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### Current Topics

- 21% of people have NEVER made a backup
- 113 phones are lost or stolen every minute
- 29% of data loss is caused by accident
- 30% of all computers are already infected with malware

**WORLD BACKUP DAY**  
March 31st


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# Current Topics

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Take The Pledge

“I solemnly swear to backup my important documents and precious memories on March 31st.  
#WorldBackupDay”


 A woman in a white shirt and dark blazer is looking at a laptop. Overlaid on the image is a large blue circular graphic with the text "WORLD BACKUP DAY" in yellow and "March 31st" in orange. In the background, there are faint icons for a globe, a cloud with "BACKUP" written on it, and a server rack.

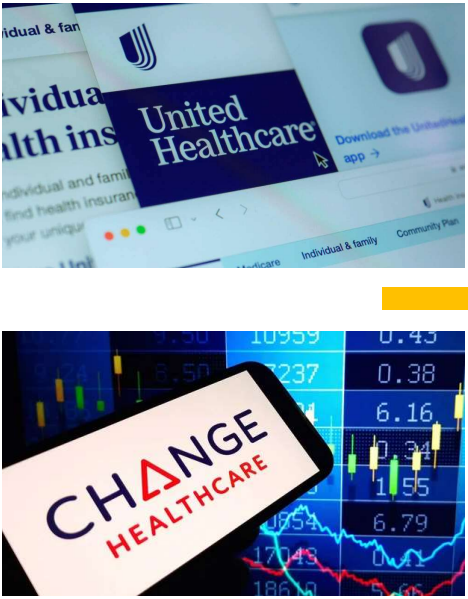
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# Current Topics

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- Attack began February 21
- March 3 – United Healthcare reportedly paid \$20M in “ransom”
- March 4 – Larger health systems were bleeding more than \$100M per day because of interruptions
- March 6 – lawsuits started against United Healthcare and Change Healthcare
- March 13 – Federal government launches investigation
- March 15 – Timeline for recovery announced
- Not over yet!!

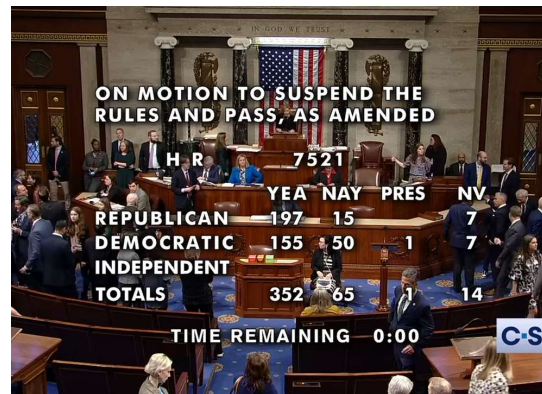
<https://www.unitedhealthgroup.com/ns/changehealthcare.html>


 Two images are shown. The top one is a smartphone screen displaying the United Healthcare app interface, with the text "United Healthcare" and "Download the UnitedHealth app" visible. The bottom one is a smartphone screen displaying the Change Healthcare logo in red and white, with a background of a financial candlestick chart.

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## Current Topics

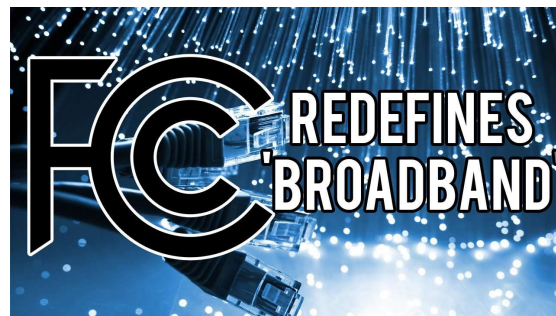
- House votes to ban TikTok unless the Chinese company that owns it sells it off in the next six months
- Currently there are more than 1500 million American users
- Concern is “national security” because the app’s “enormous power to influence and divide Americans”
- Bill now moves to the Senate



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## Current Topics

- FCC’s new definition of “broadband”
  - Download – 100 mbps or better
  - Upload – 20 mbps or better
- Important because this is used for reporting and subsidies
- 20% of Americans are below this threshold



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## In the OLD DAYS

- Delivery  
"over the air"
- Playback  
TV Set
- Content  
Major Networks



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## First Major Change

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- Delivery  
DVD via USPS
- Playback  
DVD Player
- Content  
Movies!!

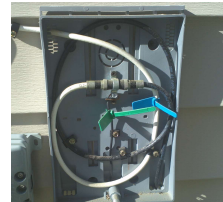


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## Cable

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- Delivery  
Provider owned cable to your house
- Playback  
Provider owned set top box
- Content  
Provider channel package



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# Satellite

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- Delivery  
Provider owned disk on the roof
- Playback  
Provider owned set to box
- Content  
Provider channel package

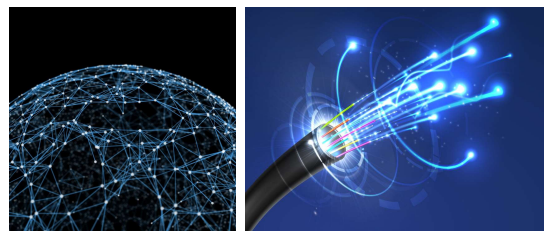


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# Now

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- Delivery  
Internet provider you use
- Playback  
A setup box you own
- Content  
À la carte providers you can choose



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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”
- Playback/Streaming platform
  - Roku Streaming Stick+ (\$40)
  - Amazon Fire TV Stick 4K (\$40)
  - AppleTV box (\$150)
  - “Smart TV”
- Content service
- Content choices (apps)
- Each “TV” must have its own way to playback/stream

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## Internet Service Provider



- Most Internet Service Providers have a TV bundle. The TV bundle has better margins.
- Look for good Internet speeds (at least 25Mbps but, ideally, at least 45Mbps) with minimum or noTV bundle.
- Comcast/Xfinity has internet package without TV but not an attractive price

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## Playback/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  
À 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.Pilo
- 14.FuboTV
- 15.Disney Plus

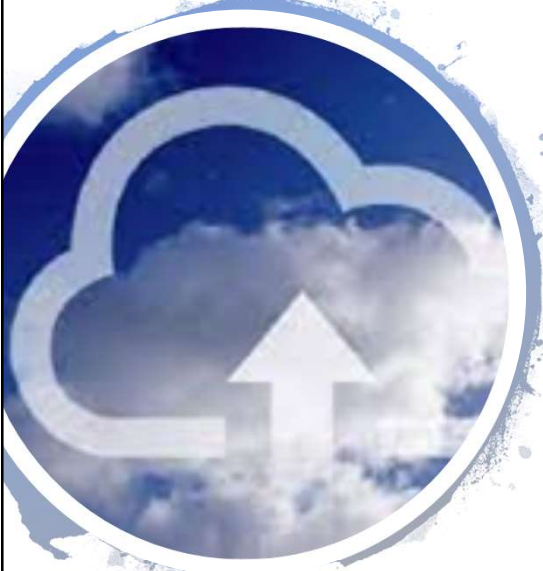
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New Content Providers  
(more all the time)

- Paramount+
- Discovery+
- Peacock
- DirectTV (not via satellite!)
- Comcast (not via cable!)

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A circular icon with a blue and white cloud background and a white arrow pointing upwards, representing cloud DVR.

## Cloud DVR

- Record live programs and favorites in “cloud storage”
- 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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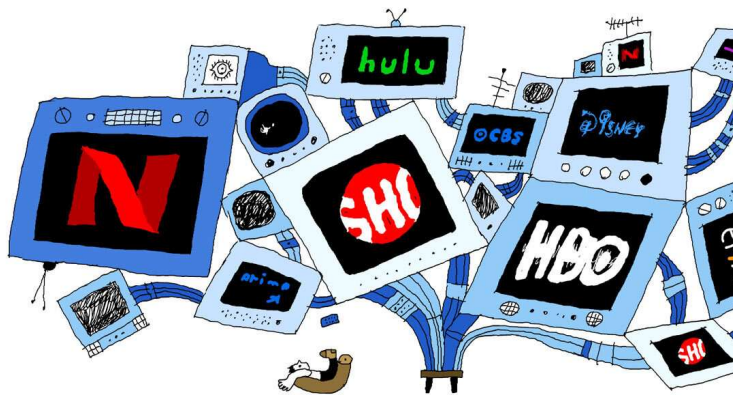
## Huge Benefit - Mobility

A smartphone lying on a dark, textured surface. The screen displays the word "NETFLIX" in red capital letters.

- You can take it with you on your own devices
  - Phone
  - Pads
  - Laptop
- You can login on other playback/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 (keep a notepad to record location of programs you like)
- “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*

Reelgood All Your Streaming Services in One Place. [reelgood.com](http://reelgood.com)

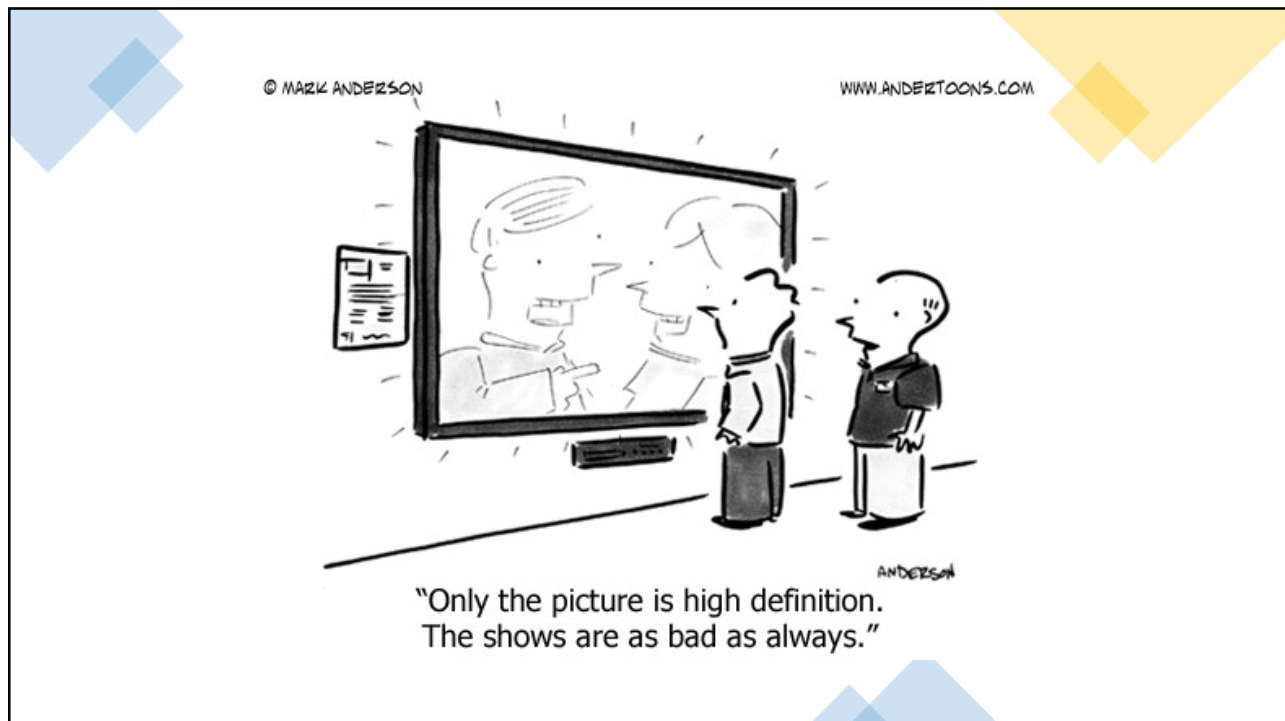
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## Streaming Costs in 2023

Service	Price	What you need to know
	\$4.99–\$9.99/month	Ace in comedy, reality, and sports
	\$4.99–\$9.99/month	Best for legacy TV and new blockbusters
	\$6.99/month	Small but mighty library for Apple fans
	\$6.99–\$19.99/month	Most shareable within a household
	\$7.99–\$10.99/month	For young families & Marvel fanatics
	\$7.99–\$14.99/month	Ideal for network TV and anime lovers
	\$8.99/month or \$14.99/month for Prime	You either already have it, or don't need it at all
	\$9.99–\$19.99/month	Must-have for pop culture connoisseurs



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