

Trends in TV Viewing – TV on the Internet & Ways to Lower Your Cable Bill

Fairfax County
Communications Policy and
Regulation Division
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Introduction

- Communications Policy and Regulation Division (CPRD) assists County residents with cable-related problems
- Topics:
 - Types of services available in the County
 - Trend towards video over the Internet - Over the Top Video (OTT)
 - TV using a TV antenna over the air (OTA)
 - Ideas to reduce your cable bill

Options

- Cable operators: Cox, Comcast, Verizon
- Cable system services
 - Video
 - Internet
 - Telephone Service
 - Mobile Cellular service (Verizon only)

Options

■ VIDEO (how you can get TV/Video)

- Cable Video:

- Comcast, Cox, Verizon

- Satellite:

- Dish, DirecTV

- Over-the-Air (“OTA”)

- Local broadcast television, now digital

- Over-the-Top (“OTT”)

- TV via the Internet
- Netflix, Hulu, etc.

- Wireless (cell phones/mobile devices)

- Video on your phone

Options

- INTERNET (how you can get Internet)
 - Cable Internet:
 - Comcast, Cox, Verizon
 - Satellite
 - Dish, DirecTV, Hughes
 - Wireless (cell phones/mobile devices)
 - Laptop - WiFi (hotspots)

Concerns about regular Cable Video

- Most people have received multichannel video over cable in past 30 years
- Sources of dissatisfaction with cable:
 - Rates
 - Customer service
 - Packaging of programs or channels (vs. “à la carte” options)
- So other sources for video are developing, including OTT

Over-the-Top Video

- OTT often referred to as "over-the-top" because these services ride on top of the service you already get and don't require any business (or to some extent technology) affiliations apart from the Internet service and cord connections to your house.
- OTT is streaming video over the Internet seen as competitive with traditional cable offerings
- Separation of content from traditional cable resellers and sometimes original content offered. *E.g., House of Cards, Orange is the New Black* (Netflix)
- Millennials said to most likely generation to be "cord-cutters" or "cord-nevers"
- Trend – more people tend to be watching via OTT

Over-the-Top Video

- Many sources: General content - Netflix, Hulu, Amazon, YouTube, iTunes
- Appearance of OTT packages:
 - HBO Now (10/2014), \$15
 - CBS All Access (10/2014), \$6
 - Dish's Sling TV (with ESPN) (1/2015), \$20
 - Nickelodeon (1/2015) – Noggin preschool *app*, \$6
 - Showtime (6/2015), \$11 (\$8 via Hulu)
 - Apple (2/2015) – in 2016, 25 channels @ \$40

Roku's ad for Sling TV



Roku

New: watch live TV for \$20/month on Sling TV. [Learn more >>](#)

slings
TELEVISION

LIVE TV

ON YOUR

ROKU PLAYER

Watch ESPN instantly.
No annual contract. No commitment.

TRY 7 DAYS FREE!

slings
TELEVISION

ADD CHANNEL **+**

ESPN

Roku's ad for Sling TV

Sling TV features the best of live TV like ESPN, TNT, TBS, Disney Channel, HGTV, and more!



Plus, with our extensive library of video on demand, you can rent the hottest new movies and see the latest episodes of your favorite shows. The best part?

Sling TV is just \$20/month!

No annual contract. No commitment.

Just great entertainment. Cancel anytime online.

Add the Sling channel today and watch live TV instantly on your Roku player for just **\$20/month!**

Over-the-Top Video from The Cable Company

- Cox and Verizon “TV Everywhere” and Comcast “TVGo” streaming channels online and on demand
- Comcast has other initiatives:
 - “**Stream**” \$15 (for its broadband customers) - Boston
 - “Watchable” no need to be a customer (Internet content, not TV channels)
 - “Seeso” (comedy channel, 1/2016, \$4)
- Verizon: “Go90” app
 - Free for now
 - Internet content, some live sports

How Do You Get OTT? - Devices

■ Smart TVs



■ Blu-Ray Players



■ Roku, Apple TV, Chromecast, Amazon Fire



■ Gaming Boxes



■ Computers/Laptops



Smart TVs



OTT from a Smart TV Screen



How a Roku Box Screen May Appear



How an AppleTV Player Screen May Appear



To get Netflix on a Smart TV, select the Netflix icon



How Does It Look? (Netflix)

NETFLIX

Browse ▾

Kids

DVD

Search



allan ▾

New Releases



Recently added in Action & Adventure



Recently added in Children & Family Movies



How Does it Look? (Hulu)

hulu TV MOVIES ORIGINALS KIDS LATINO ADD-ONS ...

WATCH COMMERCIAL-FREE ALLAN (0)

Watch the Special Presentation
Michael Bublé's Christmas in Hollywood
Join the multi-Grammy Award winner as he croons in the holiday season with special guests Celine Dion, Sharon Jones & the Dap-Kings, Tori Kelly, and more!

Presented by **Chex party mix**



The Mindy Project
★★★★★
Comedy
A single-camera comedy starring Mindy Kaling, that follows a series of OBSEVY navigating the tricky waters of both her personal and professional life, as she pursues her dreams of becoming the... more
4 Seasons 20 Episodes 18 Clips

Start Watching



Season 1, Episode 1
11/11/11 (22 min)

Add to Favorites

ONLY ON HULU >



THE MOST TV-FULL TIME OF THE YEAR >



Tis the Season
This holiday season, gather 'round the TV and watch all-new episodes of current hits and full seasons of great shows.

Presented by **T-Mobile**



POPULAR SHOWS >



<http://www.hulu.com/the-mindy-project>

Compare devices (see handout)

Smart TVs



Blu-Ray Players



Roku, Apple TV, Chromecast, Amazon Fire



Gaming Boxes



Computers/Laptops



Pros and Cons

- OTT still requires Internet service
- Needs a *robust* Internet connection
 - Pricing – For OTT need to add cost of Internet service plus cost of multiple programmers (Netflix, Hulu, Soompi.com, etc.)
 - Data caps?
- Real time programming currently hard to access using OTT – especially live broadcast TV – next day only
 - Some sites require a cable subscription

Where Will OTT go?

- Whether OTT develops as a viable competitor to cable bundles depends on—
 - Legal conditions: net neutrality, how OTT providers should be classified
 - Business model: what format becomes a viable business
 - Customer acceptance: service quality, costs, user-friendliness
 - Data caps

OTA Option

Over The Air (OTA)



Ways to Lower Your Bill

1. PARE DOWN SERVICES:

- TV – call cable operator – just ask
- TV – cable - reduce services, tiers
- Voice – Can reduce to cell (only if cell connection is robust) – phone long distance/International using Internet Skype/Face Time for free.
- Internet – Switch to lowest “high-speed” connection available to suit your needs

Take Advantage of Offer Competition – Next Best Thing to Rate Competition

2. SWITCH TO ANOTHER TECHNOLOGY

- TV - OTA (Over the Air) (local channels) in other rooms
- TV - Use OTT (Over The Top) TV to get movies over Internet (Slingbox, Apple TV, Hulu)

3. SWITCH TO ANOTHER PROVIDER

- Offers – offers come in the mail or online or in stores (e.g., kiosks in Best Buy, Costco, Walmart)
- To get the best deal with your existing provider, get an offer in hand from the competition and talk to the “loyalty” or “retention” level representatives.

Take Advantage of Offer Competition – Next Best Thing to Rate Competition

- You may have 30 days to get out of a price lock guarantee/offer
- Try to negotiate getting free installation / connection fees when you switch

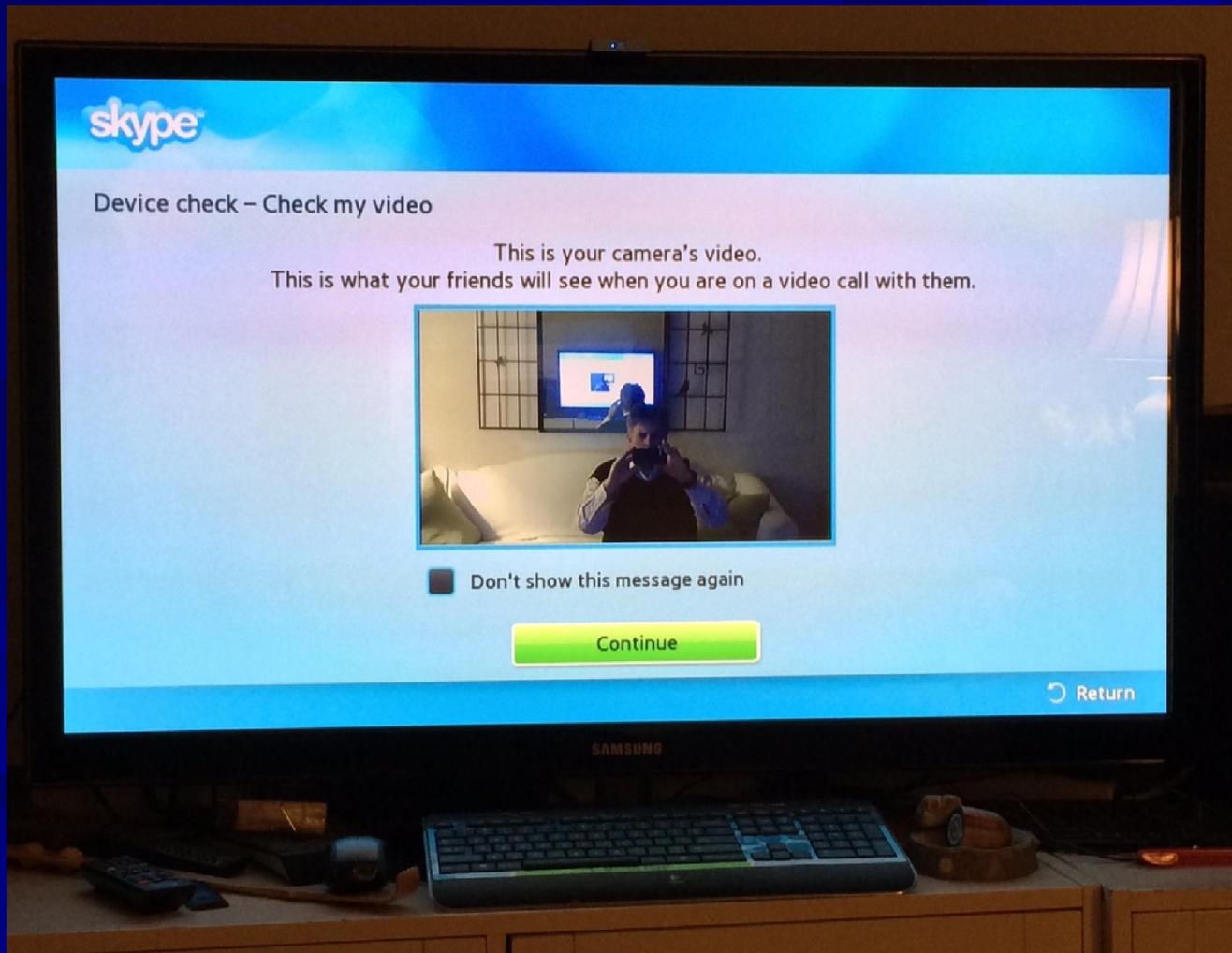
Phoning on a Smart TV



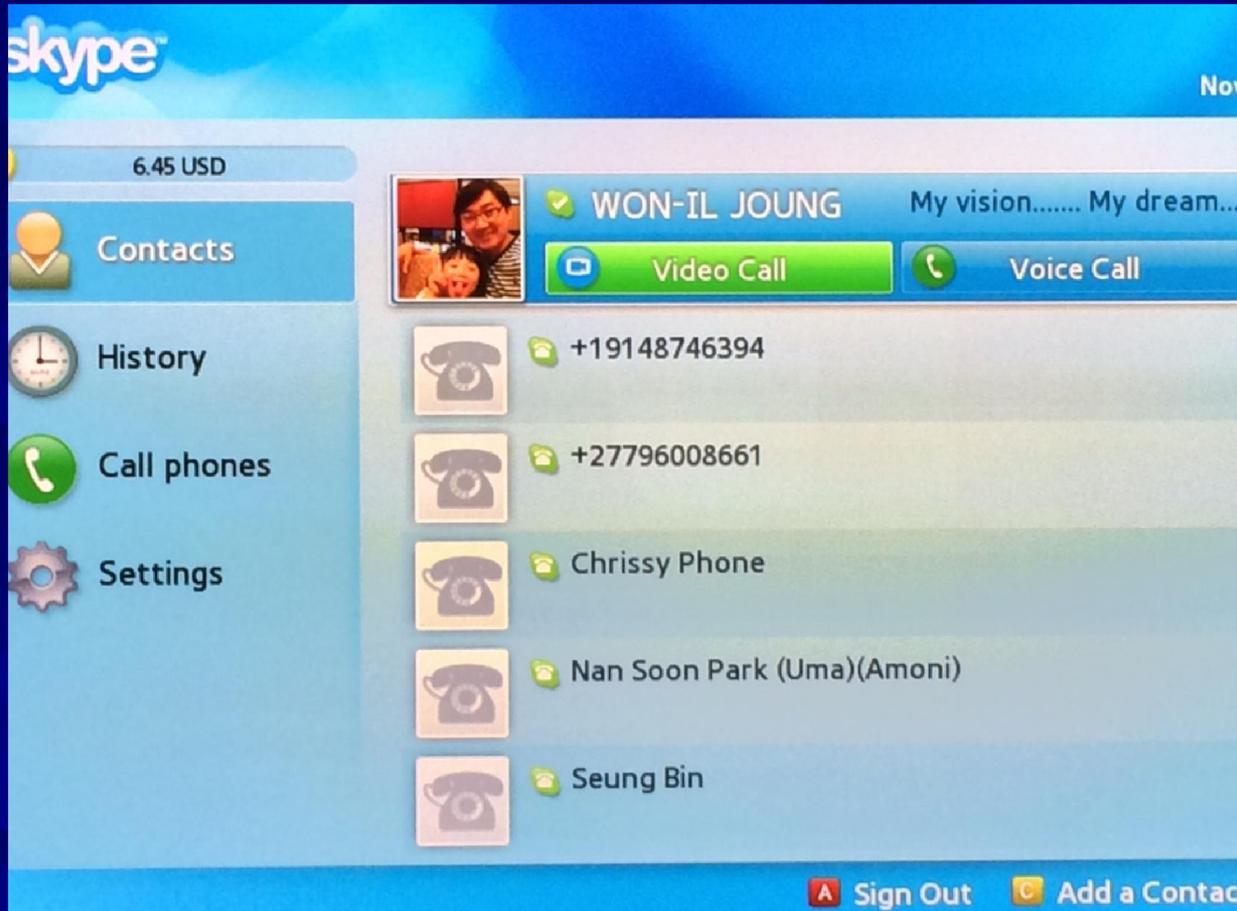
Skype on a Smart TV



What You Will Look Like on Skype on a Smart TV



Making a Call on Skype from my TV



Questions

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