



“CUTTING THE CORD”

THE STATUS OF TELEVISION TODAY

SO WHY CUT THE CORD ?

- Save on fees
- No Contracts Cancel anytime
- Better picture quality
- Portable- on your *Mobile* device
- Reliability

WHO IS YOUR PROVIDER NOW?

Xfinity?

Dish/Direct

Over-the-Air

Streaming Exclusively

Other?

1980- WHEN I STARTED AT WATERMAN BROADCASTING

1980

3 local TV stations

- WINK
- WBBH
- WZVN
- PBS from Miami

- Retransmission Fees did not exist
- #140th TV Market #52 today 674,000 TV Households
- Jones Intercable \$28 per month
- No Internet..No WWW- No Cell service
- Portable Telephones expensive and big and not reliable
- Lee County Population 205,305-Today 889,547
- My Mortgage Payment \$187
- Average New Car Price \$7,754

Things began to change

Internet Began in 1969- 1983 added the TCP/IP

Transmission Control Protocol/Internet Protocol

1989 –The real birth of Intyernetc when the WWW was introduced to the public.

HBO- First real subscription Service -Launched in 1972

HBO 1975 when it made television history by beaming the "Thrilla in Manila" boxing match via satellite. This allowed cable providers nationwide to easily offer the network.

In the late 80's HBO began showing uncut movies w/o ads

In 1992 Congees established retransmission consent

Allowed Broadcasters compensated for Cable/Satellite carriage

Initially just for carriage on certain tiers- helped launch ESPN2, FX etc

Today stations are compensated for a few cents to \$5 plus per subscriber

Broadcast TV Surchargers on Cable/Satellite Bill

Blackouts today

	WBBH	WZVN	WFTX	WINK	
6:00p	30.5	GCN 6PM NBC	GCN 6PM ABC	JUDGE JUDY	WINK NW AT SIX
	31.2	7.8 25.2 30.8 52.4	1.8 5.8 30.8 12.0	0.6 1.8 30.8 3.8	3.8 12.4 30.8 25.7
6:30p	33.8	NBC NITELY NWS	ABC-WORLD NWS	WINK NEWS-630P	CBS EVE NWS
	34.3	8.9 26.2 34.1 60.2	4.2 12.3 34.1 28.2	0.9 2.7 34.1 6.2	2.4 7.1 34.1 16.3
7:00p	32.8	WHEEL-FORTNE	GCN 7PM ABC	FAMILY FEUD	WINK NWS AT 7
	33.2	8.8 26.7 33.0 59.3	2.0 6.1 33.0 13.6	1.4 4.3 33.0 9.5	1.5 4.6 33.0 10.3
7:30p	32.8	JEOPARDY	ENT TONIGHT 30	FAMILY FEUD B	INSIDE EDITION
	33.2	7.5 22.7 33.0 50.5	1.2 3.8 33.0 8.4	1.7 5.3 33.0 11.8	2.5 7.5 33.0 16.6
8:00p	34.9	LAW&ORD-EN-NBC	9-1-1-ENC-ABC	NEXT-CHEF-FOX	G&M FIRST-CBS
	35.1	3.4 9.9 34.7 23.2	1.6 4.6 34.7 10.7	0.8 2.2 34.7 5.2	5.0 14.4 35.0 34.1
8:30p	34.5				GRG&MND SP-CBS
	34.6				4.8 13.9 34.5 32.4
9:00p	33.6	LAW-SVU-EN-NBC	911 NV-ENC-ABC	FR FCT:HOF-521	GHOSTS-CBS
	33.2	3.6 10.9 32.8 24.0	1.3 3.9 32.8 8.7	1.2 3.6 32.8 8.0	1.8 5.5 32.8 12.1
9:30p	32.4				
	31.8				
10:00p	31.0	HNT PTY-EN-NBC	9-1-1: NV-5/21	WINK NEWS-10PM	ELSBETH-CBS
	29.6	1.9 6.8 28.5 13.1	0.9 3.1 28.5 6.0	0.9 3.1 28.5 6.0	2.8 9.7 28.5 18.6
10:30p	27.6				
	26.1				
11:00p	22.7	GCN 11PM NBC	GCN 11PM ABC	TMZ	WINK NEWS-11
	20.9	2.6 11.8 21.8 17.3	1.3 6.1 21.8 9.0	0.7 3.4 21.8 5.0	3.4 15.7 21.8 23.1
11:30p	20.1	TNTE SH-JF-NBC	JKL-ABC	BIG BNG THEORY	LT-COLBERT-CBS
	18.7	1.3 7.1 17.8 8.5	0.7 3.9 17.8 4.7	0.5 2.5 19.4 3.2	4.0 24.1 16.5 26.8
12:00a	17.0			SUITS	
	15.2			0.3 2.0 15.1 2.1	
12:30a	14.6	S. MYRS-SM-NBC	ABC-NITELINE		

Local TV Ratings last Thursday

6p – 50%

Prime – 33%

Colbert Finale- 6.5 Million
Carson Finale -50 Million

MY XFINITY Y LAST BILL 2024

- Xfinity services

• Tv Ultimate Tv	\$90
• Internet Superfast 400 Mbps	\$102
• Voice 30	\$30
• DVR	\$10
• Max/HBO	\$16.99
• Sports & Entertainment	\$9.95
• Equipment 3 boxes @ \$10	\$30
• Router	\$15
• Service Fee Broadcast and Sports fees	\$36
• Taxes and other charges	\$28.79
• Discount -	-\$50

- Total:

\$317.69

I have been a customer for
over 40 years

MY SERVICE NOW

• YouTubeTV	\$94	TV
• Youtube No Ads	\$18	Regular Google YouTube search
• Max(HBO)	\$3.33	Black Friday
• Disney+ Hulu	\$5.65	Black Friday
• Amazon Prime now w ads	\$12	Prime Membership includes Prime TV
• Netflix	\$10	Add on from Friend
• Curiosity Stream	\$3.95	Black Friday
• Walmart Plus	\$4	Like Amazon Prime
• Peacock	\$0	Free With Walmart
• Paramount Plus	\$0	Free with Walmart
• MGM+	\$0	Called and Complained about Cost
• Apple TV +	\$0	Free With Chase Bank
• <u>Quantum Fiber</u>	<u>\$60</u>	<u>Lifetime Deal</u>

Total per month \$207.60

XFINITY VS YOUTUBE TV APPLES TO APPLES

Xfinity \$317.69

YouTube TV \$154

Just YTTV/Quantum Fiber

IF YOU WANT TO CUT THE CORD OR CHANGE ISP'S

- First are you under a contract?
- Find out what Internet providers are available to you.
- What speed do you need?
 - Mbps Megabits per second varies
 - It measured in download speed and upload speed
 - Download more important. Business' need higher upload speed

I recommend 300 Mbps download / 25 up as you can stream 4k video on multiple devices, home automation, phones etc.

INTERNET PROVIDERS (ISP'S)

Xfinity \$40-\$60 Depending on speed

Quantum Fiber- 500/mgs U/D \$60 *Lifetime New \$55*

Whiskey Creek T Mobile and ATT Fiber coming

5g- ATT Verizon and T Mobile \$45

Low speeds but try for free

Starlink-\$55-\$85 per month- home and away

Amazon Leo – Coming soon – No official pricing

300 satellites now- over 3000 coming

FIBER

- Fiber Optic is going into many neighborhoods
- Incredible speeds – over 1 gig up and down
- Extremely reliable
- Inexpensive \$50-\$75

SO NOW YOU HAVE INTERNET ACCESS

- 2 ways to “Cut the Cord” What is available:
- Streaming services without or with Local and National Networks

SERVICES AND COSTS *WITH* LOCAL CHANNELS

- YouTube TV \$83
- Hulu + Live TV \$90
- Direct TV Stream \$89 per month
- Sling TV Blue \$60 per month Over-the -Air only for Locals
- Dish - \$99.99 per month – Includes Installation of Dish

SERVICES AND COSTS *WITHOUT* LOCAL CHANNELS

Free TV services

- Freevee
- Roku Channel
- Pluto
- Tubi
- Zumo Play

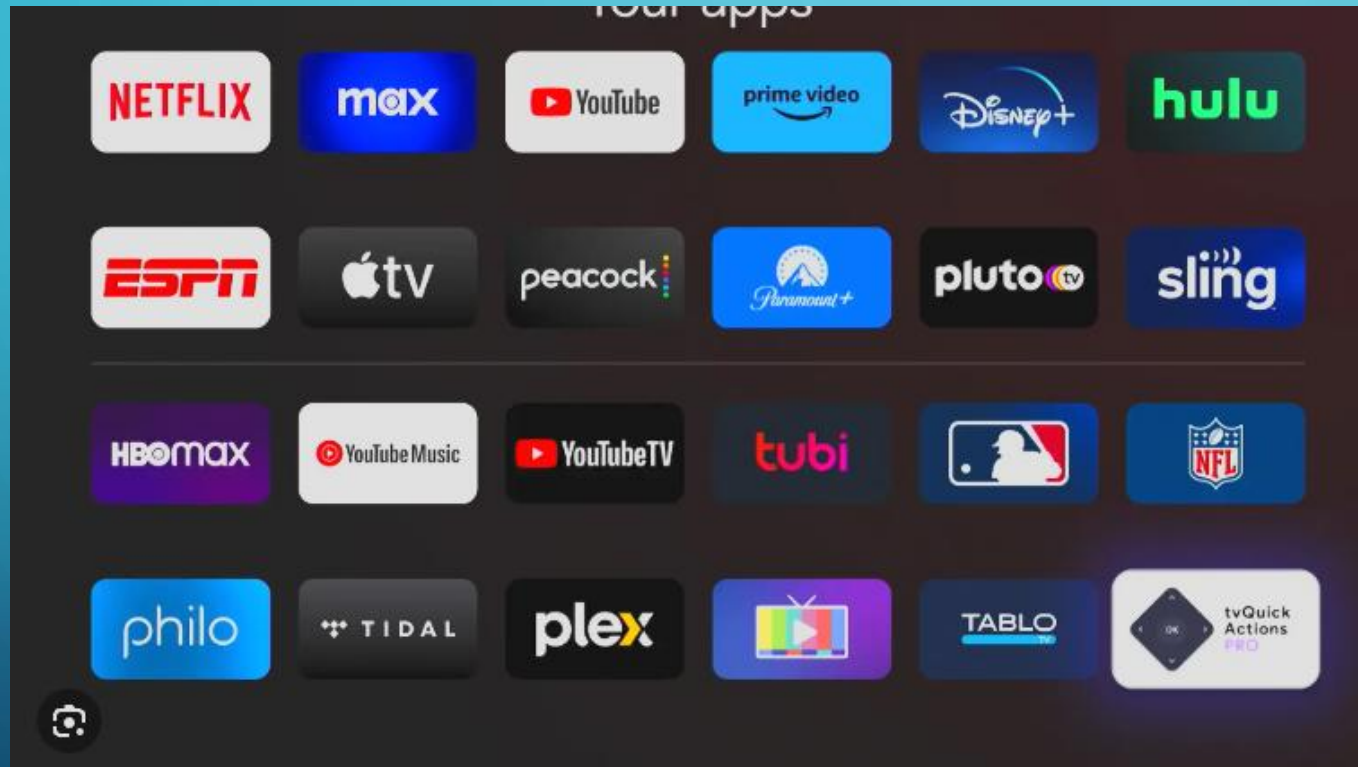
Includes FAST (Free Ad Supported Television)

And ALL Television Manufacturers have their own FAST apps

LG, Samsung, Vizio(Walmart 2.5 Billion)

SO WHAT DO YOU NEED?

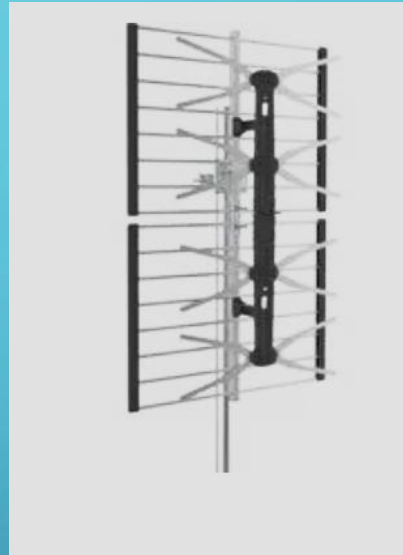
Download apps...and remote



BUT WAIT – IF YOU REALLY WANT TO SAVE FREE OVER-THE-AIR TV *

Antenna \$25

- 70 plus channels
- No internet needed
- Totally free after \$25



- Or a TABLO???

TABLO

ONE TIME CHARGE -\$99 (DEALS ALL THE TIME) \$79

ANTENNA - ATTIC (USE EXISTING CABLE TO HOOKUP)

INCLUDES GUIDE AND DVR

162 CHANNELS AND ADDING ALL THE TIME

Ghosts / Whodunnit
Sam's podcast editor gives her one last episode to wrap up Alberta's murder.
Starts in 4 hrs, 32 mins

Thursday, July 5, 2024

	7:30 PM	8:00 PM	8:30 PM	9:00 PM
4.1 CBS	Ghosts 30 min S02 / E21 TV-PG CC NEW	So Help Me Todd 59 min S01 / E19 TV-14 CC NEW		CSI: Vegas 60 min S02 / E19 TV-14 CC NEW
7.1 abc	Station 19 60 min S06 / E16 TV-14 CC NEW	Grey's Anatomy 61 min S19 / E17 TV-14 CC NEW		20/20 59 min S45 / E28 CC NEW
9.1 NBC	Law & Order 60 min S22 / E20 TV-14 CC NEW	Law & Order: Special Victims Unit 60 min S24 / E20 TV-14 CC NEW		Law & Order: Organ 60 min S03 / E20 TV-14 CC NEW
27.4 ion TELEVISION	Chicago P.D. 60 min S01 / E10 TV-14 CC	Chicago P.D. 60 min S01 / E11 TV-14 CC		Chicago P.D. 60 min S01 / E12 TV-14 CC
31.1 MeTV Toons	Programming Not Available			
ion HD	Private Eyes 60 min S05 / E03 TV-PG CC	Private Eyes 60 min S05 / E04 TV-PG CC		Private Eyes 60 min S05 / E05 TV-PG CC
Quack	Family Time	Family Time	Family Time	Family Time

BUT FREE OTA MAY CHANGE

- **ATSC 1.0 Advanced Television Systems Committee**

- The original digital television standard launched in the 1990s, replacing analog NTSC broadcasts. It supports high-definition (HD) video and 5.1 surround sound.

- **ATSC 3.0 Advanced Television Systems Committee**

- **(NextGen TV):** The current broadcast standard adopted by the FCC that blends over-the-air antenna signals with broadband internet. It supports up to 4K Ultra-HD video, High Dynamic Range (HDR), immersive Dolby Atmos audio, and interactive features

- **2028 for Major Markets All Other 2030**

- **DRM – Digital Rights Management-** pushed for by Broadcasters
 - They could charge for Free TV
- **Expenses Tuners required-** Manufactures pushing back

Stay Tuned !



QUESTIONS ?