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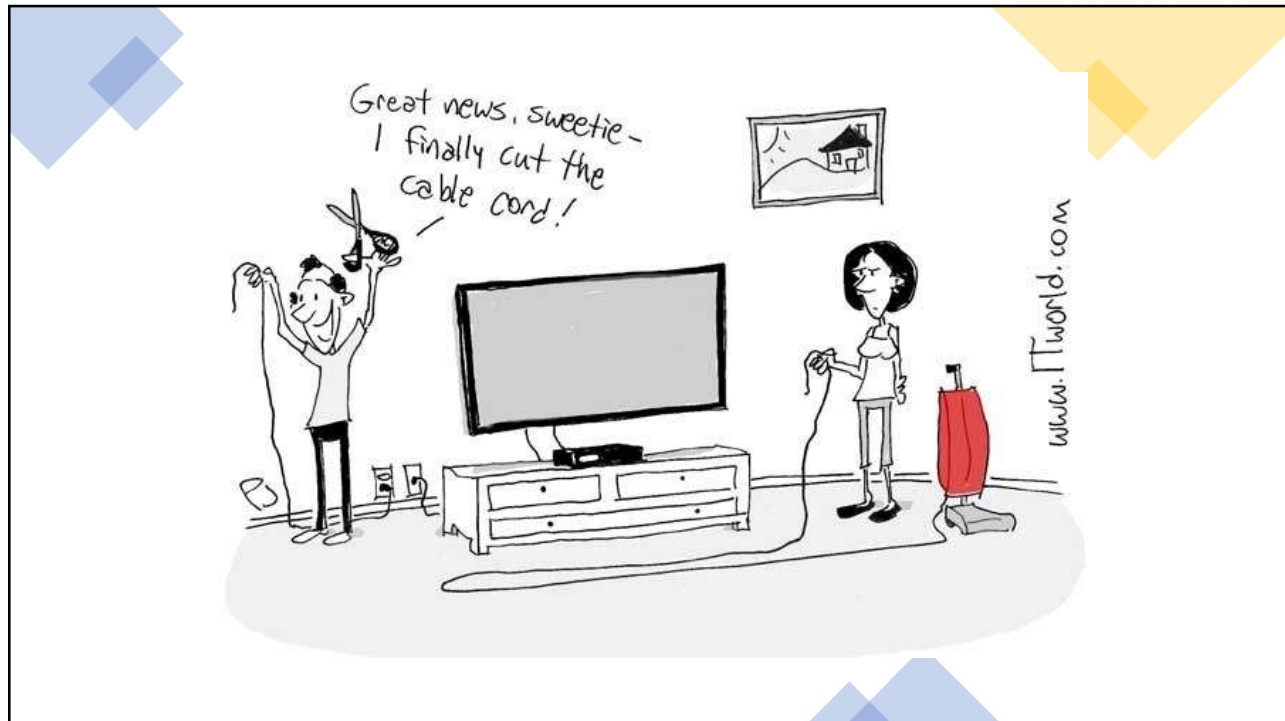
Current Topics

Amazon Prime customers up by 50 MILLION year over year

Apple new product announcement 4/20




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Should You Consider Cord Cutting

- Paying at least \$50/month for TV service?
 - Average US "cable bill" is \$217.42/month!
- Already have home internet access?
 - Does your provider have a "data cap"?
- Expect to purchase a "4K TV"?
- Willing to be flexible?



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Cord-cutting Basics



- Internet access
 - At least 20Mbps (ideally 45 Mbps) "download"
- Streaming platform
 - Roku Streaming Stick+ (\$40)
 - Amazon Fire TV Stick 4K (\$40)
 - AppleTV box (\$150)
 - "Smart TV"
- Streaming service
- Content choices (apps)
- Each "TV" must have its own way to stream

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Streaming Platforms



- Amazon Fire (\$40)
- Roku Stick+ (\$40)
- Roku box (\$100)
- Chromecast (\$50)
- AppleTV (\$150)
- SmartTV
- Also mobile devices


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Streaming Services
VS
A La Carte

- 1.YouTube TV
- 2.Netflix
- 3.Sling TV
- 4.Apple TV+
- 5.Hulu Plus Live tv
- 6.HBO Max
- 7.Acorn TV
- 8.CBS All Access
- 9.DirectTV Now
- 10.Showtime
- 11.AT&T TV Now.
- 12.Amazon Prime Video
- 13.Philo
- 14.FuboTV
- 15.Disney Plus

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New Content Providers
(more all the time)

- Paramount+
- Discovery+
- Peacock

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A circular icon with a white border, featuring a stylized white cloud shape with a white arrow pointing upwards, set against a background of a blue sky with white clouds.

Cloud DVR

- Record live programs and favorites
- 50 hours – 200 hours – unlimited
- Usually allow for commercial skipping (sometimes premium price)
- Content apps have full archives for binge watching w/o commercials

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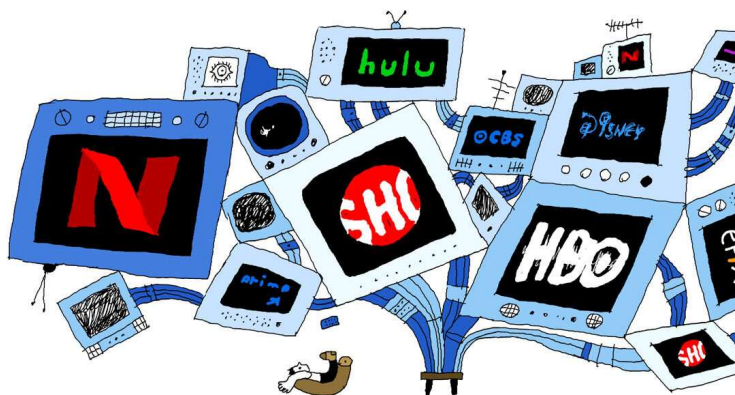
Huge Benefit - Mobility

A close-up photograph of a smartphone lying on a dark, textured surface. The screen is black with the word "NETFLIX" written in large, bold, red capital letters.

- You can take it with you on your own devices
 - Phone
 - Pads
 - Laptop
- You can login on other streaming devices at other locations (family sharing)

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Constant Change



- Deals and Bundles with streaming platforms
 - Platforms selling “faux-cable”
 - Focus on shows and look for “season pass” pricing
- Integrated guide still a challenge but coming quickly
- “Smart TVs” can be difficult to upgrade with new software

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POPULAR SUBSCRIPTION STREAMING SERVICE COMBINATIONS IN THE U.S.

**based on Reelgood data collected from 2M U.S. users, as of 08/15/2020*

		also subscribe to...							
		N	prime video	hulu	Disney+	HBO max	P	apple tv	FREE SERVICES
Users who subscribe to...	N		65%	51%	50%	13%	3%	23%	15%
	prime video	86%		63%	61%	17%	4%	31%	20%
	hulu	86%	80%		67%	20%	5%	34%	17%
	Disney+	88%	82%	70%		20%	5%	36%	19%
	HBO max	93%	91%	84%	81%		19%	55%	24%
	P	91%	93%	87%	84%	76%		67%	36%
	apple tv	91%	91%	79%	80%	31%	9%		20%

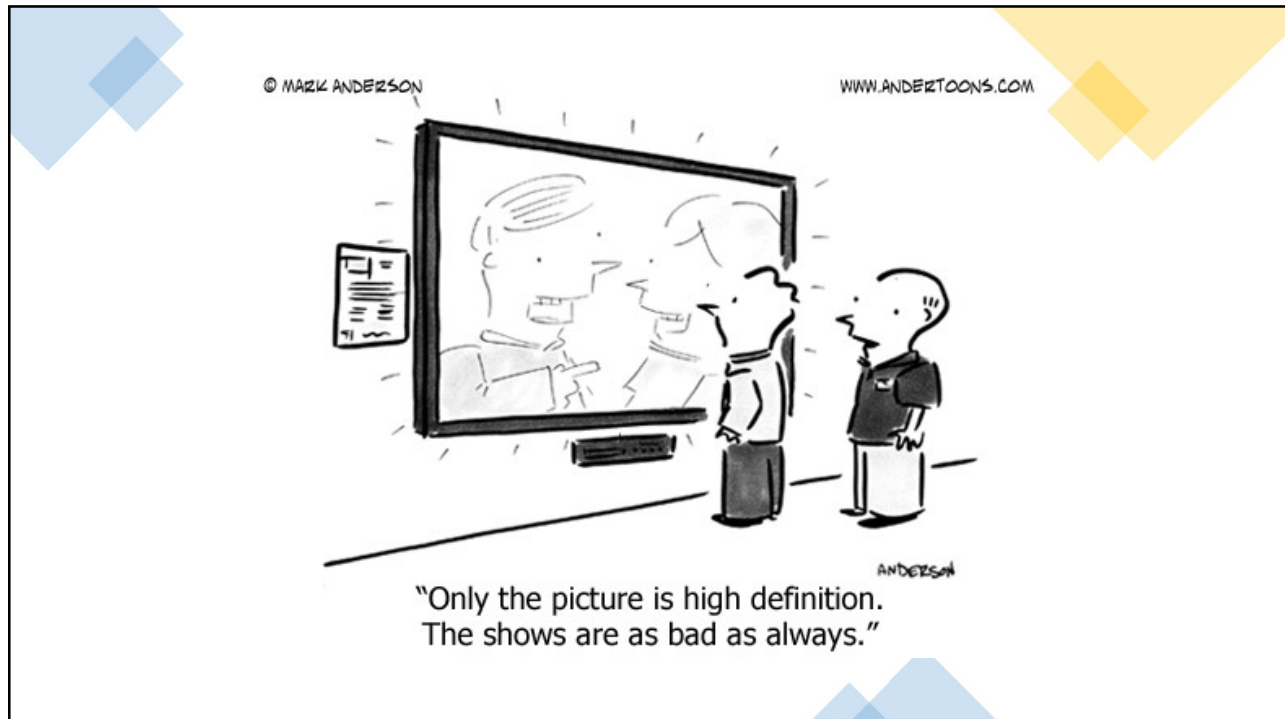
**subscriptions calculated based on the number of users that selected a particular service on Reelgood*

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TOP LIVE TV STREAMING SERVICES COMPARED

	AT&T TV	FuboTV	Hulu Plus Live TV	Sling TV	YouTube TV
Base price	\$70/month for 65-plus channels	\$65/month for 100-plus channels	\$65/month for 65-plus channels	\$35/month for 30-plus (Orange) or 45-plus (Blue) channels	\$65/month for 85-plus channels
Free trial	Yes	Yes	Yes	Yes	Yes
ABC, CBS, Fox and NBC channels	Yes, in many markets	Yes, in many markets	Yes, in many markets	Fox and NBC only in select cities	Yes, in many markets
Simultaneous streams per account	20 (in home, 3 outside of it)	3	2 (\$15 option for unlimited)	1 (Orange), 3 (Blue)	3
Family member/user profiles	No	Yes	Yes	No	Yes
Cloud DVR	Yes (20 hours, unlimited for \$10 a month)	Yes (250 hours)	Yes	Yes (50 hours, 200 hours for \$5 a month)	Yes (unlimited)
Fast-forward through or skip commercials with cloud DVR	No (Yes with \$15 option)	Yes	No (Yes with \$10 option)	Yes	Yes

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