

WHAT'S GOING ON ?

- FREE TRIALS
- VERY CHEAP VS CABLE
- MANY FREE



dreamstime/792

Streaming services are getting pricier for many viewers. In 2022, prices for the 10 largest streamers increased an average of 10% and have increased 10% on average in 2023 thus far, according to the Convergence Research Group, a market research company.

Era of cheap streaming is over; here's why prices are rising

BY WENDY LEE
AND THOMAS HUI LAUDER
Los Angeles Times

When a flood of streaming services entered the market four years ago, the free trials were plentiful and the prices were extremely low - with Apple TV+ selling for just \$4.99 a month and Disney+ charging a mere \$6.99 a month.

But now, as those serv-

ices become more established, subscription costs have ballooned. In 2022, prices for the 10 largest streamers increased an average of 10% and have increased 10% on average in 2023 thus far, according to the Convergence Research Group, a market research company. Fees are expected to increase even more next year, the firm said.

Media companies are

charging more as they struggle to transition from profitable but declining business models - like traditional television channels - to on-demand streaming services, many of which are still losing money. The surges in pricing come as consumers are grappling with inflation and broader economic uncertainty. People who abandoned expensive cable bundles in favor of cheaper streaming services are finding that their total monthly subscriptions add up quickly.

"They had to start that low because they were nobodies, but now they're a plurality of TV viewing," said Mike Vorhaus, CEO of Vorhaus Advisors. "So what do you do when you control the market? You raise the prices."

Netflix in July removed its cheapest ad-free option for new and returning members, which cost \$9.99 a month. New subscribers now must choose between Netflix's cheaper ad-supported tier (\$6.99 a month) or its standard commercial-free version (\$15.49 a month).

During the company's second-quarter earnings presentation, Netflix's

STREAMING 2024 – AN UPDATE

INCREASING POSSIBILITIES – ELUSIVE SAVINGS

➤ GOAL – TO PROVIDE AN UPDATE OF STREAMING FOR ENTERTAINMENT

➤ AGENDA

➤ CURRENT LATEST TRENDS – STREAMING WARS

➤ TECHNOLOGY RESOLVED - INTERNET SPEED , ALL TV'S SMART

➤ NEW WAYS TO ENJOY – MIRRORING (DEMO) , DEVICE VIEWING

➤ LEADING SERVICES BY TYPE –

➤ LIVE TV

➤ RECORDED –MOVIES , SERIES

➤ CAUTION THIS MARKET IS CHANGING ALL THE TIME - SO SHOP FOR TVs , DEVICES AND CONTENT
- YOUR CHOICES CAN IMPACT SAVINGS – IF ANY ??





OPENING QUESTIONS



- DO YOU STREAM LIVE TV AND MOVIES TODAY ?
- DO YOU HAVE ANY OLD TVS YOU'D LIKE TO STREAM ON ?
- DO YOU USE SPECTRUM FOR YOUR INTERNET PROVIDER ?
- TODAY ARE YOU LOOKING FOR MORE ?
 - CHOICES
 - SAVINGS
 - UNDERSTANDING



CURRENT SITUATION -2023

➤ ISSUES RESOLVED

- EASY ACCESS TO INTERNET –
- CONSISTENT HIGH SPEED INTERNET DOWNLOAD SPEED
- FAVORITE CONTENT AVAILABLE –
- STREAMING HAS REPLACED CABLE / SATELLITE

➤ CURRENT ISSUES

- INCREASING CHOICES
- INCREASING PRICES
- SHARING BEING REDUCED
- NEW OPTIONS FOR INTERNET ACCESS COMING

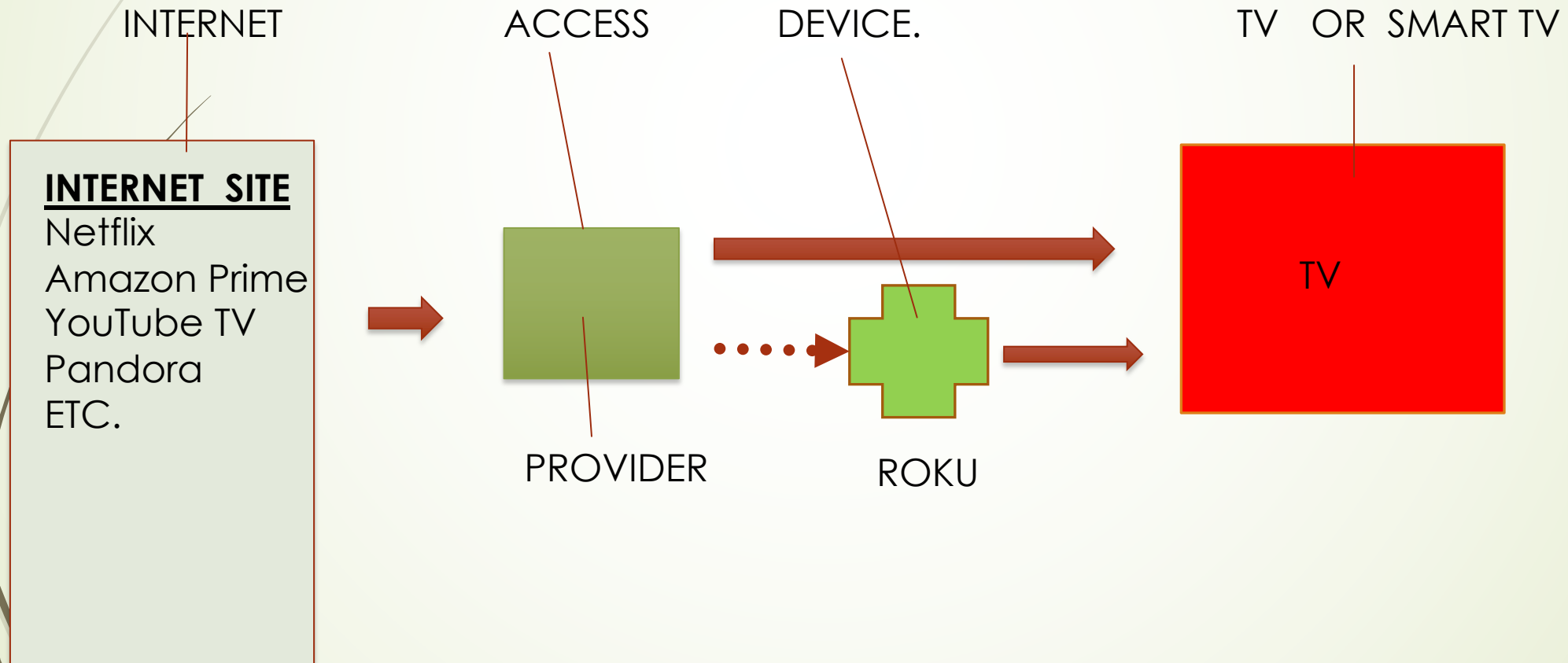
STREAMING TRENDS



- ▶ INCREASING USE OF DEVICES – TABLETS , LARGE SCREEN PHONES
- ▶ MOST ALL NEW TV'S ARE "SMART"
- ▶ LEADING SYSTEMS ARE BUILT INTO TV – ROKU , SAMSUNG , LG
- ▶ EXTERNAL STREAMING DEVICES NOW MAINLY FOR OLDER TVS
- ▶ DEVICE MIRRORING NOW COMMON TO ALL SMART SYSTEMS
- ▶ APP/SITE PRICE INCREASES HAVE MADE SAVINGS HARDER TO FIND
- ▶ MORE CHOICES OF CONTENT THAN EVER
- ▶ INTERNET SPEED HAS INCREASED >300 MPS COMMON - NO LONGER AN ISSUE
- ▶ NEW INTERNET FROM CELL SYSTEMS – HOME INTERNET
- ▶ CABLE AND SATELLITE HAVE REPONDED BY OFFERING STREAMING
- ▶ NOW LESS THAN HALF HOMES USE CABLE FOR TV

STREAMING - THE BASICS

- ▶ STREAMING SERVICES bring entertainment from the internet to you directly either wired or with wifi connections

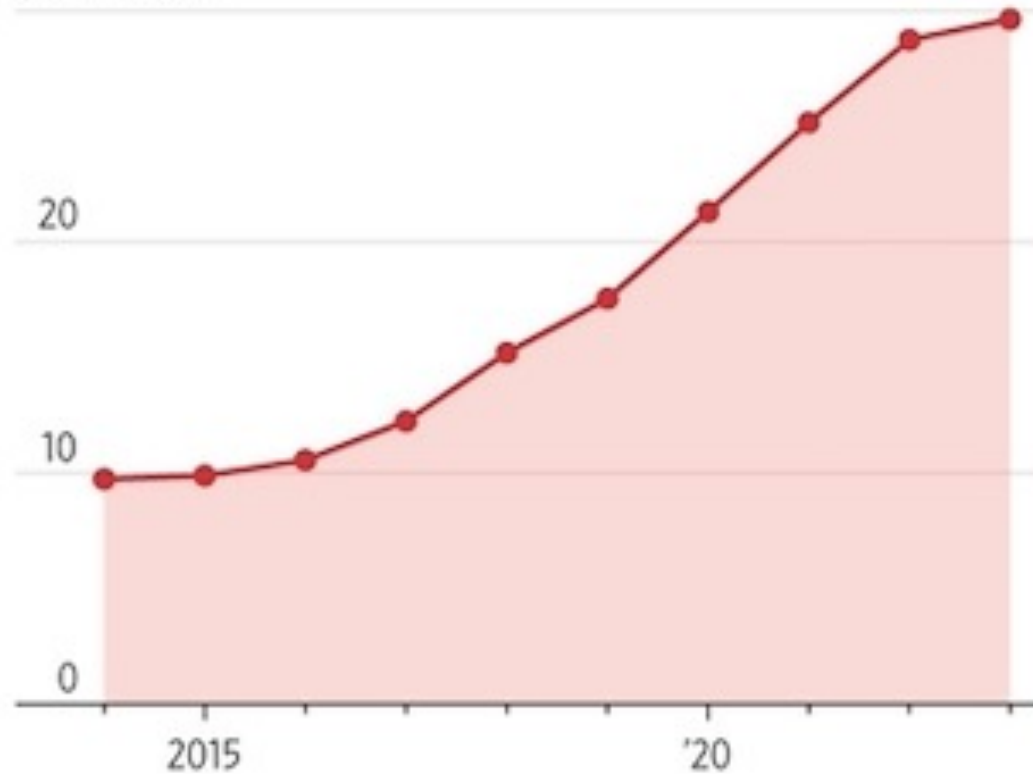


TRENDS – HIGHER COSTS & MORE SERVICES

Average among U.S. households

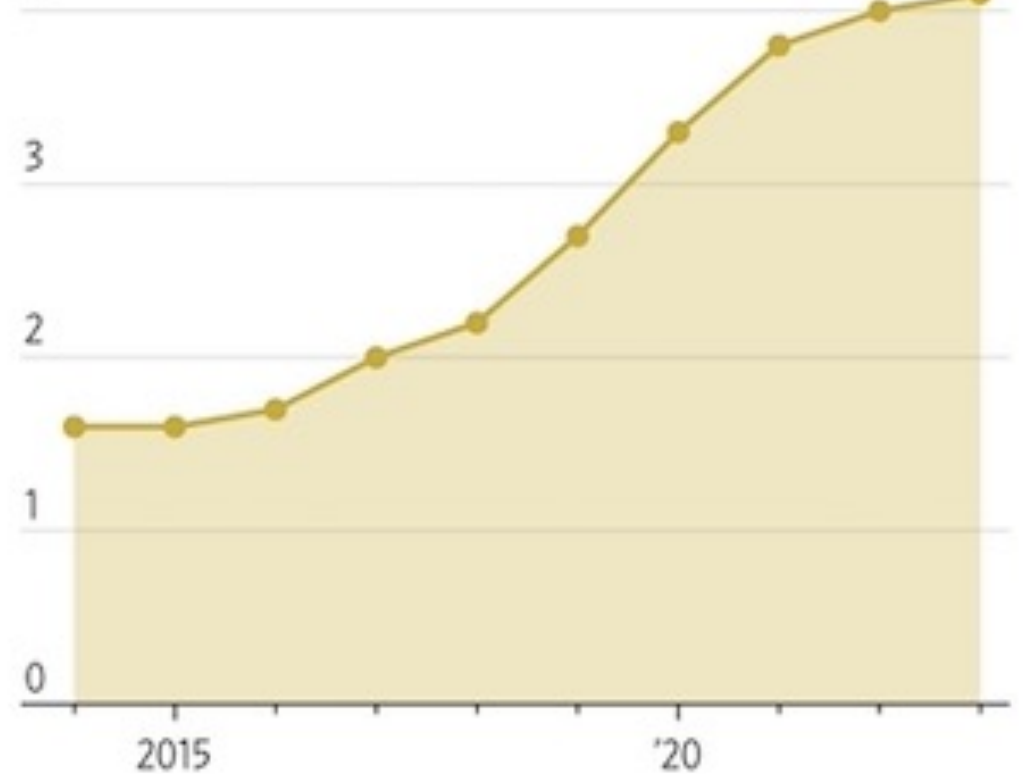
Monthly spending on streaming services

\$30 a month



Number of streaming services used

4





STREAMING WARS

- ▶ STREAMING SITES OWNERS ARE COMPETING FOR CONTROL AND PROFIT

INTERNET

INTERNET SITE

EARLY LEADERS

Netflix

Amazon Prime

YouTube TV

NEW ENTRANTS



What Happened ?



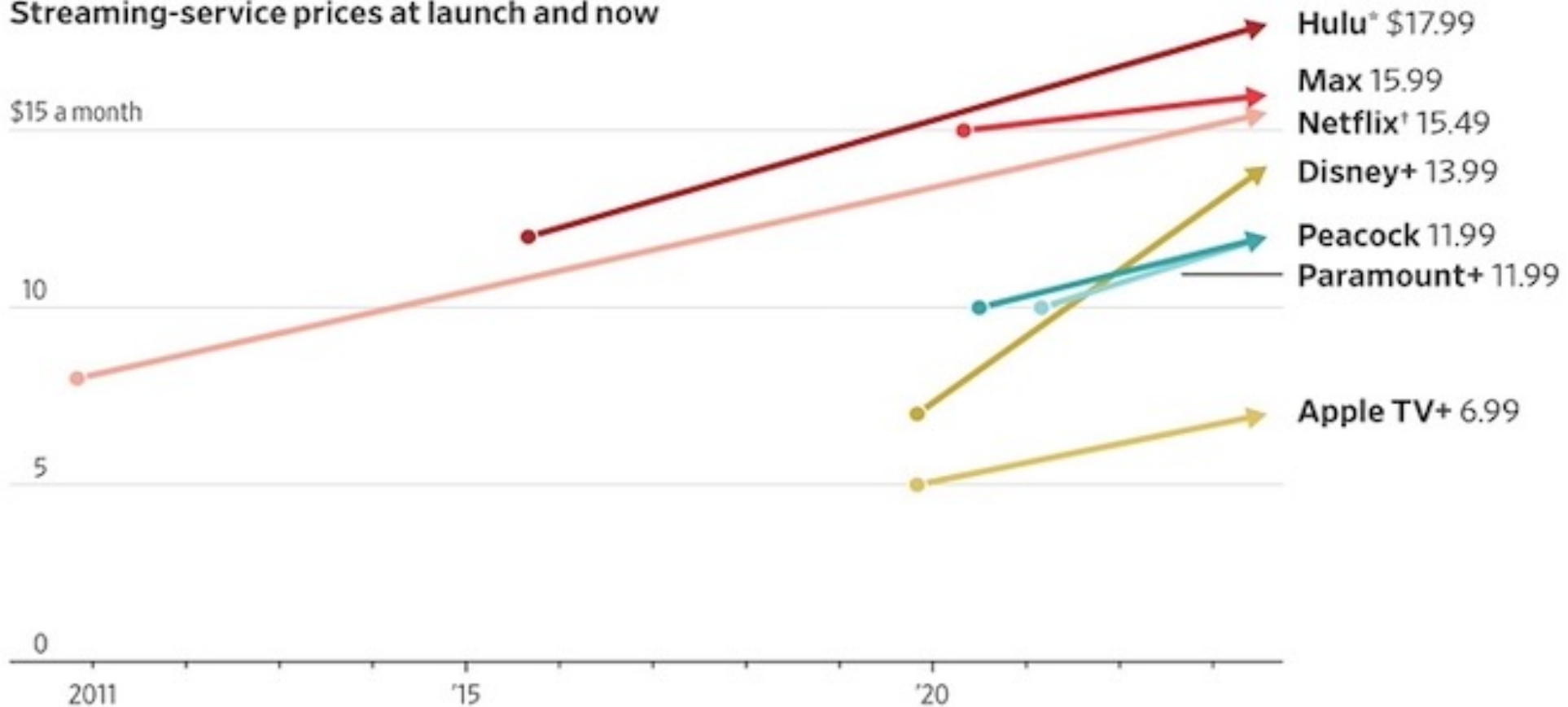
POWER PLAYERS ARE AT WAR FOR CONTROL



RATCHETING UP PRICES (CHURN)

Now, in a push for profitability, they are testing the loyalty of their customers, betting that ratcheting up prices won't lead more people to cancel service, an industry phenomenon known as churn.

Streaming-service prices at launch and now



JUST ANNOUNCED

10:31 PM Sun Sep 24 100%

Amazon Studios

TV shows like The Lord of the Rings: Rings of Power and The Marvelous Mrs Maisel have proven huge hits for Amazon

Amazon Prime Video content to start including ads next year

By Lora Jones
Business reporter, BBC News

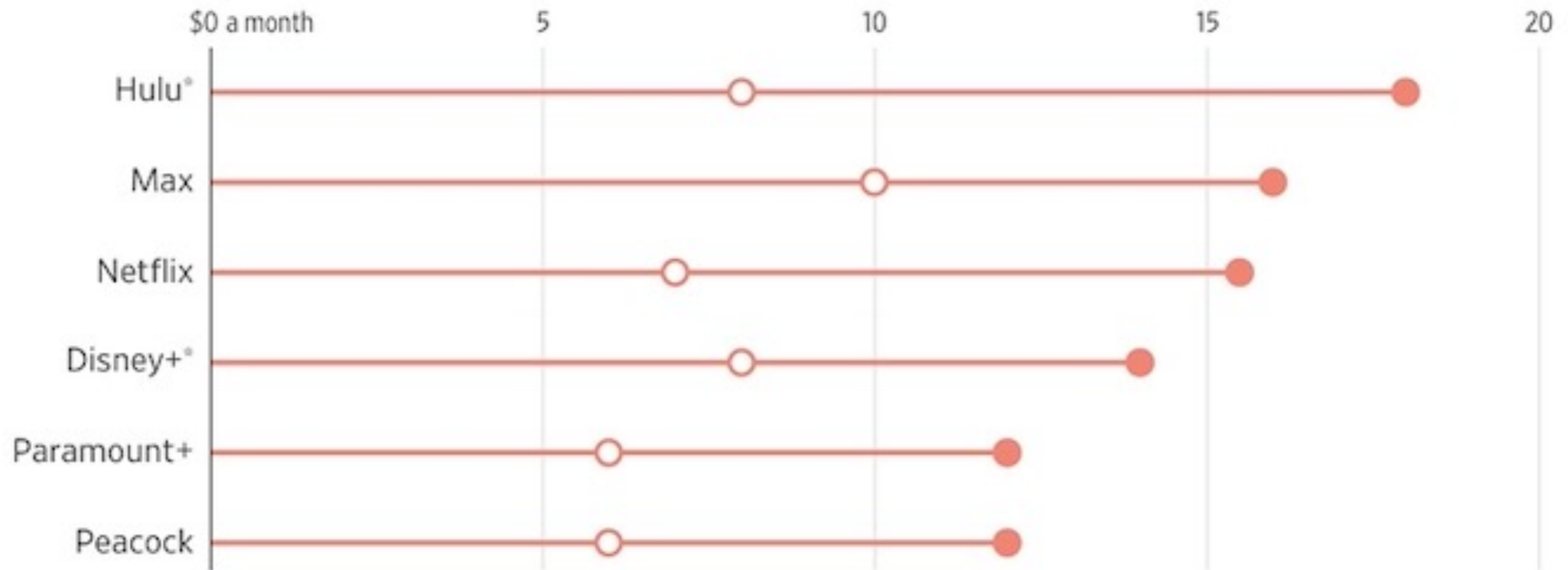
2 days ago | Business

Amazon is set to introduce adverts to its Prime Video streaming service in 2024 as it seeks to put more cash into creating TV shows and films.

NEW PRICING – WITH ADDS OR ADD FREE

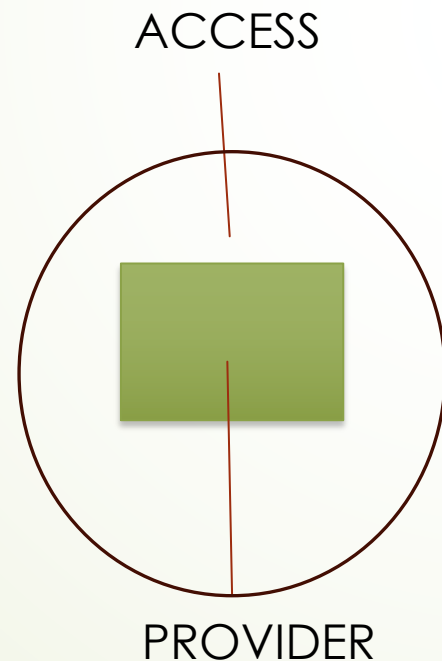
Streaming-service prices

○ With ads ● Without ads



PROVIDERS ARE BEING CHALLENGED BY WIRELESS

- ▶ CURRENT STREAMING SERVICE PROVIDERS ARE PREVIOUS CABLE COMPANIES
- ▶ NEW ARE WIRELESS COMPANIES

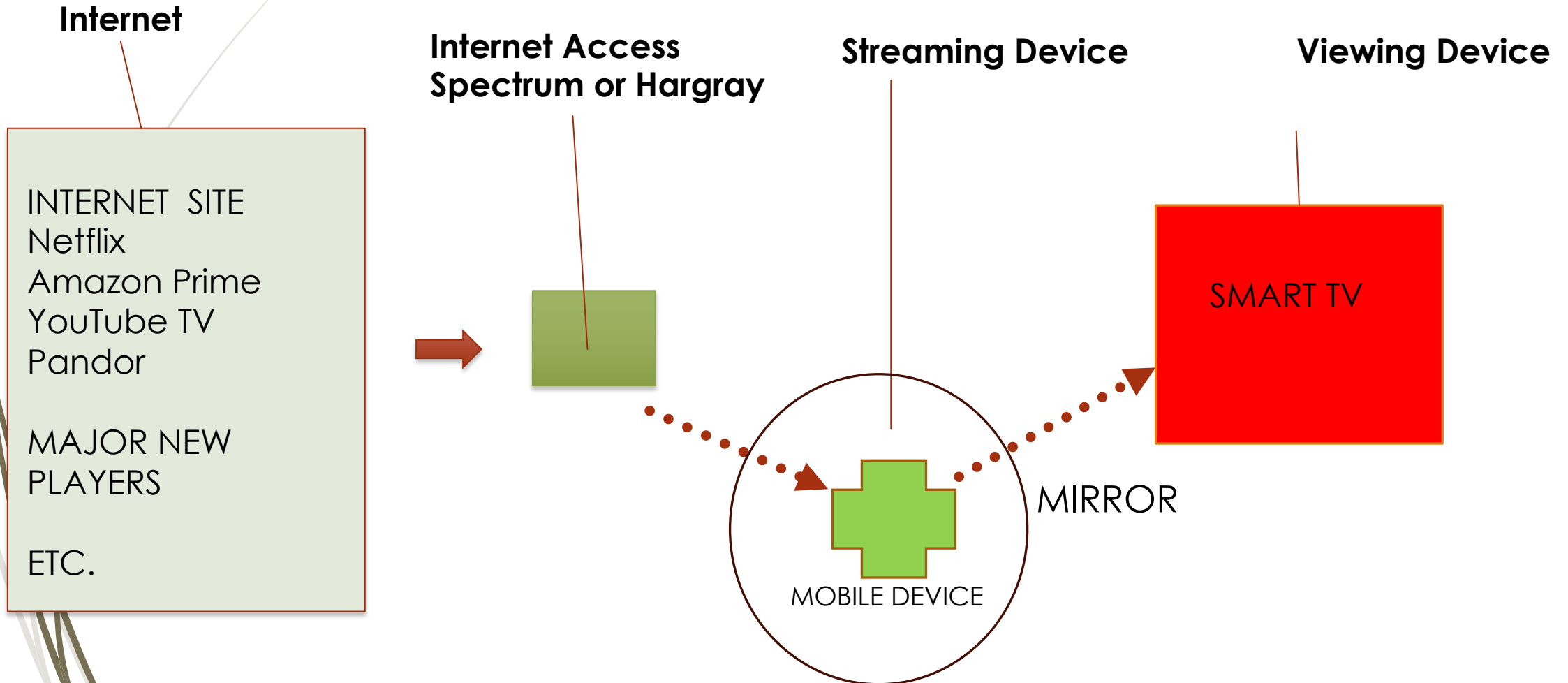


MIRRORING – WHAT IS IT ?



- ▶ TRANSFERS LIVE STREAMING SHOWS, MOVIES, MUSIC OR IMAGES FROM IPHONE, IPAD, LAPTOP TO A SMART ENABLED TV
- ▶ CREATES NEW OPTIONS FOR CONNECTING BETWEEN THE INTERNET AND VIEWING
- ▶ APPLE TV BEEN DOING IT FOR MANY YEARS – NOW ON ALL SMART SYSTEMS
- ▶ DEMO IPAD TO ROKU TV (Air Play)

STREAMING – NEW OPTION MIRRORING TO A SMART TV



NEW WAYS TO CONNECT AND VIEW – MIRRORING

➤ APPLE AIRPLAY

2. Open Control Center:

- On iPhone X or later or iPad with iPadOS 13 or later: Swipe down from the upper-right corner of the screen.
- On iPhone 8 or earlier or iOS 11 or earlier: Swipe up from the bottom edge of the screen.

3. Tap the Screen Mirroring button .



4. Select your TV or Mac from the list.

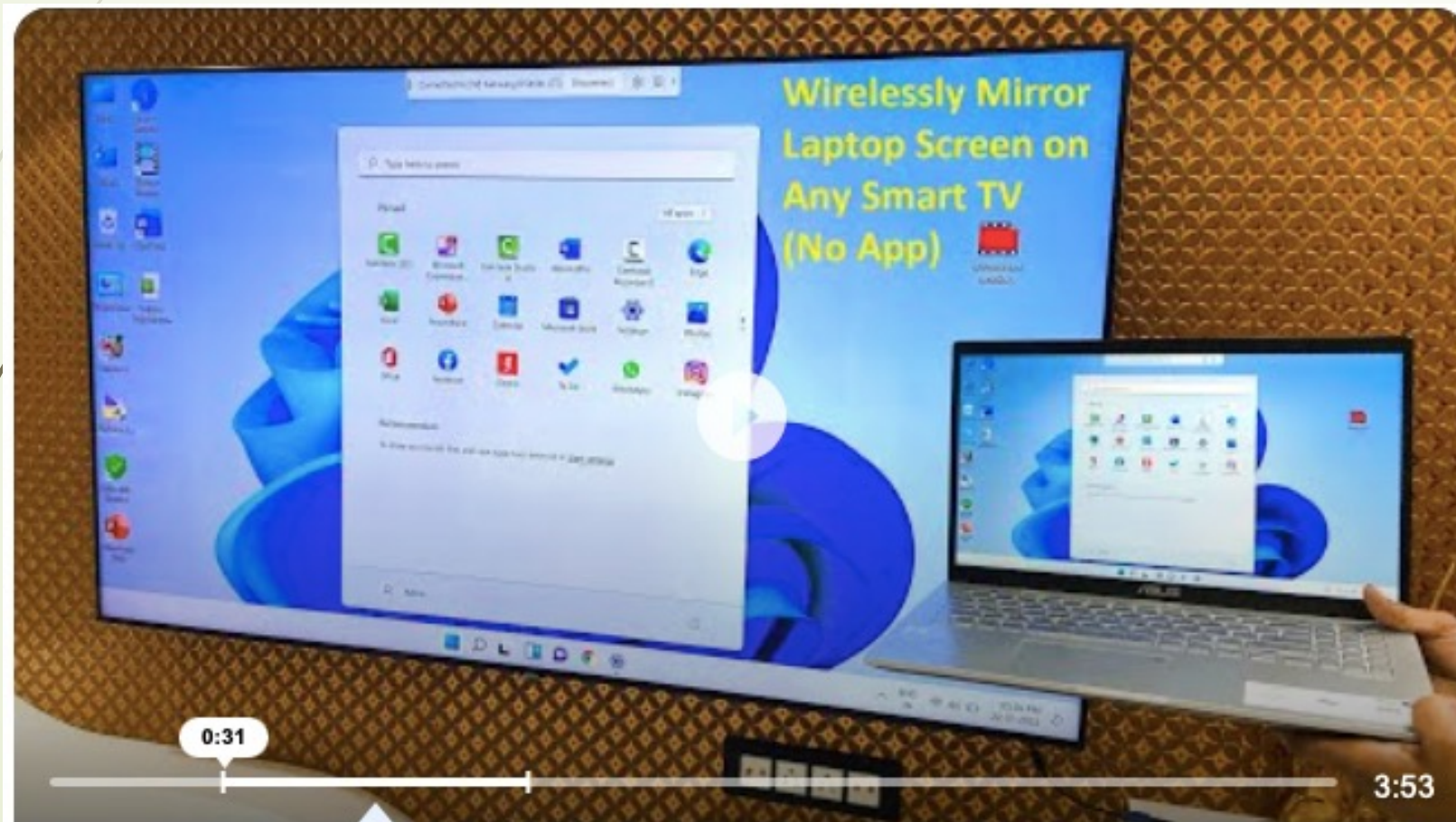


5. If an AirPlay passcode appears on your TV screen or Mac, enter the passcode on your iPhone or iPad.

To stop mirroring your iPhone or iPad, open Control Center, tap Screen Mirroring, then tap Stop Mirroring. Or press the Menu button on your Apple TV Remote.

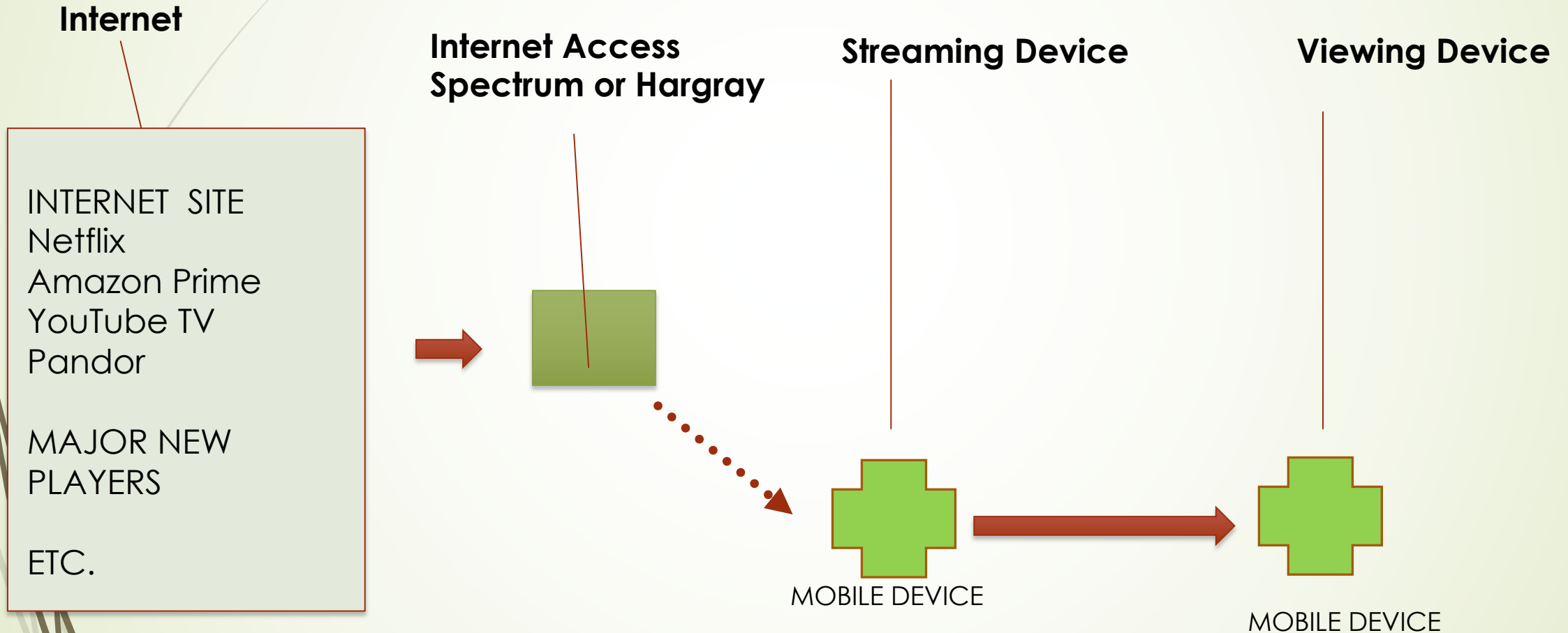
MIRRORING ON WINDOWS DEVICES

➔ NORM WILL DEMO



3:53

STREAMING – MOBILE DEVICE VIEWING



UPDATE ON STREAMING OPTIONS – ROKU

SEARCH

- **LIVE TV – CABLE REPLACEMENT** 
 - **YOUTUBE TV**
 - **FUBO**
 - **HULU**
 - **SLING**
 - **SPECTRUM APP**
- **LOCAL LIVE TV – ANTENNA REPLACEMENT** 
 - **HAYSTACK – FREE LOCAL TV**
- **SPECIALTY STREAMING**
 - **BROAD CONTENT – NETFLIX , AMAZON PRIME, HULU, APPLE+ ,**
 - **PREMIUM – HBO MAX , SHOWTIME**
 - **NETWORK APPS – CBS , NBC**
 - **STREAMING STORE**



WHAT TO EXPECT

- **BUNDLING TO COMBINE OFFERINGS – SELL YOU A PACKAGE**
- **UNBUNDLING TO MAX PROFIT – E.G. DISNEY & ESPN**
- **SOME RETURNING TO CABLE MODEL - 170 + CHANNELS**
- **MORE CHALLENGES FROM TRADITIONAL MOVIE INDUSTRY –PARAMOUNT**
- **TREND TO WIRELESS INTERNET (UPCOMING PRESENTATION) T-MOBILE**



WHAT'S RIGHT FOR ME ?

➤ CONSIDERATIONS

- WHAT YOU WANT TO WATCH OR LISTEN TO -
- FLEXIBILITY – MOST ARE MONTHLY SUBSCRIPTIONS
- DEVICE OPTIONS – TV, TABLETS, BIG PHONE , LAPTOP
- MULTIPLE HOME MEMBERSHIPS – CONVENIENCE OF USING MOBILE ROKU
- TRENDS – MORE OPTIONS THAN EVER



BOB'S FINAL ADVICE

- **PRIORITIZE YOUR ENTERTAINMENT OPTIONS**
- **DEVELOP A LIST OF NEW SITES TO TRY**
 - **DO ONE A MONTH (KEEP OR CANCEL)**
- **STOP SHOPPING WHEN LIST GETS TOO LONG**
- **AVOID OVER SUBSCRIBING – KILLS SAVINGS**
- **ALL THIS CHANGE CAN BE FUN OR FRUSTRATING – GET USED TO IT**



REFERENCE INFO / QUESTIONS

- THIS PRESENTATION WILL BE ON THE HHICC WEB SITE
- WILL CONTINUE THIS SERIES AS MAJOR CHANGES OCCUR
- UPCOMING – WIRELESS INTERNET PRESENTATION

- YOUR QUESTIONS ??

PRESENTATIONS ON HHICC WEB SITE

Streaming and Networks

[2022-08-08 ~ HHICC 5G Presentation.pdf](#)

[2022-03-07 ~ HHICC STREAMING WARS.pdf](#)

[2021-03-01 ~ HHICC ROKU with Bob Gentzler.pdf](#)

[2020-10-26 ~ HHICC Roku - The Amazing Device.pdf](#)

[2020-10-12 ~ HHICC Networking Overview.pdf](#)

[2020-09-28 ~ HHICC Streaming Basics 2.pdf](#)

[2020-05-08 ~ HHICC STREAMING SERVICES.pdf](#)

[2020-01-20 ~ HHICC POPULAR STREAMING SERVICES.xlsx](#)

[2020-01-20 ~ HHICC POPULAR STREAMING DEVICES.xlsx](#)

[2020 ~ HHICC BEST VIDEO STREAMING.pdf](#)

[2020 ~ HHICC BEST SPORTS STREAMING.pdf](#)

[2019-11-17 ~ HHICC Home Networking Primer.pdf](#)

[2019-01-24 ~ HHICC Roku Setup ~ Gentzler.pdf](#)

[2018-11-19 ~ HHICC ROKU Introduction.pdf](#)

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				