

Watching TV Without Cable!

Streaming Your Way to Your Favorite Shows

What is Streaming?

- Content received over the Internet
- Streaming versus Downloading
- No Cable Box

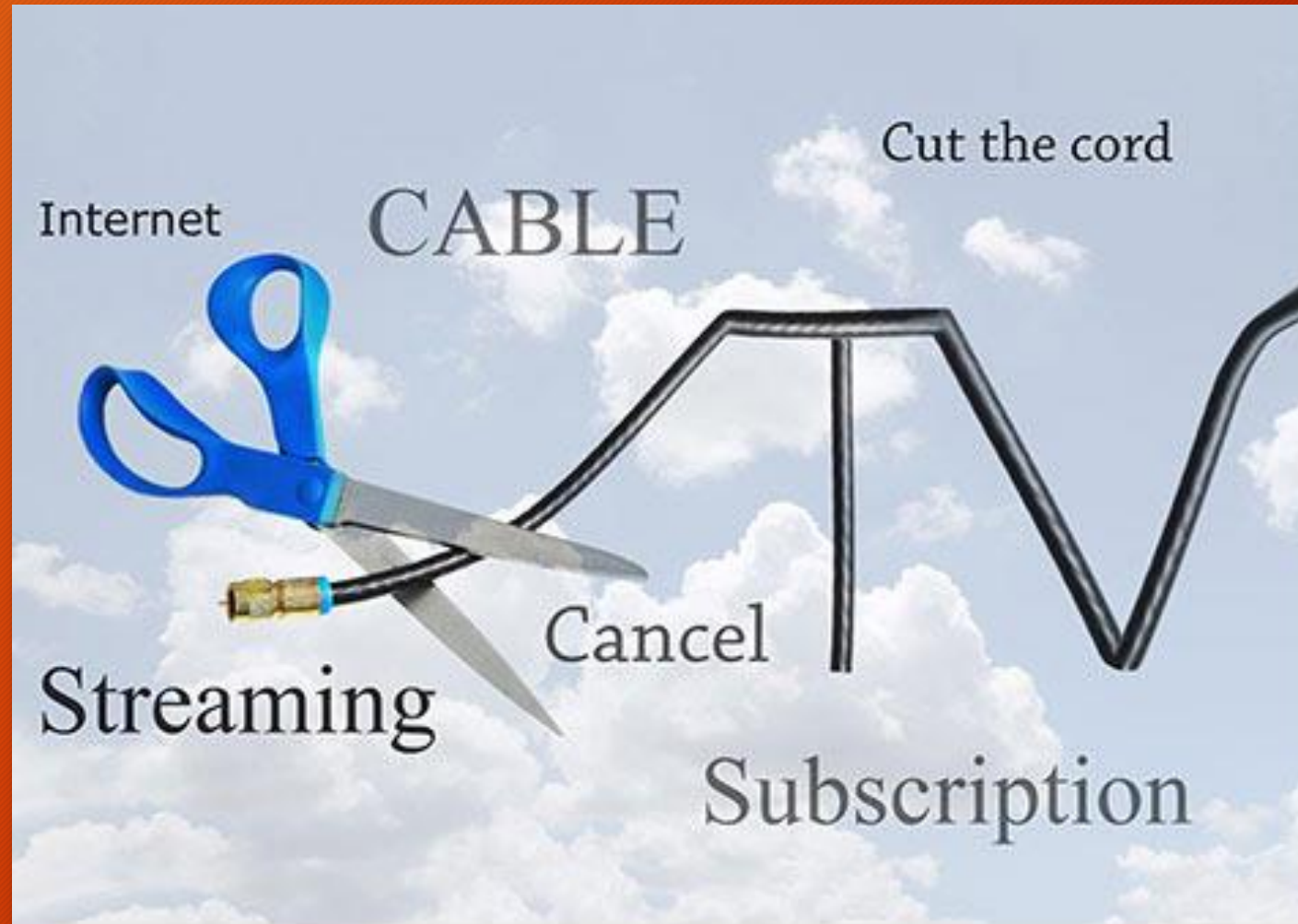
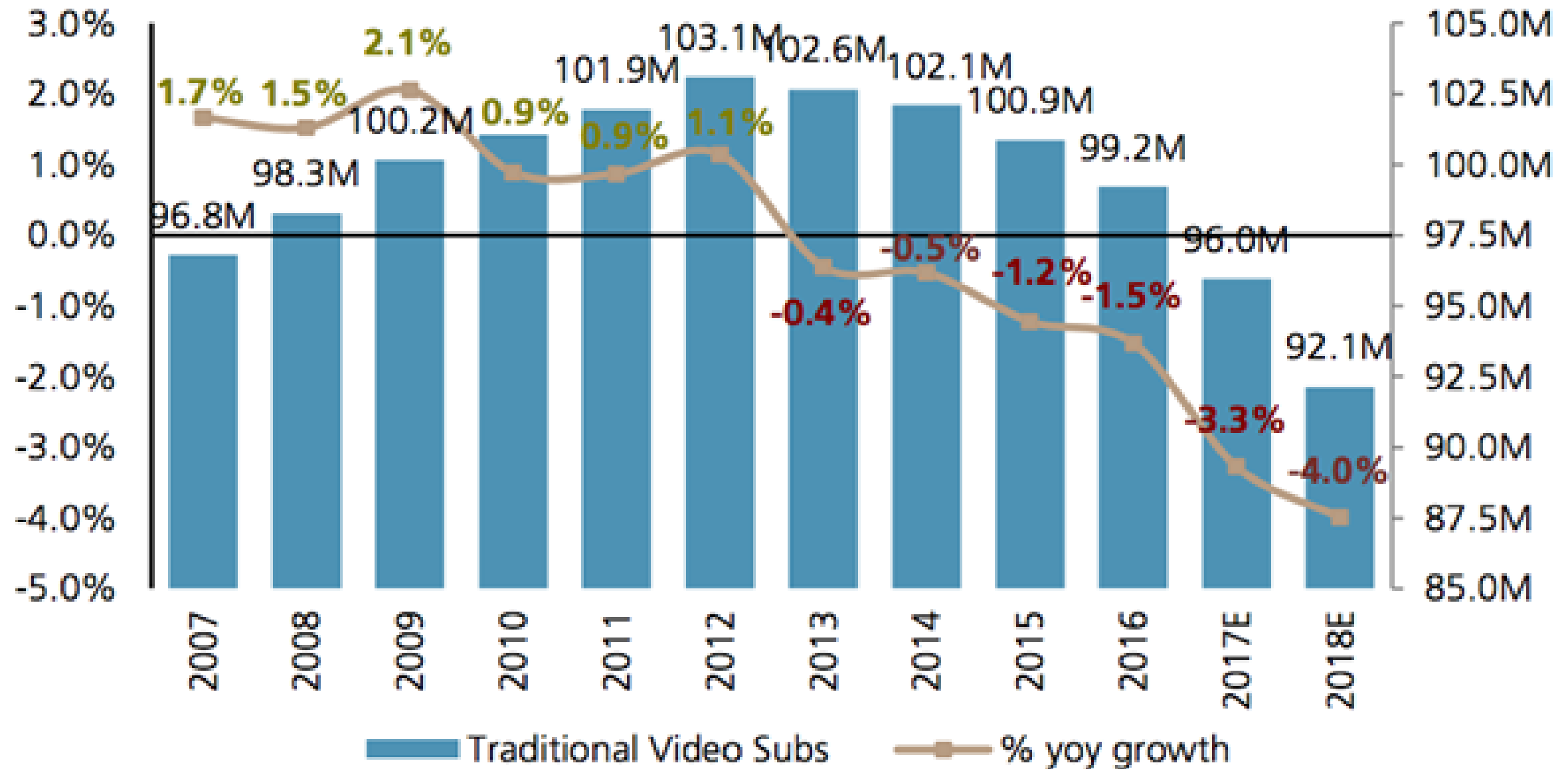
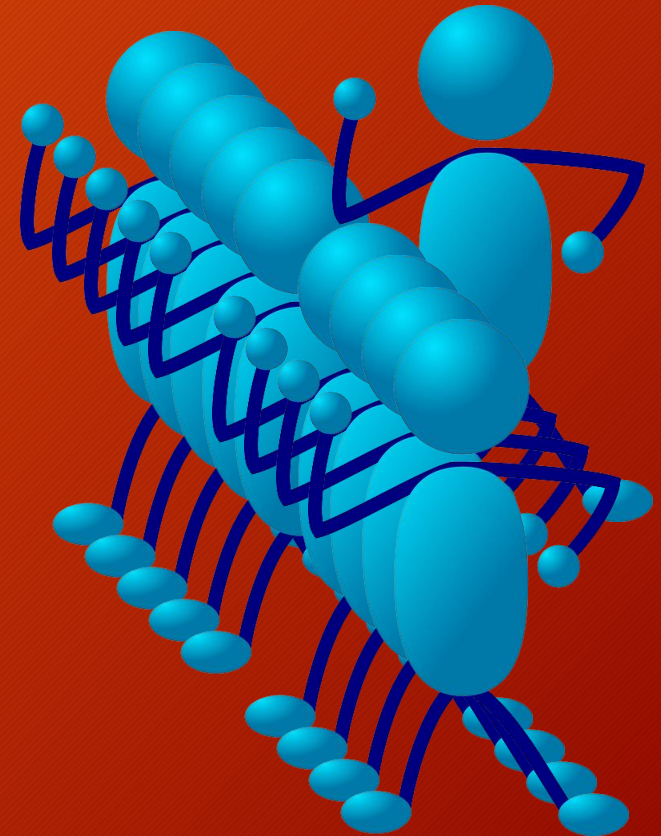
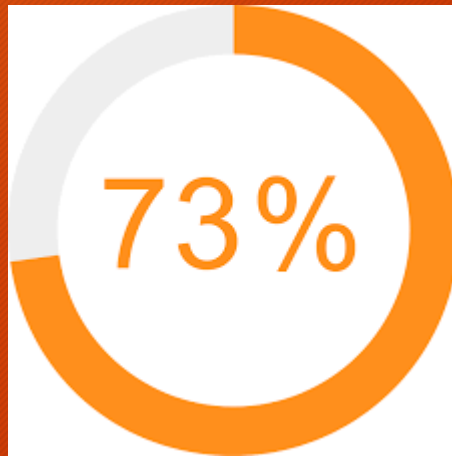


Figure 7: Traditional video subscribers



Source: Company data, UBS estimates

- 2 in 5 people Stream Video On Demand
- 1 in 10 SVOD users have more than one subscription service
- 73% of US Consumers Binge Watch Television



Benefits of Streaming

- Save Money
- Customize Channels - include local channels
- No Contracts
- Easy Set Up
- Access Anywhere - Multiple Devices
- No Satellite Equipment
- No DVR - on demand, cloud storage

Streaming Applications

- Sling
- Hulu
- Hulu Live TV
- You Tube TV
- Direct TV NOW
- Netflix
- Amazon



- 7 Day Trials
- Month to Month Subscription
- Add ons available for specialty channels



Sports Addicts!!

- Hulu Live TV
- You Tube TV
- Independent Channels

MLB

NHL

MLB

Golf

Soccer

Streaming Device Managers

- Roku
- Amazon Fire
- Chromecast
- Xbox
- Playstation
- Apple TV
- Amazon Fire
- Smart TVs



ROKU

- Easy to set up
- Easy to use
- Remote - voice control remotes available
- Lots of free content
- Hollywood blockbusters
- Live TV and Sports
- Original content, movies and the latest TV shows

1-2-3 Set Up



Roku players
Plug into your TV



Roku TVs



Modem/router



Happy streaming

Power it up

Connect to the Internet

Create a Roku account and activate your device

How To Videos

Roku Ultra:
Setup Instructions

None of this matters without
reliable, fast Internet!!!





Streaming...1..2..3..GO!

- Reliable Internet
- Smart TV and/or Streaming Device Manager
- Streaming Application Subscriptions
- GO!

QUESTIONS...DEMOS...SET UP???

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