



FORDS COLONY COMPUTER & TECHNOLOGY CLUB

Membership Meeting

January 15, 2018

BREAKING DOWN YOUR COX CABLE BILL

- A significant recurring cost is the monthly rental of your cable TV Set Top Boxes (STB).
- If you've elected to use their Contour offering, the amount adds up quickly!

TV EQUIPMENT	PRICING
Digital Receiver (non-HD)	\$8.50/mo.
HD Receiver	\$8.50/mo.
HD-DVR Receiver	\$8.50/mo. + \$12.99/mo. DVR service fee
Contour Record 2 HD-DVR Receiver	\$8.50/mo. + \$12.99/mo. DVR service fee
Contour Record 6 Whole Home HD-DVR Receiver*	\$8.50/mo. + \$19.99/mo. Record 6 DVR service fee
CableCARD™	\$1.99/mo.
mini box™	\$2.99/mo.

Access to HD channels included with Cox Contour TV and higher packages

*Additional Whole Home HD-DVR Receivers cost extra

- Typical Hardware Cost/mo.
 - Contour Service & Contour Record 6 DVR
 - $\$19.99 + 8.50 = \$28.49/\text{mo.}$
 - (3) Additional Client Set Top Boxes
 - $3 \times \$8.50 = \$25.50/\text{mo.}$
 - TOTAL
 - **\$53.99/month**

COX TV CONTENT SERVICES

- Most of Cox's pricing is bundled, making it difficult to identify just the cost of TV program content.
- At the low end of their Contour offerings, the pricing appears to be ~\$65/month, exclusive of taxes and other sundry fees.
- High end with inclusion of premium channels and packages – monthly price can approach \$150/month or more.
- Many of these add-ons have initial teaser rates, that ratchet up to higher retail prices after a period of time.

TV PLANS

TV BUNDLES


FAQS

Showing 2 of 2 plans:

Filter by TV Channels

CONTOUR

Our Best TV Experience for viewing HD channels on your TV and mobile devices.



Get the new innovative on-screen TV guide, Voice Remote Control and easy access to all of your Netflix content when bundled with Internet Preferred or higher.

EXPLORE THE CONTOUR EXPERIENCE >

140+ CHANNELS INCLUDED

OPTIONAL CHANNEL PAKS

EQUIPMENT

APPS

Contour TV Plan

140+

channels on your TV and devices

Reg. ~~\$77.99/mo.~~

Sale **\$64.99/mo.**

You Save 17%

For 12 months, see [Offer Terms](#)

Includes:

- Local programming, A&E, Comedy Central, Discovery, ESPN, HGTV & more
- HD Channels Included
- Stream Live TV and OnDemand Content anywhere in your home

Add to Cart to Customize





















US Adult Pay TV and Non-Pay TV Viewers, by Type, 2016-2021

millions and % change

	2016	2017	2018	2019	2020	2021
Pay TV viewers	201.1	196.3	192.0	188.3	184.7	181.7
Pay TV viewer growth	-1.6%	-2.4%	-2.1%	-2.0%	-1.9%	-1.6%
Non-pay TV viewers	49.2	56.6	63.4	69.7	75.7	81.0
—Cord-nevers	32.5	34.4	36.3	38.0	39.6	41.0
—Cord-cutters	16.7	22.2	27.1	31.7	36.1	40.1
Non-pay TV viewer growth	13.7%	15.1%	12.1%	9.9%	8.5%	7.1%
—Cord-nevers	6.7%	5.8%	5.6%	4.7%	4.2%	3.6%
—Cord-cutters	30.2%	33.2%	22.0%	17.0%	13.7%	11.0%

Note: ages 18+; pay TV viewers are individuals who have access to traditional pay TV services; excludes IPTV and pure-play online video services (e.g., Hulu, Netflix, YouTube, Sling TV, etc.); non-pay TV viewers are individuals who no longer have access to traditional pay TV services or have never had access to traditional pay TV services

Source: eMarketer, July 2017

Product	DirecTV Now 	Sling TV 	Hulu 	CBS All Access 	fuboTV 	Amazon Video 	Netflix 	HBO Now (for iPad) 	Sony PlayStation Vue 	YouTube TV 
Lowest Price	\$35.00 DirecTV SEE IT	\$20.00 Sling Media SEE IT	\$7.99 Hulu SEE IT	\$5.99 CBS Interactive SEE IT	\$39.99 fuboTV SEE IT	\$8.99 Amazon SEE IT	\$7.99 MSRP SEE IT	Free iTunes Store SEE IT	\$29.99 MSRP SEE IT	\$34.99 MSRP SEE IT
Editors' Rating							 EDITORS' CHOICE			
Best For	Cord Cutters With AT&T	Cord Cutters	TV Fans	CBS Fans	Sports Fans	Bargain Hunters	Original Programming Fans	Premium Content Fans	Cord Cutters With PlayStation	Google Faithful
Starting Price	\$35/month	\$20/month	\$7.99/month	\$5.99/month	\$39.99/month	\$8.99/month	\$7.99/month	\$14.99/month	\$39.99/month	\$35/month
Concurrent Streams	2	1-4	1	2	2	2	1-4	Yes (undefined)	1-5	3
Live TV	✓	✓	✓	✓	✓	—	—	—	✓	✓
Original Programming	—	—	✓	✓	—	✓	✓	✓	—	—
Ads	✓	✓	✓	✓	✓	—	—	—	✓	✓

Source: PCMAG.COM - The Best Video Streaming Services of 2018

COMPARISONS

NETFLIX

- Solid selection at all times, with new titles exchanged for older ones monthly. And there's Netflix original programming to take into account, too.
- Pricing: Two concurrent HD streams \$10.99. For \$13.99, you can get up to four concurrent streams and support for 4K content.
- Platforms: Netflix is available on a variety of devices, from your PC and tablet to the Chromecast and game consoles. (Available on Android, iOS, and web)
- Content downloadable for offline viewing.



- ~ 40,000 titles to stream, but only a fraction of those are included with Prime streaming. Also offers Streaming Partners program.
- Pricing: Standalone Amazon Video \$8.99 per month; better deal is Amazon Prime which includes Amazon Video, Photos, Music, and other Amazon-centric perks—for \$99 per year. Supports two concurrent streams, as long as you're watching different videos.
- Platforms: Most excepting Chromecast
- Content downloadable for offline viewing.

COMPARISONS



- YouTube TV also provides live TV streaming, but check to make sure it's available in your city.
- [Our Market Offerings](#)
- Unlimited cloud DVR storage. YouTube will keep your recordings for nine months, and you can stream your content from anywhere in the US, if you're connected to the internet (and you sign in from a home network once every three months to verify your location).
- One YouTube TV membership supports up to six accounts, so you can share with family or roommates, though you can only stream from three accounts at once
- <https://youtu.be/qediav063xQ>



- CBS All Access is the only place you can watch CBS Live other than cable or OTA.
- For \$5.99/mo. w/ads, you can tap into 8,500 episodes; stay up to date with shows currently on the air or catch up with old favorites like The Twilight Zone, Taxi, and every Star Trek. New episodes are available the next day. Live TV streams are available in 185 markets.
- CBS All Access Commercial Free for \$9.99/mp. (with the exception of live TV and select shows).
- TV classics are ad-free on both plans.
- Most platforms are supported.

COMPARISONS



- Hulu gets content almost immediately after shows air live on TV thanks to its big studio backers. Netflix and Amazon typically get new TV series months or even a year after their TV debuts,
- Pricing: \$7.99/mo. w/ads; \$11.99/mo. w/o ads - though some popular shows will have 15-sec. pre-roll and 30-sec. post-roll ads
- Add-ons: Showtime \$8.99/mo.; HBO for \$14.99/mo.; Showtime for \$9.99/mo.
- Supported on most platforms; can only stream to one device at a time.
- Hulu recently released a live TV option, named simply **Hulu With Live TV**. It starts at \$39.99/mo. and is currently in beta, looks very promising. Watch on two screens simultaneously or upgrade to unlimited streams for another \$14.99.



- As close to the traditional TV experience as you can get online. For \$20/mo., Sling **Orange** TV offers live access to channels like AMC, TBS, The Food Network, CNN, TNT, and more.
- Options:
 - Sling **Blue** with support for three simultaneous streams for \$25, **Orange & Blue** with support for four simultaneous streams at \$40.
 - Some channels on Sling Orange are not available on Sling Blue and vice versa (here's a breakdown). The Disney Channel, for example, is only on Sling Orange, while Fox Sports is only on Blue.
- Add-ons @ \$5/each:
 - Comedy extra adds MTV, Spike, Logo, and more,
 - Kids extra offers channels like Teen Nick and Disney cloud DVR, which supports up to 50 hours of content.
- Platforms: You can record multiple programs simultaneously and watch on Amazon, Android, Apple TV, Roku, and Xbox One devices. Cloud DVR is not currently supported for Disney and ESPN or on-demand channels like Newsy and Local Now.

COMPARISONS



- fuboTV is a great option for any cord-cutting sports fans.
- fubo **Premier**, does cost \$39.99/mo. access to 82 television channels.
 - National sports events, there's NBC, CBS, FOX, NFL Network and NBA.TV.
 - International sports, channels from the beIN network and Univision.
 - Plus a wide variety of other channels such as The Food Network, CNBC, FX, USA, SYFY, and National Geographic, just to name a few.
 - Plus on-demand shows and movies.
- Offers excellent DVR capabilities and Lookback, a feature that lets you watch anything you may have missed up to 72 hours after it first aired.
- Supported on most platforms



- Offers dozens of channels of live TV without installing a satellite dish or running cables. The service features excellent picture quality and plenty of connectivity options, and subscriptions start at \$35 per month. No DVR or rewind features.
- Tiered Offerings:
 - Live a Little** (\$35/mo.) offers more than 60 channels, covering the big networks you'd get in a standard cable package.
 - Just Right** (\$50/mo.) includes 80+ channels, adding more niche and spin-off networks.
 - Go Big** (\$60/mo.), available at a promotional price of \$35 during DirecTV Now's opening months, and brings the total number of channels past 100 by adding networks like BBC World News, Discovery Family, Logo, Oxygen, Sprout, and Sundance TV. The \$70 monthly
 - Gotta Have It** (\$70/mo.), more than 120 channels, adding Boomerang, Chiller, El Rey, Univision Deportes, and eight Starz channels.
- Add-ons: HBO or Cinemax to any package for \$5 each, which includes all live HBO or Cinemax channels and access to the respective networks' on-demand library.
- Local affiliates include ABC, **Fox**, and **NBC**, and their availability depends on your location. **CBS** and **The CW**, meanwhile, aren't available on the service.

Red = N/A in WMBG Market

STREAMING ALTERNATIVES TO CABLE CONSIDERATIONS

PROS

- Some customization of paying for what you watch; many provide their content in tiered packages at different price points
- Most support numerous platforms for viewing, both home and mobile
- A few offer Cloud DVR service
- Concurrent watching – from 2-5 depending on the provider
- We're in the early innings of rich content streaming services that will rival cable – it will only get better!

CONS

- No real ala carte provider as of now
- Limited to no local channels offered
- None to date offer CBS – only available through their own streaming service
- Most services force you to watch the commercials; some have opt out offerings for more \$
- No 3rd party streaming DVR service or device currently exists to FF through commercials
- Some network shows not available Live – but can many may be viewed On Demand, most with commercials