

CUTTING THE CORD



WHY WOULD YOU DO IT?

- ◉ Typical costs for being “attached”:
- ◉ Cable or Satellite TV: \$85
- ◉ Home Phone \$42
- ◉ Internet \$59
- ◉ Cell phone \$81
- ◉ TOTAL: \$267

- ◉ OR: \$3,204 a year!!!!

PHASE 1: THE BEGINNING

- ◉ Disconnect all cable/satellite services.
- ◉ Purchase a digital antenna, it will get 23-27 channels in Sunflower
- ◉ Rent movies from Redbox
- ◉ Join Sunflower Technology Club for all Internet related activities

- ◉ COSTS:
- ◉ Redbox rentals 52 @ \$1.50 \$78/year
- ◉ Tech Club \$25/year
- ◉ TOTAL: \$103/year
- ◉ SAVINGS: \$2,597/year*
- ◉ *still paying for home phone

PHASE 2: BRAVE NEW WORLD

- ◉ Same as Phase 1 except you need a laptop
- ◉ Subscription to Netflix/Amazon/Hulu
- ◉ Service called PlayLater
- ◉ Flash Drive
- ◉ Tech Club membership
- ◉ You take your laptop to the lab, download videos using PlayLater, load to your flash drive and watch at your convenience (time shifting is LEGAL)

COST OF PHASE 2

- ◉ Laptop - one time costs of \$300-\$400
- ◉ \$120 for a year of Netflix or Amazon Prime
- ◉ \$20 a year for PlayLater
- ◉ \$25 for tech club membership
- ◉ \$78 for Redbox (more current rentals)
- ◉ TOTAL (w/o laptop) \$243.00

- ◉ SAVINGS: \$2,457/YEAR*

- ◉ *still paying for home phone

PHASE 3: GETTING SERIOUS

- ◉ Get home Internet at 25/12 speeds - \$40
- ◉ Get VOIP at \$3.00 month, drop home phone \$-39 (makes the Internet essentially free)
- ◉ Sling TV - A la carte TV in the formative stages - \$20 a month
- ◉ Netflix - \$10 but now in your own home and on demand - drop Redbox requirement
- ◉ Get unlimited cell from Wal-Mart - \$540/yr
- ◉ COSTS: Sling TV \$240 + Netflix \$120 + cell \$540 = \$900/year.
- ◉ SAVINGS: \$2,304!!!

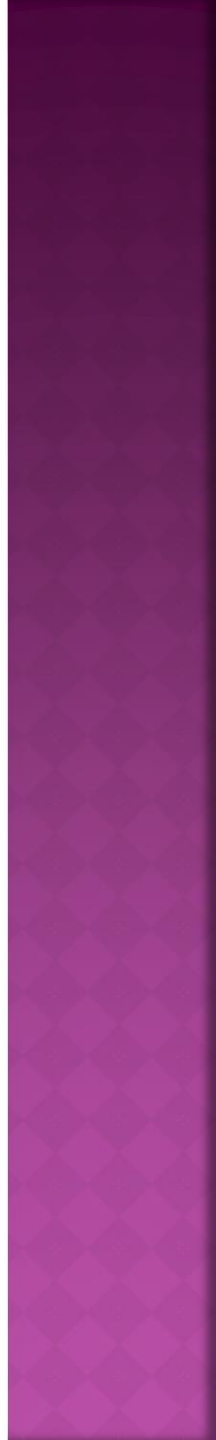
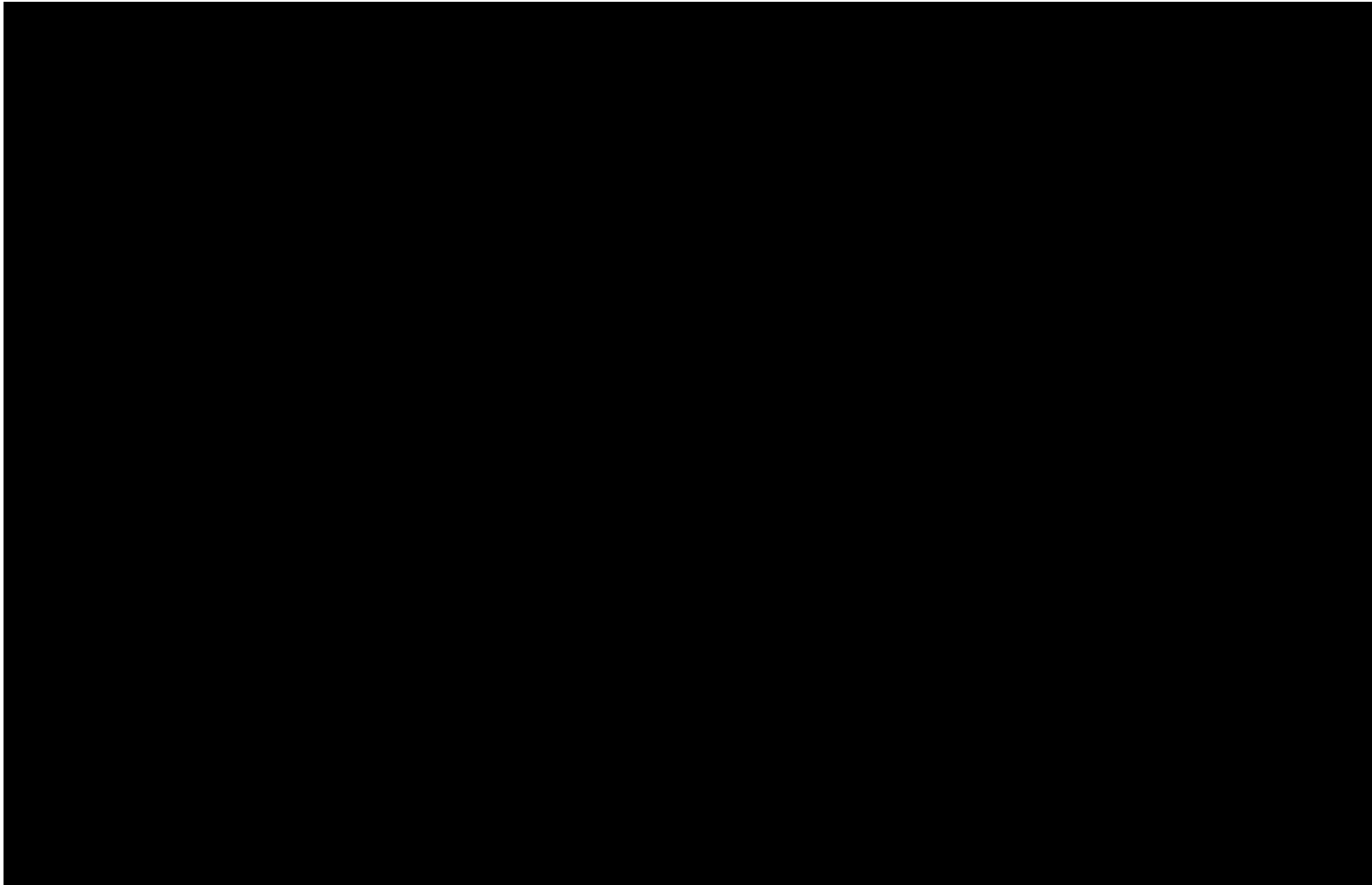
SAVINGS SUMMARY:

- ◉ Phase 1: \$2,597
- ◉ Phase 2: \$2,457
- ◉ Phase 3: \$2,304
- ◉ Limitations of all of these: Limited number of TV channels - 23-46
- ◉ VOIP isn't as clear as landline service but close
- ◉ Needs involvement by the user

WHAT'S NEXT:

- ◉ Phase 4 is next Fall but as a hint:
- ◉ Every premium channel, every regular channel, every movie service, every sports channel, VOIP, high speed Internet, and still save more than Phase 1, 2 or 3!!!

BACK TO THE FUTURE



REMEMBERING NAPSTER

- ◉ Napster was the first wave of using digital technology to bend the marketplace to the consumer.
- ◉ It created an environment where the entertainment industry had to abandon a “buy it all” policy to a “buy what you want” one.
- ◉ We now buy the music we want, one song at a time from Apple and other online sources
- ◉ Who won? Everyone! Start up performers get their music out there, production costs are nil, artists get a bigger percentage

IPTV - INTERNET PROTOCOL TELEVISION - THE NEXT NAPSTER

- ◉ IPTV has the capability of delivering every broadcast item conceivable including current movies, live PPV events, old and new TV shows and foreign TV series.
- ◉ IPTV uses the Internet to allow you to VIEW all of this material. Important difference between viewing and capturing files.
- ◉ IPTV can originate from anywhere in the world including countries where copyright laws do not apply

OKAY, SO HOW DO I GET IPTV

- ◉ Today, IPTV requires some computer skills, maintenance, updating and jail breaking of devices like an Amazon Fire TV stick.
- ◉ The biggest platform for IPTV right now is called KODI.
- ◉ KODI is 100% legal, it is merely an empty shell into which the USER downloads what are called repositories.
- ◉ These repositories are where the content exists in the cloud.
- ◉ You can buy, on Amazon, fleabay and other sites, devices already loaded with KODI for \$35, this was unheard of six months ago.

OKAY, ENOUGH TALK, SHOW ME

WHAT DID I JUST SEE

- ⦿ The ultimate cut the cord!
- ⦿ A movie streamed in real time
- ⦿ Menus of what's available

HOW DID I SEE IT?

- ◉ On an Amazon Fire TV stick that costs \$39.99 and that has been jail broken with readily available software (jail breaking is NOT illegal).
- ◉ The current version of KODI
- ◉ Repositories that I have downloaded to VIEW
 - I cannot capture content, rebroadcast what I'm viewing, share it with friends or otherwise make use of it other than streaming it.

IS IT LEGAL?

- ◉ No one knows. I continue to pay Comcast \$108 a month, Netflix \$8 and Amazon Prime \$99 a year because of my fear it may be illegal.
- ◉ The content is broadcast from areas where it is not illegal to do so - US companies cannot enforce their copyrights in Pakistan but the Internet has shrunk the world
- ◉ Do you watch copyrighted material on youtube? If you watch youtube, the answer is yes. Is that illegal? Who knows.

SO WHAT IS THE MORAL ANSWER

- ◉ It's morally wrong to view material for which you have not paid in some fashion (I own Shawshank Redemption, that's why I showed that movie.
- ◉ It's morally wrong for Comcast to require me to buy 200 channels to watch 10.
- ◉ Two wrongs never make a right but they can change the world. I'd much prefer to pay for ala carte TV, get the channels I prefer in hi-def quality without ever having to update and rehack devices. When the industry figures out we can see it for free (KODI) or pay a reasonable price for ala carte TV, what do you think they will do?

WHAT DO YOU NEED FOR IPTV

- ◉ A dedicated device for KODI or
- ◉ A laptop with KODI loaded and on which you have nothing of value
- ◉ Internet of at least 25/10, 50/12 is perfect, my 100/12 is a bit of overkill
- ◉ Patience
- ◉ Some programming and hardware knowledge (getting less so every day)
- ◉ An ethical decision if it's right for you (USTV should be mentioned).

CAN THE CLUB HELP YOU WITH IPTV

- ◉ No, not at this time. Why? It still requires ongoing work (best repositories are updated monthly). We cannot control how you use it and cannot condone the viewing of content for which you have not paid.
- ◉ In a year you probably won't need help because it will be a commonplace service - when we started cutting the cord you couldn't buy a Kodi enabled device anywhere, now they are everywhere.

SO WHAT IS THE FUTURE

- ◉ Dish, DirecTV, Comcast and all the rest will start releasing devices on their own which will stream content from them on an ala carte basis.
- ◉ The traditional cable/satellite business model will be on the ash heap of history in five years.
- ◉ We'll be talking to our grand kids about the “good old days” of cable TV and they will have no idea what we are talking about

MONOPOLIES

- ◉ Won't the Internet providers just keep raising their prices to offset the reduction in content pricing? No. Google is installing 1GB cable service in twenty major cities with a fixed price of \$50 a month with no advertising, \$30 if you agree to ads.
- ◉ Wal-Mart is investigating broadband service via radio transmission within X miles of their stores for \$19.95 a month.
- ◉ Cellular - Tech is growing at a rapid pace while prices are declining and now hotspots are a working reality
- ◉ Communities the size of Sunflower are actually becoming Internet Service Providers to their residents

THE END (BUT REALLY, THE
BEGINNING)