



1

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

2

Current Topics

Take The Pledge

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



3

Current Topics

- 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>



4

Current Topics

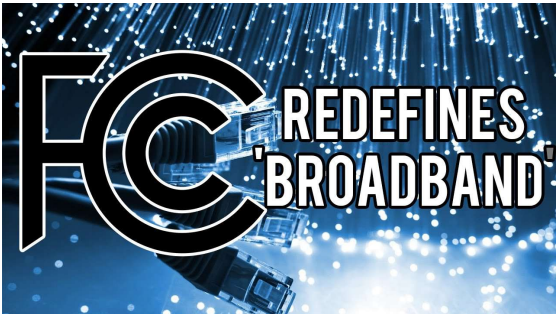
- House votes to ban TikTok unless the Chinese company that owns it sells it off in the next six months
- Currently there are more than 1500 million American users
- Concern is “national security” because the app’s “enormous power to influence and divide Americans”
- Bill now moves to the Senate



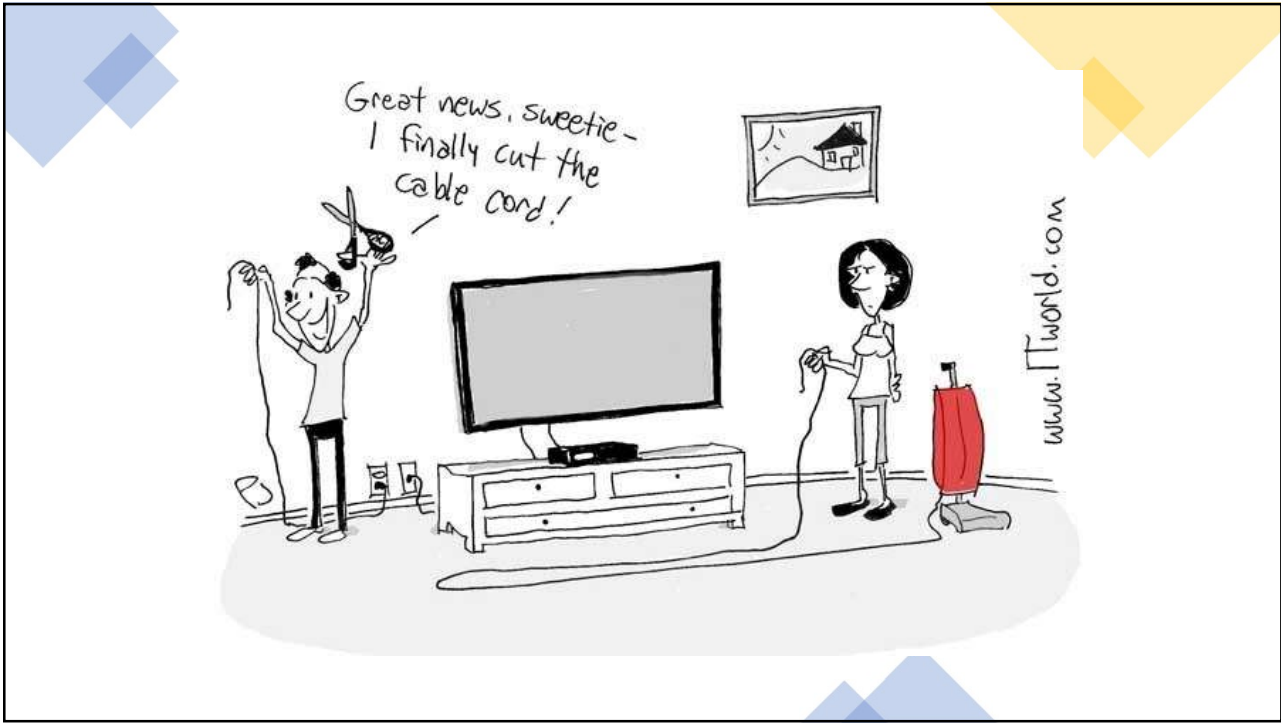
5

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



6



7

In the OLD DAYS

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



8

First Major Change

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



9

Cable

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



10

Satellite

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



11

Now

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



12

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?

13

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

14

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

15

Playback/Streaming Platforms



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

16



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.Philos
- 14.FuboTV
- 15.Disney Plus


17



New Content Providers
(more all the time)

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

18




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

19

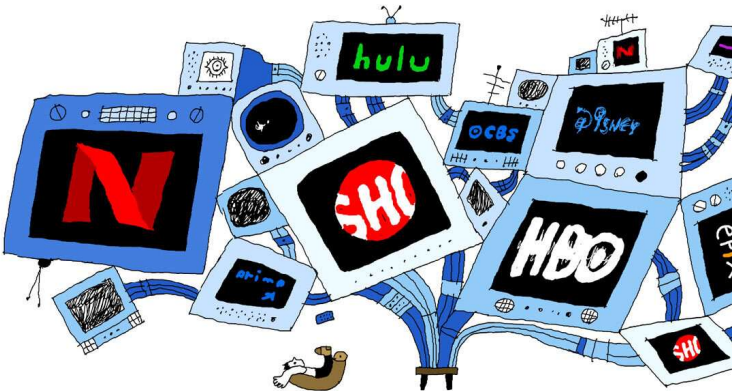
Huge Benefit - Mobility



- 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)

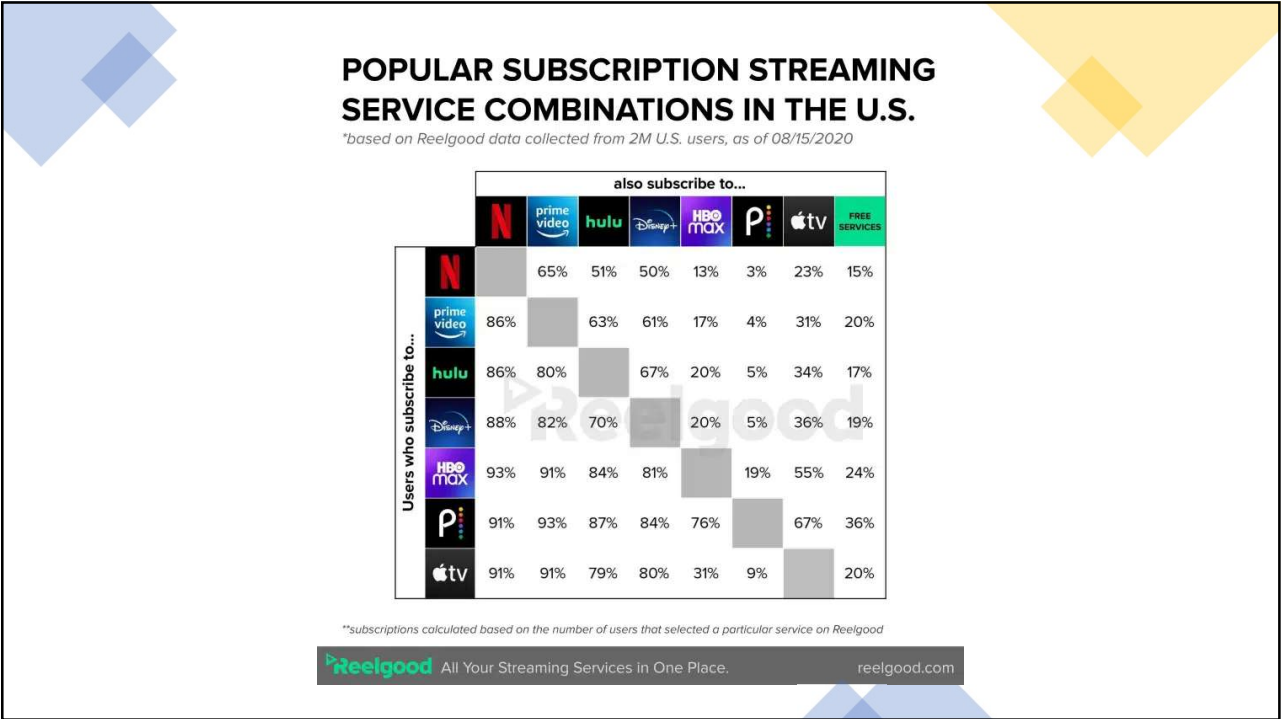
20

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

21



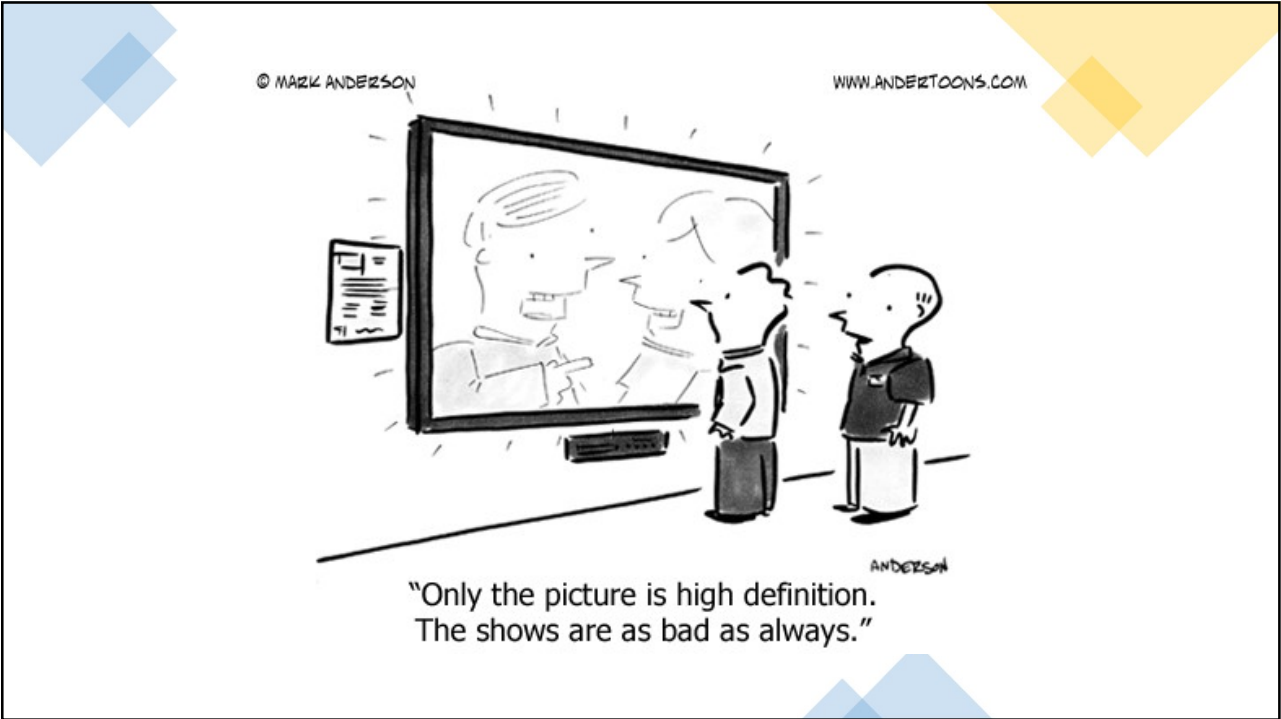
22

Streaming Costs in 2023

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

SimplyCodes

23



24