Line of Sight	Can use Siri Voice Commands to Play Content, Go Back & Skip Ahead		
	Amazon Fire, Android, iOS Apps Available for Use as Remote	Roku offers wireless speakers and a sound bar	iOS Remote App Available		
	Free Amazon Cloud Storage for all Amazon Content		Supports Bluetooth Accessories		
	Supports Bluetooth Accessories				