

# A COMPLETE GUIDE TO UNDERSTANDING STREAMING TELEVISION

Watching TV Today and in the Future:  
Cable, Netflix, Hulu, HBO Max, Disney+, and More





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A Complete Guide to Understanding Streaming Television  
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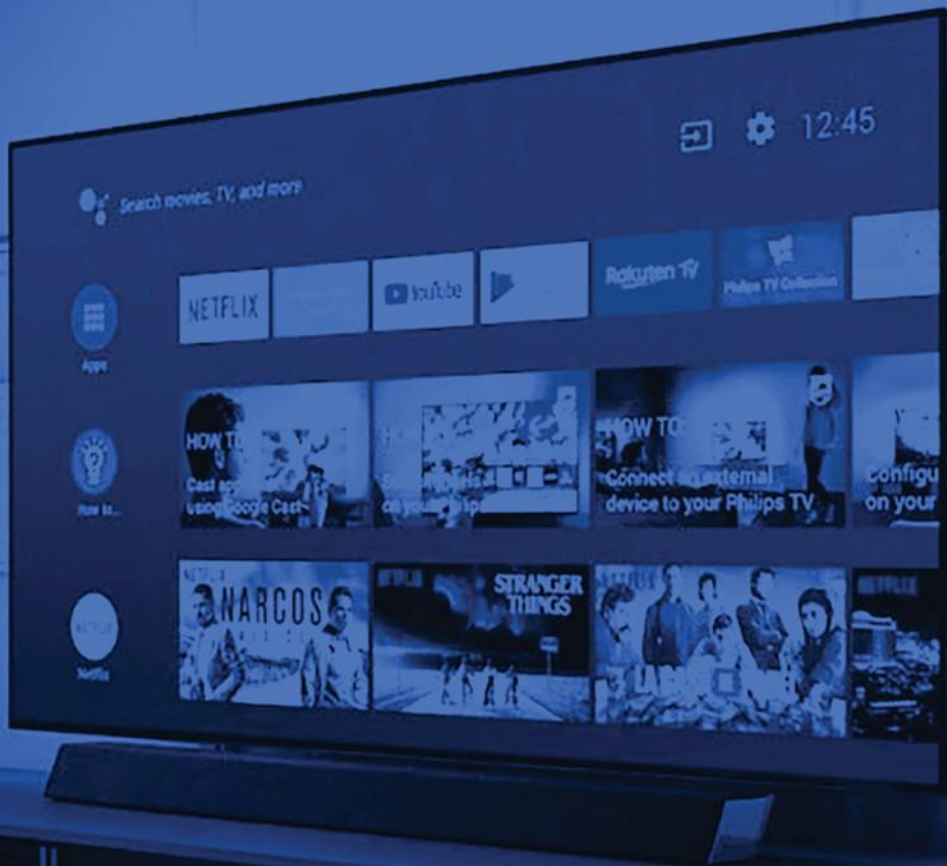


# About Us

**F**ounded as The CableSystem in 1965, Buckeye Broadband is a regional communications company offering high-speed internet service across its fiber-optic network in northwest Ohio and southeast Michigan. As technology changes, so do we. We still offer traditional cable TV packages but we have recently introduced a new streaming app, StreamTV. StreamTV allows our customers to get all their favorite shows through a streaming device or mobile phone, without the added equipment fees. We also have 24/7 support and five Brainiacs Tech Hub locations, where customers can get help with their devices, learn about new and existing technology, and even have repairs made. Our Brainiacs are technology experts who can tell you everything you want to know about streaming devices and all of the information in this book.

Buckeye Broadband strives to be the first resource for your entertainment needs, and this book will help establish your basic knowledge of what it means to watch TV in this digital era. We'll guide you through the knowledge and experience that will connect you with what matters most.





“Times and conditions change so rapidly that we must keep our aim constantly focused on the future.”

—Walt Disney



# In This Book

**T**his book will guide you through the many ways television has changed over the years by adding what is called over-the-top (OTT) television to our viewing options. We'll go over what exactly OTT means, who provides this option, how to find the best providers, and how this is relevant to your choice in entertainment.

## What TV can you stream?

Streaming can mean anything that you watch using an Internet connection. This can be as simple as a video on your cell phone or computer. There are many streaming options now available from your favorite television networks you know and love, plus some new streaming-only providers. If you are looking for featured and popular streaming providers, check out *'Who are the Streaming TV Providers?'* starting on page 18. You can also find an expansive grid of over 100 streaming services in *'Finding the Best Streaming Services, Installation Info, Other Options, and More'* starting on page 29.

## How can you stream?

Streaming can be done in a few different ways. You can download the Netflix app on your phone or your Smart TV! There are many ways to get your favorite shows using only your internet connection and your devices. Refer to *'Cutting the Cord and Getting Equipped for Access'* starting on page 27 to learn more about your options of how to stream.

## Why do you want to stream?

Streaming has only become more popular since it began. Many providers are focused on giving access to their best shows and content through their streaming platforms. Streaming your shows can give you control over when, where, and how you enjoy your favorite entertainment. If you are still not sure, take a look at *'Pros and Cons of OTT TV'* starting on page 55 for more information.

# Introduction

## *The Evolution of TV*

**T**elevision is one of the many cultural icons that has truly stood the test of time. Since the advent of television nearly a century ago, it's often hard to imagine our lives without it.

The actual inventor of the TV is often subject to debate. A historic search reveals three pioneers of today's modern television:

1. John Logie Baird
2. Philo Farnsworth
3. Charles Francis Jenkins

It's accepted that Scottish engineer John Logie Baird invented the first working television set in 1924, and the Baird Televisor was displayed and went on sale five years later.

**More Models Hit the Market** In the 1930s, the Marconi 702 television set was considered a luxury item that only the wealthy could afford. This model sold for about \$130, which was about half of the average annual salary for most people.

Around the same time, Maconi was selling his set mostly in America. His Master's Voice (HMV) hit the market in England. The HMV combined radio.

and television into a single device that was found in about 20,000 British homes. Still in its infancy as an emerging technology, people were shelling out high prices for these devices.

However, thanks to price drops and mass production, sales began booming by the late 1940s and early 1950s. In 1949, Americans were purchasing 100,000 TVs a week. Popular sets like the Motorola "Golden View" were selling like hotcakes.

## **Advancements Continue**

An important advance occurred in 1954 when the first col- or television system began broadcasting. Four years previously, in 1950, the remote control was.





introduced to consumers. The popular RCA Victor television used these switches to control this model.

This was around the same time the iconic show, “I Love Lucy” was being watched in most homes in the United States with an estimated 67.3 million viewers. Networks were also transforming their popular radio shows into television series to attract more viewers.

Both programming and the sales of TVs were being marketed mainly towards housewives. The remote control was being pushed as a way for moms to watch television and their children at the same time. Segmented shows like daily news programs also allowed for on-and-off viewing to combine chores and babysitting with TV shows.

The 1960s began an era of more advanced designs incorporating televisions as a home entertainment station. This was when TVs became much larger in both screen size and the amount of space a unit with a screen and radio would occupy in a home. Remember those enormous cabinets and consoles in the 1970s that weighed a ton and took up a large part of the living room?

The seventies were also a time when the prices of smaller, black-and-white televisions were dropping significantly. This often meant consumers could afford more than one TV for their home.

### **TV Technology Goes Flat**

Believe it or not, the first flat screen was invented in 1964 at the University of Illinois. Using plasma technology, a pair of professors

addressed a problem they were having with screens that were inefficient for computer graphics.

Potential manufacturers looking to capitalize on this new tech turned away from plasma for the option of building screens with LCD (Liquid Crystal Display), which would operate more efficiently. Ironically, the shift to LCD would slow the development of these screens for decades.

“The seventies were also a time when the prices of smaller, black-and-white televisions were dropping significantly. This often meant consumers could afford more than one TV for their home.”

In collaboration with Sony and Sharp, electronic manufacturers released a Plasmatron (or plasma) television in 1997 that measured 42”, which was considered huge at the time. The cost was over \$15,000, which was out of reach for the majority of consumers.

Over the years, prices for flat plasma screens began to drop rapidly as technology

In 2006, transistors in LCD flat screens had progressed enough to compete with plasma



products. LCD screens grew to 42”, and there was little price difference compared to plasma models.

In an effort to compete with the rising popularity of LCD screens, plasma manufacturers were cranking out screens over 100” in size. In 2009, plasma screens only held 12% of TV sales as consumers preferred the LCD sets because they were brighter and more efficient. Since LCD TVs were thinner and based on simpler technology, plasma televisions couldn’t compete except in larger screen sizes.



### Cable TV Raises Awareness and Consciousness

Even though cable TV was invented in 1948, it didn't become an immersive part of society until the 1970s . Known as the decade of disco, the seventies was also a time of cultural change and more technological innovations.

With more options and networks available with additional cable channels, choices went from a very few to dozens. Coverage of worldwide conflicts like the Vietnam War, national scandals like Watergate, and witnessing the tragedy of the Space Shuttle Challenger disaster brought about a time of growing awareness and consciousness among the masses.

This type of expansion brought additional opportunities for change and growth . Color and cable TV gave us more diversity in viewing options and different forms of expression as never seen before . It was also putting world events under a bigger magnifying glass for viewers everywhere .

### More Than Watching Broadcast Television

By 1989, at least one television set was in almost everyone's home, and 60% of consumers had cable TV. However, with the invention of video games, VHS cassettes, recorders, and players meant tele- visions were being used for more than watching broadcast shows, movies, and series .

VHS was replaced with more durable and clear pictures coming from DVDs and Blu-ray discs. Many believe these devices are also nearing extinction with the arrival of streaming services and Over-The-Top (OTT) television.

As we've watched television sets go from black-and-white to color, small to large, bulky boxes to flatscreens, we're also seeing a shift in how we watch television . This includes a transformation from broadcast stations to cable channels and the advent of OTT TV.





# What Is OTT Television?

In general terms, OTT (or Over-The-Top) television means using an online streaming service to deliver videos, film, television, cable programming, and other video content using different internet-connected devices. Many describe OTT TV as going “over-the-top” of the boxes necessary for connecting to cable providers, satellite services, and other providers.

While there’s not necessarily a need for a connection to traditional paid providers like cable and satellite, OTT is still available as an addition to these services. In many cases, basic and premium channels available from cable providers offer streaming services as part of their subscription package. OTT and its predecessor CTV (or Connected Television via cable providers and satellite services) have become mainstream nowadays. The popularity of services like Netflix, Amazon Prime Video, and Hulu has soared recently. There’s an interesting history behind an abundance of these choices available for today’s viewers.

## An Overview of OTT

Many people believe that Netflix invented OTT TV,

but it was actually the brainchild of Reliance Entertainment who launched BIGFlix in 2008. Still, Netflix is the clear leader among streaming TV providers with the most subscribers. Other leading competitors include Amazon Prime Video, Hulu, HBO Max, Paramount+, Disney+, and more.

Many audiences connected their personal computers (or PCs) to their television sets in the early days of streaming. A shift in viewers’ preference to watch this type of content on bigger screens was crucial to the growth and future of streaming TV.

Part of the success of streaming services came from the demise of the video rental industry. Late charges in the retail rental market irritated customers who didn’t return their rentals in a timely manner. The option of receiving entertainment via snail mail without late fees was one of the biggest reasons for the success of Netflix. It’s safe to say Netflix was mostly responsible for virtually destroying the video rental business. It also launched the streaming service into the many streaming options we know today.

At that time, around the turn

of the 21st century, Netflix decided not to build its own device for viewing their content but instead opted for creating and distributing their signature app for accessing programming. Netflix was also smart in working with device manufacturers to place its name on remote control buttons for easier access. As more users became increasingly comfortable with viewing content available from Netflix, its popularity continued to soar.



“It’s safe to say Netflix was mostly responsible for virtually destroying the video rental business. They also helped to launch the streaming service into the next level or the many streaming options as we know them today.”

### Enter Apple, Amazon, and Advertising

Tech giants like Apple (iTunes), Amazon (Prime Video), and others were quick to join the trend with the rising popularity of streaming content. Similar to the television manufacturer Samsung, their intent was to sell devices to access entertainment.

However, profit margins are often pretty lean for those selling these

tech products in a highly competitive marketplace. Therefore, these providers and manufacturers began adding advertising within their content in hopes of making more money. These efforts to achieve higher profits were not without chal-





allenges in a fledgling field in this younger, albeit growing, marketplace. Targeting audiences on these platforms was also in its infancy. But growth in AI (Artificial Intelligence) helped marketers gain potential advertisers' confidence that their content would reach their intended audiences.

### **On-Demand versus Live OTT TV Options**

It's important to note that SVOD, or subscription-based video on demand services, versus live OTT TV (LOTTV) options will vary according to the provider. In other words, platforms like YouTube may offer live coverage of a crim-

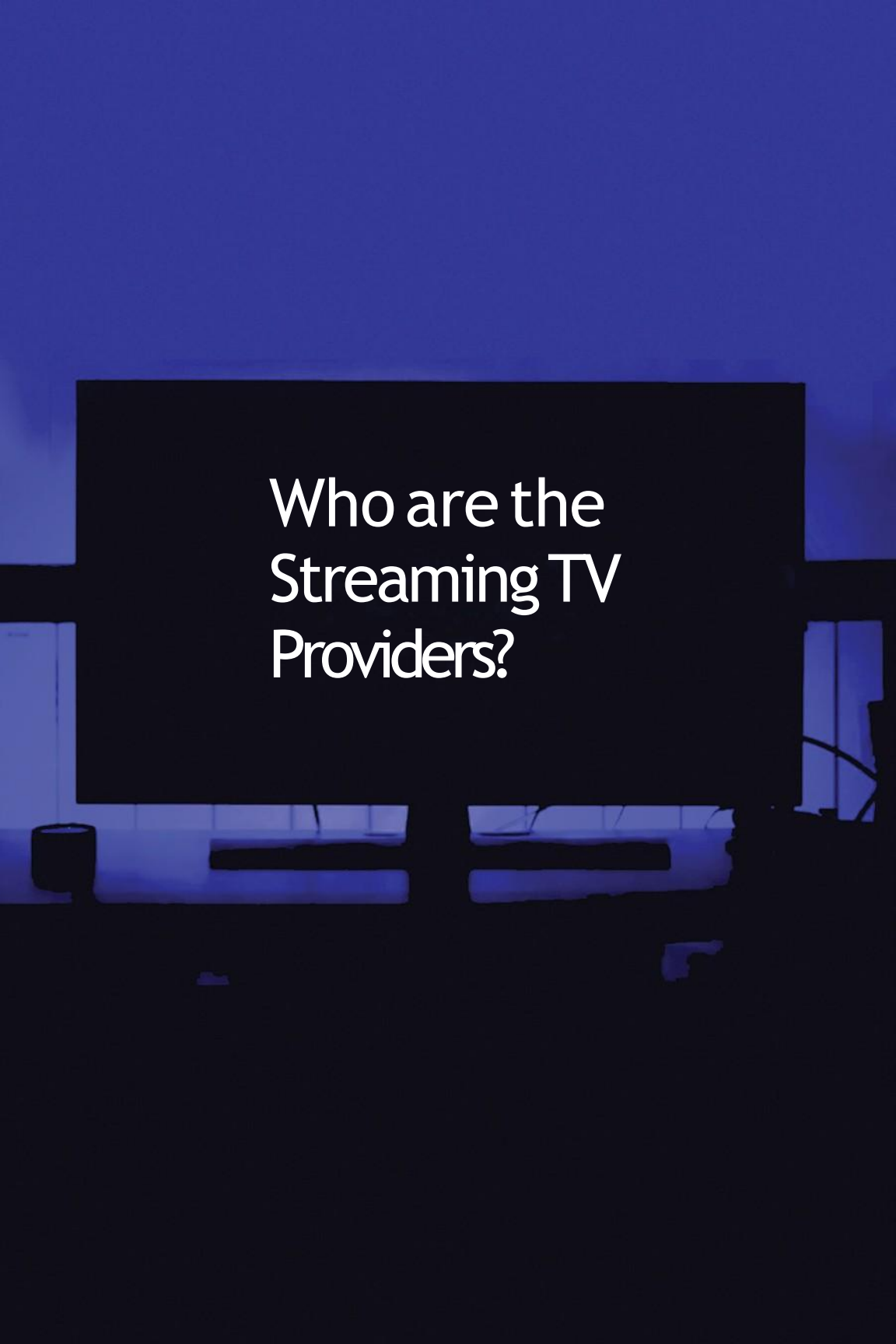
platforms like CBS might offer consumers the option of watching a sports event unravel as it occurs on the field.

Think of it this way: while some providers like Disney+ have a library of options to access, term streaming also refers to live programming. This is where cable companies can team up with streaming box options that are both accessible and affordable.

### **Why Do We Want It?**

Streaming is television on your terms: when and where you want it with the ability to start, stop, rewind, and fast-forward. It's part of the popularity of what VHS, DVD, and Blu-ray Discs provided in the past (and present).

It's also becoming less about watching content on a fixed television in a set location and more about watching programming on the go. With internet access seemingly everywhere nowadays, viewers are embracing streaming television on their ever-present handheld electronic devices.

A large blackboard with white text on a blue background. The text is centered on the blackboard and reads "Who are the Streaming TV Providers?". The background is a solid blue color, and the blackboard is a large, dark rectangle in the center.

Who are the  
Streaming TV  
Providers?

Technically, whichever platform internet users can use to access videos online could be considered a streaming TV provider. This includes free online channels like YouTube, Vimeo, and more. However, it's more common to consider the many paid providers or subscription services that consumers are using. That includes options available with cable subscription services.

Let's take a look at today's most popular streaming TV providers and what they're offering consumers. Please note the prices shown were current at the time of publishing and are subject to change. Also, some of these providers charge tax and other additional fees.

## Paid Providers

### NETFLIX Starts at \$7.99 per month

With more than 300 million subscribers worldwide, Netflix remains the largest and most influential streaming service. Known for pioneering the shift from DVD rentals to streaming, Netflix continues to lead with a vast library that spans classic films, global hits, and award-winning originals.

Exclusive series like *Stranger Things*, *The Crown*, *Wednesday*, and *Squid Game*, along with blockbuster films produced in-house, make Netflix a cornerstone of streaming entertainment. The platform offers ad-supported and ad-free tiers, plus options for HD and 4K viewing on multiple screens.

|                             |               |                                |
|-----------------------------|---------------|--------------------------------|
| <b>Standard with Ads</b>    | \$7.99/month  | Up to 2 screens in HD          |
| <b>Standard without Ads</b> | \$17.99/month | Up to 2 screens in HD          |
| <b>Premium without Ads</b>  | \$24.99/month | Up to 4 screens in HD or 4K HD |

### Starts at \$8.99 per month or part of Amazon Prime membership | Free 30-day trial

Included with Amazon Prime membership, Prime Video is one of the largest streaming platforms worldwide. The service offers thousands of movies, TV shows, and Amazon Originals like *The Boys*, *The Lord of the Rings: The Rings of Power*, and *Reacher*.

In addition to its included library, Prime Video lets subscribers rent or buy new releases and add premium channels such as Paramount+, STARZ, and AMC+ through Prime Video Channels. The platform supports 4K Ultra HD, HDR, and

multiple profiles, and is accessible across nearly all devices.

|                         |                               |                               |
|-------------------------|-------------------------------|-------------------------------|
| <b>Prime Membership</b> | \$14.99/month (\$139.00/year) | Up to 3 screens in 4K         |
| <b>Non-Prime Member</b> | \$8.99/month                  | Same as above                 |
| <b>Movie Rentals</b>    | Starting at \$2.99/each       | HD, 4K, HDR10+ when available |

**hulu** Starts at \$9.99 per month | Free 30-day trial

With more than 50 million subscribers, Hulu remains one of the most popular on-demand streaming services in the U.S. The platform is known for its extensive library of current-season TV episodes from major networks, along with thousands of movies and a strong lineup of originals like *The Handmaid’s Tale*, *Only Murders in the Building*, and *Nine Perfect Strangers*.

Hulu offers both ad-supported and ad-free tiers, giving subscribers flexibility in cost and viewing experience. The service is also available in discounted bundles with Disney+ and ESPN+, making it a key part of many streaming households.

|                                |                             |                                                                                               |
|--------------------------------|-----------------------------|-----------------------------------------------------------------------------------------------|
| <b>Hulu</b>                    | \$9.99/month (\$99.99/year) | Streaming content includes ads                                                                |
| <b>Hulu (no ads)</b>           | \$18.99/month               | Streaming content does not include ads                                                        |
| <b>Hulu + Live TV</b>          | \$82.99/month               | Stream entire Hulu library, plus 75+ live TV channels, includes ESPN+ and Disney+             |
| <b>Hulu + Live TV (no ads)</b> | \$95.99/month               | Stream entire Hulu library without ads, plus 75+ live TV channels, includes ESPN+ and Disney+ |

**HBOmax** Starts at \$9.99 per month

HBO Max is Warner Bros. Discovery’s flagship streaming service. It combines HBO’s award-winning originals and blockbuster films with Discovery’s extensive lifestyle library, reality, and documentary programming. Subscribers can watch hit series like *House of the Dragon*, *The Last of Us*, and *Euphoria*, alongside popular Discovery content from HGTV, Food Network, TLC, and Magnolia Network.

|                         |                                |                                                         |
|-------------------------|--------------------------------|---------------------------------------------------------|
| <b>Basic (with ads)</b> | \$9.99/month (\$99.99/year)    | Up to 2 streams in HD                                   |
| <b>Standard</b>         | \$16.99/month (\$169.99/year)  | Up to 2 streams in HD, 30 downloads to watch on the go  |
| <b>Premium</b>          | \$209.99/month (\$209.99/year) | Up to 4 streams in 4k, 100 downloads to watch on the go |

**peacock** Starts at \$7.99/month | Free 7-day trial of Premium plan

NBCUniversal's streaming service takes its name from the network's longtime mascot. Peacock combines next-day access to NBC favorites like *The Office*, *Saturday Night Live*, and *Law & Order* with a growing library of originals. Subscribers also get a strong lineup of live sports including Sunday Night Football, Premier League, Big Ten matchups, and more. The platform carries blockbuster movies from Universal Pictures, DreamWorks, and Illumination, plus popular film franchises like *Harry Potter* and *Jurassic Park*.

Peacock is available as a stand-alone streaming app with both free and paid tiers. Xfinity and some other providers include Peacock Premium at no extra charge with select packages.

|                             |                               |                                                                           |
|-----------------------------|-------------------------------|---------------------------------------------------------------------------|
| <b>Peacock Select</b>       | \$7.99/month (\$79.99/year)   | Ad-supported with TV favorites                                            |
| <b>Peacock Premium</b>      | \$10.99/month (\$109.99/year) | Includes ads and an extended library, with live sports and original shows |
| <b>Peacock Premium Plus</b> | \$16.99/month (\$169.99/year) | Very few ads, access to extended library, and content is downloadable     |

 Starts at \$9.99 per month

Disney+ has quickly become one of the leading streaming services worldwide, with more than 150 million subscribers. It offers a vast library of content for all ages — from classic Disney animation to Pixar favorites, Marvel blockbusters, the full *Star Wars* saga, and National Geographic documentaries. Recent years have also brought highly popular original series like *The Mandalorian*, *Loki*, and *Ahsoka*, making Disney+ a go-to destination for exclusive releases.

|                         |                               |                                                                          |
|-------------------------|-------------------------------|--------------------------------------------------------------------------|
| <b>Disney+ With Ads</b> | \$11.99/month                 | Includes access to the entire library, including same-day release movies |
| <b>Disney+ Premium</b>  | \$18.99/month (\$159.99/year) | Same as above without Ads                                                |



Starts at \$12.99 per month | Free 7-day trial

Apple TV+ focuses on premium, ad-free original programming rather than a large back catalog. The service is known for critically acclaimed hits like *Ted Lasso*, *Severance*, *The Morning Show*, and *Monarch: Legacy of Monsters*. Apple TV+ also produces big-budget original films such as *Killers of the Flower Moon* and *Napoleon*, often released in theaters and on the platform.

Subscribers can stream on multiple devices in 4K Ultra HD with Dolby Vision and Dolby Atmos when available. Apple TV+ is also included with Apple One bundles and free trials on new Apple device.

|                 |                              |                                 |
|-----------------|------------------------------|---------------------------------|
| <b>Standard</b> | \$9.99/month or \$99.99/year | Unlimited access to all content |
|-----------------|------------------------------|---------------------------------|



Starts at \$29.99 per month

ESPN Unlimited is ESPN's all-access streaming tier, delivering live coverage from every ESPN linear network — including ESPN, ESPN2, ESPNU, SEC Network, ACC Network, ESPN Deportes, and more. It also includes ESPN on ABC broadcasts, ESPN+, and ESPN3 content in one package.

Subscribers get more than 47,000 live events annually, along with studio shows, replays, and ESPN originals such as *SportsCenter*, *Get Up*, and *First Take*. Because it includes full linear programming, ads are present during live games and shows, similar to traditional TV.

|                               |               |                                                                 |
|-------------------------------|---------------|-----------------------------------------------------------------|
| <b>ESPN Unlimited Monthly</b> | \$29.99/month | Full access to all ESPN networks, ESPN on ABC, ESPN+, and ESPN3 |
| <b>ESPN Unlimited Annual</b>  | \$299.99/year | Same features as monthly at a discounted yearly rate            |



Starts at \$14.99 per month

FOX One is FOX's new direct-to-consumer streaming service that combines live access to FOX broadcast programming with on-demand shows, sports, and news. Subscribers can stream hit series like *The Masked Singer*, *9-1-1*, and *Next Level Chef*, along with FOX Sports coverage including NFL on FOX, MLB, college football, and FIFA World Cup matches. FOX News and FOX Business are also available for live and replay viewing.

The platform supports multiple streams, cloud DVR features, and full HD/4K playback on most devices.

**FOX One Monthly**

\$14.99/month(\$149.99/year)

Live FOX broadcast, FOX Sports, FOX News/Business, on-demand library



**discovery+**

Starts at \$5.99 per month | Free 7-day trial

Fans of cable channels will really enjoy the huge selection available on the Discovery+ platform . It includes favorite shows found on A&E, Ani- mal Planet, the Food Network, HGTV, Lifetime, National Geographic, and many more .

Original and exclusive programming includes “Fixer Upper: Wel- come Home” with hosts Chip and Joanna Gaines . Watch this pair trans- form dilapidated houses into treasured residences.

**Standard**

\$5.99/month

Unlimited access to all content

**Ad-Free**

\$9.99/month

Unlimited access to all content without ads



Starts at \$7.99 per month | Free 7-day trial

Paramount+ delivers live CBS programming along with a wide library of shows and movies from BET, Comedy Central, Nickelodeon, MTV, the Smithsonian Channel, and Paramount Pictures. The service features exclusive originals like *Star Trek: Strange New Worlds*, *Halo*, *1923*, and *Frasier*, plus a strong lineup of live sports including the NFL on CBS, March Madness, SEC football, and UEFA soccer.



|                  |                               |                                                                    |
|------------------|-------------------------------|--------------------------------------------------------------------|
| <b>Essential</b> | \$7.99/month (\$59.99/year)   | Access to content includes ads                                     |
| <b>Premium</b>   | \$12.99/month (\$119.99/year) | Same as above without ads and includes your local live CBS station |

STARZ

From various providers and on the app at  
 \$10.99 per month | Free 7-day trial

Along with HBO and other paid cable platforms, STARZ is an affordable premium channel option for subscribers . STARZ is also available as a streaming TV option, delivering the same type of content whether you have a cable subscription or not.

Similar to its cable cousin HBO, STARZ features classic movies, newer films, and original programming with unlimited access.

|                        |               |                 |
|------------------------|---------------|-----------------|
| <b>Stand-Alone App</b> | \$10.99/month | Up to 4 streams |
|------------------------|---------------|-----------------|



Starts at \$6.99 per month | Free 7-day trial

AMC+ bundles the best of AMC programming with a collection of partner networks and streaming services. Subscribers get access to AMC’s original series like The Walking Dead: The Ones Who Live, Interview with the Vampire, and Dark Winds, along with films and series from IFC, Sundance Now, and Shudder for horror fans.

The service offers ad-free viewing of AMC shows often before they air on cable, plus an extensive on-demand library of movies and festival favorites. AMC+ is available as a stand-alone app or through platforms like Prime Video and Apple TV.

|                         |                             |                              |
|-------------------------|-----------------------------|------------------------------|
| <b>AMC+ (With ads)</b>  | \$6.99/month                | Ad-supported content         |
| <b>Premium (No ads)</b> | \$9.99/month (\$95.88/year) | Content does not include ads |

**britbox** \$10.99 per month or \$109.99 per year | Free 7-day trial

BritBox is the go-to streaming service for British television, offering the largest collection of UK shows available on demand. Subscribers can enjoy classic comedies like *Absolutely Fabulous* and *Mr. Bean*, long-running soaps, and acclaimed dramas such as *Vera*, *Shetland*, and *Line of Duty*.

In addition to beloved classics, BritBox premieres exclusive originals and continues to be the U.S. home for new seasons of popular British mystery and crime series. It's the perfect service for fans of UK comedy, drama, and documentaries all in one place.

|                        |                               |                                |
|------------------------|-------------------------------|--------------------------------|
| <b>BritBox</b>         | \$10.99/month (\$109.99/year) | Up to 2 devices                |
| <b>BritBox Premium</b> | \$149.99/year                 | 4k resolution, up to 4 devices |

### Free Ad-Supported Streaming Options

Not all streaming requires a paid subscription. Many services now provide free, ad-supported access to movies, TV shows, and even live channels. These platforms work on most smart TVs, streaming devices, and mobile apps.

**pluto tv** Owned by Paramount Global

Pluto TV is one of the largest free streaming services in the U.S., offering hundreds of live channels and thousands of on-demand titles. Viewers can watch TV shows, movies, sports, news, and music organized by genre. No subscription necessary.

**tubi** Owned by FOX

Tubi has quickly become a leader in free streaming, with a massive library of movies, TV shows, originals, and live TV channels. Available on nearly every device, Tubi's ad-supported model makes premium content accessible without monthly fees.

**xumo** Owned by Comcast

Xumo Play delivers free live and on-demand video from more than 300 channels, including news, entertainment, sports, and lifestyle networks. The service is integrated into many smart

TVs and streaming devices, making it easy to access without extra hardware.



Owned by Google

YouTube remains the most popular free video platform in the world, with billions of videos uploaded across every genre imaginable. In addition to user-generated content, YouTube also offers free, ad-supported movies and TV shows alongside its paid YouTube Premium and YouTube TV tiers.



Owned by Rockwell Automation

Once known primarily as a media server, Plex now offers hundreds of free live channels and a growing on-demand library of movies and TV. The platform also allows users to integrate their own personal media collections, creating a single place to stream both free content and their own files.



Owned by ZoneTV

Zone-ify is a free, ad-supported streaming service that offers a wide range of curated channels and on-demand content. Viewers can personalize their lineup by selecting from categories such as news, sports, entertainment, lifestyle, and more, making it easy to discover programming that matches their interests. Available on most streaming devices, smart TVs, and mobile apps, Zone-ify provides an engaging way to explore content without a subscription.



Powered by TiVo

SuperChannels is a free ad-supported streaming service available exclusively to Buckeye Broadband. It delivers hundreds of live channels across entertainment, news, sports, and lifestyle programming. Customers can access SuperChannels directly through the StreamTV app on supported set-top boxes, making it easy to explore more content without a paid subscription.



“The phrase “cutting the cord” is mostly associated with signing up with an OTT TV provider and ditching traditional TV. It may mean literally getting rid of a cord or coax hookup, but it’s possible to cut the cord while staying with your cable or satellite provider.”



# Cutting the Cord and Getting Equipped for Access

Consumers don't necessarily need to disconnect from cable TV or remove their satellite dishes to get access to many OTT TV options. However, customers who want an OTT option may need different types of equipment (or hardware) to get access to streaming services.

Thankfully, choices are plentiful on a plethora of different devices. Let's explore these options, from stationary televisions and other types of screens to mobile handheld devices.

## Apps, Devices, and Hardware

Sometimes streaming services require users to purchase or download an app or other ways to access the many entertainment options.

In most cases, users need only to have a piece of equipment in place along with a connection to the internet.

## An Online Connection

Want to stream and go over-the-top with your TV and other electronic devices?

Then you need a connection to the internet. Whether it's a hardwired service through a cable provider, or online data options with a smartphone or another electronic device, it's almost always the first thing you'll need to succeed.



## A Subscription

In many cases, viewers will need to sign up with some type of subscription. This includes options that are both free and paid. This usually entails offering up personal information like email addresses, usernames, and passwords.

**NOTE:** Be sure to take a brief look at the Privacy Policy to make sure your personal information is not being used, sold, or traded for profit. Most providers will tell users upfront that they won't mishandle their data.

## A Computer, Tablet, Laptop, or Smartphone

These devices are often your best bet for connecting to streaming providers. They're already right there at our fingertips and are a great way to access options at home and while on the go. These options include stationary desktop computers and devices like smart- phones, laptops, tablets, and more.



## A Smart TV

A Smart TV can access OTT television using intelligent technology. It depends on the provider and the platform in many ways, but Smart TVs offer the functionality and access to apps that are needed for streaming.

## A Streaming Device

There are many different types of streaming devices. Some can be as large as a small DVD player, and others can be as small as a stick of gum. One example of a streaming device is the Amazon Fire Stick. It depends on a connection to cable, a

subscription to Amazon, and the five-second installation of an HDMI stick into the appropriate slot on a properly equipped TV.

## A Game Box or Console

Serious gamers have yet another reason to own a box or console as most of them are able to access streaming options through Netflix and other platforms.

## An Antenna

Even though they may seem antiquated, antennas are still able to pick up live TV from broadcast networks. In some cases, users who use an indoor antenna are able to access OTT TV programming. For example, many over-the-air (OTA) programs provide a picture of 1080 pixels that is very competitive with cable providers.

**Important Note:** In certain circumstances, viewers may need more than one way to stream OTT entertainment. It could be a downloadable app, or a particular piece of hardware like a streaming box, Smart TV, USB Stick, cable box, or antenna.

Always make sure you have all of the necessary equipment in place before signing up with any of these services. If you're unsure, reach out your provider's customer service via email, or online chat to ensure you're well-equipped to make the connection and receive everything they're offering.



# Finding the Best Streaming Services, Installation Info, Other Options, and More

*There's Always More to Explore*

**W**hile we've already learned and explored almost everything there is to know about OTT services, we've barely scratched the surface. Let's take a little more time to look at different streaming options available, various boxes, devices, services, apps, and review different platforms that are worth considering.

## How to Find the Right Streaming Service

Google is one of the best places to start finding almost anything we're searching for on the world wide web and streaming services certainly aren't any different. Other than using the search engine giant, other ways to find the right streaming service include finding them from:

**Cable Providers:**

Cable subscribers should always begin here since they're already paying for these services. Channels like HBO offer their subscribers HBO Max which is a way to stream all their content to most devices. Go to [hbomax.com](http://hbomax.com) for more information or contact your local cable provider if you still have questions or need further assistance.

**Shopping Online:** Dependent upon device providers, go directly to different websites and search for streaming services and apps that are available. For example, if you're an Apple fan, visit their website to find all the apps and options for your device. For Android fans, go to the Google Play Store to locate the options available to you.

**Different Networks:** Are you a fan of popular content



found on national providers like ABC, CBS, NBC, and other platforms available from basic cable channels like AMC? Many of these providers have streaming options that are either free of charge or require a small monthly fee.

**Wrap it up at Reelgood:** An excellent resource to peruse what's streaming and available on multiple platforms is [reelgood.com](http://reelgood.com). You can find what's playing all over the place without searching on several different websites. Along with different providers we've already covered from Amazon to Netflix and more, search categories include:

- Trending TV series and

titles that are recommended from different providers like Peacock

- Shows from the past and present
- Popular and trending movies
- Recommendations regarding different apps

**JustWatch:** Similar to Reelgood, go to [JustWatch.com](http://JustWatch.com) and enter search criteria to find exactly what you want to watch from multiple platforms. JustWatch allows viewers to filter recommendations where you'll find choices at the lowest possible prices. The service is easy to use; you just enter the movie or show you want to watch, and it will tell you where you can stream, rent, or buy it, and where you'll find the lowest price.



One unique feature is that JustWatch will make movie and TV show recommendations based on what other people with similar tastes are watching. The site's home page shows you what's new and popular. You can add TV shows and movies to your watch list simply by using the bookmark icon, and you can limit searches to services you already use by clicking on each service from a row of icons.

**Watchworthy:** Available as an app, from their website, on iOS, and Android, Watchworthy searches for content from services you already subscribe to or use. From its parent company Ranker.com, users get personalized, crowd-sourced recommendations from over 200 streaming services. These platforms include all the popular channels such as Amazon Prime, Disney+, Hulu, and Netflix with more movies being added regularly.

### Individual Info and Assistance From the Most Popular Providers

As mentioned previously, most consumers are already aware Netflix is the most popular service for streaming on today's devices. However, Other platforms like Amazon Prime and Hulu are literally

giving Netflix a real run for their money. There are also free options like Pluto and Tubi many consumers are enjoying at no additional cost. Let's take a step-by-step look at how to get some of these channels streaming on your television, computer, or handheld device. The examples shown are generally the same steps to take across multiple platforms.

**Amazon Prime Video:** Included as part of this membership from this internet shopping giant, get started by visiting [amazon.com/video](https://amazon.com/video) or download the app from your favorite application location like the Apple or Android store. Once the download is complete, log in with your Amazon Prime or Prime Video account and watch all your favorites from movies, sports, original, rerun series, and more. On your iOS or Android device, tap on the download icon from the video detail page and enjoy.

**HBO, Paramount+, STARZ, More:** Cable subscribers can access nearly all the content that's available on premium channels whether they're paying for these services or not. For example, let's say you're not a cable customer, you can still sign up for HBO Max as a separate entity.

**Hulu:** From the Hulu help center at [help.hulu.com/](http://help.hulu.com/), after downloading and purchasing, you'll find more information about navigating this platform. According to their instructions, the next steps include clicking on these options from the page as highlighted above:

- Activating a new device
- Viewing all of your devices
- Removing unwanted devices
- Logging out of all computers
- Troubleshooting device management issues

**Netflix:** Again, the most popular platform to stream all your favorites is available with additional information about downloading this app from their help page at [help.netflix.com](http://help.netflix.com). They separate advice according to the different devices when using phones and tablets that are from Apple, Android, and Windows.

Netflix and the other providers are often available as pre-installed apps on most standard and more modern desktop computers along with today's smart TVs and phones, tablets, and other popular handheld devices.

**Peacock:** As mentioned previously, Peacock is a subsidiary of NBC and embraces the many choices available from this national network. Even though consumers can watch programming when it's available live or airing at a later time, this streaming option is an excellent choice for people living today's active lifestyles.

### The Options are Virtually Endless

On the next several pages is a table filled with over 100 streaming services and details about their pricing and supported devices.

| Service Name       | Pricing                                                                                                                                                                                                                     | Supported Devices                                                                                                                                                                                                        |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ABC News Live      | Free or ad supported                                                                                                                                                                                                        | Amazon Fire TV, Android TV, Apple TV, Roku, Xbox One                                                                                                                                                                     |
| Acorn TV           | <ul style="list-style-type: none"> <li>• \$8.99 per month</li> <li>• \$89.99 per year</li> </ul>                                                                                                                            | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku, Samsung TV                                                                                                                                                       |
| ALLBLK             | <ul style="list-style-type: none"> <li>• \$6.99 per month</li> <li>• \$69.99 per year</li> </ul>                                                                                                                            | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku, Samsung TV                                                                                                                                                       |
| Amazon Kids+       | <u>For Prime members:</u> <ul style="list-style-type: none"> <li>• \$5.99 per month (\$48.00/year)</li> </ul> <u>Non-Prime members:</u> <ul style="list-style-type: none"> <li>• \$7.99 per month (\$79.00/year)</li> </ul> | Amazon Fire TV                                                                                                                                                                                                           |
| Amazon Prime Video | <ul style="list-style-type: none"> <li>• \$8.99 per month for Prime Video membership</li> <li>• \$14.99 per month for Amazon Prime membership</li> <li>• \$139.00 per year for Amazon Prime membership</li> </ul>           | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, Philips, PlayStation 3, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sony Corp., TiVo, VIZIO, Xbox 360, Xbox One, Xbox Series X S |
| *Ameba TV          | <ul style="list-style-type: none"> <li>• \$3.99 per month(\$19.99/year)</li> <li>• \$39.99 for a 3-year subscription</li> </ul>                                                                                             | Amazon Fire TV, Chromecast, LG Electronics, Roku, TiVo, Xbox 360                                                                                                                                                         |
| Apple TV+          | <ul style="list-style-type: none"> <li>• \$12.99 per month</li> <li>• \$99.99 per year</li> </ul>                                                                                                                           | Amazon Fire TV, Android TV, Apple TV, LG Electronics, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sony Corp., VIZIO, Xbox One, Xbox Series X S                                                              |
| BET+               | <ul style="list-style-type: none"> <li>• \$5.99 per month with ads</li> <li>• \$10.99 per month without ads</li> </ul>                                                                                                      | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku, VIZIO                                                                                                                                                            |
| BlazeTV+           | <ul style="list-style-type: none"> <li>• \$15 per month (\$120/year)</li> </ul> <u>Unlimited:</u> <ul style="list-style-type: none"> <li>• \$20 per month</li> </ul>                                                        | Amazon Fire TV, Apple TV, Chrome- cast, Roku                                                                                                                                                                             |
| BritBox            | <ul style="list-style-type: none"> <li>• \$10.99 per month (\$109.99/yr)</li> <li>• \$149.99 per year for Premium</li> </ul>                                                                                                | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG, Roku, Samsung                                                                                                                                                      |
| Brown Sugar        | <ul style="list-style-type: none"> <li>• \$3.99 per month</li> <li>• \$42 per year</li> </ul>                                                                                                                               | Amazon Fire TV, Apple TV, Chrome- cast, Roku                                                                                                                                                                             |
| CarbonTV           | Free or ad supported                                                                                                                                                                                                        | Amazon Fire TV, Android TV, Apple TV, LG TV, Roku, Samsung TV                                                                                                                                                            |
| CBS Sports HQ      | Free or ad supported                                                                                                                                                                                                        | Amazon Fire TV, Apple TV, Chrome- cast, Roku                                                                                                                                                                             |
| CBS News           | Free or ad supported                                                                                                                                                                                                        | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG, PlayStation, Roku, Samsung, VIZIO, Xbox                                                                                                                            |
| *Crunchyroll       | <ul style="list-style-type: none"> <li>• \$7.99 per month (1 device at a time)</li> <li>• \$11.99 per month (4 devices)</li> <li>• \$15.99 per month (6 devices)</li> </ul>                                                 | Amazon Fire TV, Android TV, Apple TV, Chromecast, PlayStation 3, PlayStation 4, PlayStation 5, Roku, Wii U, Xbox One, Xbox Series X S                                                                                    |

| Service Name    | Pricing                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Supported Devices                                                                                                                                                                     |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CuriosityStream | <u>Standard (HD):</u> <ul style="list-style-type: none"> <li>• \$39.99 per year</li> <li>• \$4.99 per month</li> </ul> <u>Premium (4K):</u> <ul style="list-style-type: none"> <li>• \$69.99 per year</li> <li>• \$9.99 per month</li> </ul>                                                                                                                                                                                                                | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Roku, Samsung Electronics, Sony Corp., TiVo, VIZIO, Xbox One                                                        |
| DAZN            | <ul style="list-style-type: none"> <li>• \$19.99 per month</li> <li>• \$224.99 per year</li> </ul>                                                                                                                                                                                                                                                                                                                                                          | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sony Corp., VIZIO, Xbox One, Xbox Series X S               |
| Discovery+      | <ul style="list-style-type: none"> <li>• \$5.99 per month with ads</li> <li>• \$9.99 per month ad-free</li> </ul>                                                                                                                                                                                                                                                                                                                                           | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, Philips, Roku, Samsung Electronics, Sharp, Sony Corp., TCL, TiVo, Xbox One, Xbox Series X S                                |
| Disney+         | <u>Basic (With Ads)</u> <ul style="list-style-type: none"> <li>• \$9.99 per month</li> </ul> <u>Premium (No Ads)</u> <ul style="list-style-type: none"> <li>• \$15.99 per month</li> <li>• \$159.99 per year</li> </ul> <u>Disney Bundle Duo Basic (with ads)</u> <ul style="list-style-type: none"> <li>• \$10.99 per month</li> </ul> <u>Disney Bundle Trio Premium (with ads):</u> <ul style="list-style-type: none"> <li>• \$35.99 per month</li> </ul> | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, MiBox, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sharp, Sony Corp., VIZIO, Xbox One, Xbox Series X S |
| Docurama        | Free or ad supported                                                                                                                                                                                                                                                                                                                                                                                                                                        | Roku, Samsung Electronics, Sony Corp., TiVo, Xbox 360                                                                                                                                 |
| *Dove Channel   | <ul style="list-style-type: none"> <li>• \$4.99 per month</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                        | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku, VIZIO                                                                                                                         |
| Eros Now        | <u>Premium</u> <ul style="list-style-type: none"> <li>• \$4.99 per month</li> <li>• \$19.99 per 6 months</li> <li>• \$49.99 per year</li> </ul>                                                                                                                                                                                                                                                                                                             | Amazon Fire TV, Android TV, Apple TV, Chromecast, Nexus Player, Roku                                                                                                                  |
| ESPN            | <u>ESPN Select:</u> <ul style="list-style-type: none"> <li>• \$11.99 per month</li> <li>• \$119.99 per year</li> </ul> <u>ESPN Unlimited:</u> <ul style="list-style-type: none"> <li>• \$29.99 per month</li> <li>• \$299.99 per year</li> </ul>                                                                                                                                                                                                            | Amazon Fire TV, Android TV, Apple TV, Chromecast, MiBox, Nexus Player, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sharp, Sony Corp., Xbox One, Xbox Series X S          |
| ET Live         | Free or ad supported                                                                                                                                                                                                                                                                                                                                                                                                                                        | Amazon Fire TV, Apple TV                                                                                                                                                              |

| Service Name      | Pricing                                                                                                                                                                                                                                                    | Supported Devices                                                                           |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| F1 TV             | <ul style="list-style-type: none"> <li>• \$3.49 per month (\$29.99/yr)</li> <li>• \$10.99 per month (\$84.99/yr) live access</li> <li>• \$16.99 per month (\$129.99/yr) Up to 6 devices in 4k when available</li> </ul>                                    | AppleTV, Roku, Amazon Fire TV, Android TV (no Multiview support)                            |
| FanDuel Sports    | <ul style="list-style-type: none"> <li>• \$19.99 per month (\$189.99/year)</li> </ul>                                                                                                                                                                      | AppleTV, Roku, Amazon Fire TV, Android TV                                                   |
| Fandor            | <ul style="list-style-type: none"> <li>• \$4.99 per month (\$49.99/year)</li> </ul>                                                                                                                                                                        | Android TV, Apple TV, Chromecast, Roku                                                      |
| FilmRise          | Free or ad supported                                                                                                                                                                                                                                       | Amazon Fire TV, Apple TV, Roku, VIZIO, Xbox One                                             |
| Flix Premiere     | <ul style="list-style-type: none"> <li>• \$6.99 per month</li> <li>• \$20.99 per 6 months</li> </ul>                                                                                                                                                       | Amazon Fire TV, Apple TV, Chromecast, LG Electronics, Roku, Samsung Electronics, Sony Corp. |
| FlixFling         | <ul style="list-style-type: none"> <li>• \$7.99 per month</li> </ul>                                                                                                                                                                                       | Amazon Fire TV, Apple TV, Chromecast, Roku, Samsung Electronics, TiVo, VIZIO, Xbox 360      |
| FlixLatino Go     | <ul style="list-style-type: none"> <li>• Basic: \$4.99 per month (up to 2 screens)</li> <li>• Premium: \$5.99 per month (up to 4 screens)</li> </ul>                                                                                                       | Apple TV, Chromecast, Roku, Samsung Electronics                                             |
| FloSports         | <ul style="list-style-type: none"> <li>• \$29.99 per month</li> <li>• \$150.00 per year</li> </ul>                                                                                                                                                         | Amazon Fire TV, Apple TV, Chromecast, Roku                                                  |
| Fox Nation        | <ul style="list-style-type: none"> <li>• \$8.99 per month (\$71.88/year)</li> </ul>                                                                                                                                                                        | AppleTV, Roku, Amazon Fire TV, Android TV                                                   |
| Fox One           | <ul style="list-style-type: none"> <li>• \$19.99 per month (\$199.99/year)</li> </ul>                                                                                                                                                                      | AppleTV, Roku, Amazon Fire TV, Android TV                                                   |
| FrndlyTV          | <u>Basic</u> <ul style="list-style-type: none"> <li>• \$7.99 per month</li> </ul> <u>Classic</u> <ul style="list-style-type: none"> <li>• \$9.99 per month</li> </ul> <u>Premium</u> <ul style="list-style-type: none"> <li>• \$11.99 per month</li> </ul> | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku                                      |
| Gaia              | <ul style="list-style-type: none"> <li>• \$13.99 per month</li> <li>• \$119.00 per year <u>Gaia + Live Access</u></li> <li>• \$299.00 per year</li> </ul>                                                                                                  | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku                                      |
| Gravitas Ventures | Free or ad supported                                                                                                                                                                                                                                       | Amazon Fire TV, Android TV, Apple TV, Roku                                                  |

| Service Name        | Pricing                                                                                                                                                                                                                                                                            | Supported Devices                                                                                                                                                                                                      |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HBO Max             | <ul style="list-style-type: none"> <li>• \$20.99 per month (ad free)</li> <li>• \$209.99 per year (ad free)</li> <li>• \$16.99 per month (ad free)</li> <li>• \$169.99 per year (ad free)</li> <li>• \$9.99 per month (with ads)</li> <li>• \$99.99 per year (with ads)</li> </ul> | Amazon Fire TV, Android TV, Apple TV, Chromecast, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sony Corp., TiVo, Xbox One, Xbox Series X S                                                                 |
| HISTORY Vault       | <ul style="list-style-type: none"> <li>• \$5.99 per month</li> <li>• \$59.99 per year</li> </ul>                                                                                                                                                                                   | Amazon Fire TV, Apple TV, Chromecast, Roku                                                                                                                                                                             |
| Hulu                | <ul style="list-style-type: none"> <li>• \$9.99 per month</li> <li>• \$99.99 per year</li> <li>• \$18.99 per month (no ads)</li> </ul>                                                                                                                                             | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, MiBox, PlayStation 3, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sony Corp., TiVo, VIZIO, Xbox 360, Xbox One, Xbox Series X S |
| IndieFlix           | <ul style="list-style-type: none"> <li>• \$4.99 per month</li> <li>• \$39.99 per year</li> </ul>                                                                                                                                                                                   | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku                                                                                                                                                                 |
| IndiePix Unlimited  | <ul style="list-style-type: none"> <li>• \$5.99 per month</li> <li>• Must be Amazon Prime member to subscribe.</li> </ul>                                                                                                                                                          | PC or Mac, Smartphones and Tablets                                                                                                                                                                                     |
| *Kidoodle.TV        | <ul style="list-style-type: none"> <li>• \$4.99 per month</li> </ul>                                                                                                                                                                                                               | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, Roku, Samsung Electronics, Sharp                                                                                                            |
| *KOCOWA+            | <ul style="list-style-type: none"> <li>• \$6.99 per month</li> <li>• \$69.99 per year</li> <li>• Premium: \$7.99 per month</li> <li>• \$79.99 per year</li> </ul>                                                                                                                  | Apple TV, Roku, Chromecast                                                                                                                                                                                             |
| Lifetime Movie Club | <ul style="list-style-type: none"> <li>• \$4.99 per month</li> <li>• \$49.99 per year</li> </ul>                                                                                                                                                                                   | Apple TV, Chromecast, Roku                                                                                                                                                                                             |
| MagellanTV          | <ul style="list-style-type: none"> <li>• \$5.99 per month</li> <li>• \$59.88 per year</li> </ul>                                                                                                                                                                                   | Amazon Fire TV, Apple TV, Chromecast, Roku, VIZIO                                                                                                                                                                      |
| Met Opera On Demand | <ul style="list-style-type: none"> <li>• \$14.99 per month</li> <li>• \$149.99 per year</li> <li>• \$99.99 per year for Met Members</li> </ul>                                                                                                                                     | Amazon Fire TV, Apple TV, Chromecast, Roku, Samsung Electronics                                                                                                                                                        |
| MGM+                | <ul style="list-style-type: none"> <li>• \$6.99 per month</li> <li>• \$58.99 per year</li> </ul>                                                                                                                                                                                   | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku                                                                                                                                                                 |
| MHz Choice          | <ul style="list-style-type: none"> <li>• \$7.99 per month</li> <li>• \$79.99 per year</li> </ul>                                                                                                                                                                                   | Amazon Fire TV, Android TV, Apple TV, Chromecast, MiBox, Roku, Samsung Electronics, Sharp, Sony Corp., Xbox One                                                                                                        |
| MLB.TV              | <ul style="list-style-type: none"> <li>• \$29.99 per month for all teams</li> <li>• \$104.99 per year for a single team</li> <li>• \$149.99 per year for all teams</li> </ul>                                                                                                      | Amazon Fire TV, Android TV, Apple TV, Chromecast, Nexus Player, PlayStation 4, Roku, Samsung Electronics, Sony Corp., Xbox One                                                                                         |

| Service Name              | Pricing                                                                                                                                                                                                                                                                             | Supported Devices                                                                                                                                                                                                                                          |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Monumental Sports Network | <ul style="list-style-type: none"> <li>• \$19.99 per month</li> <li>• \$199.99 per year</li> </ul>                                                                                                                                                                                  | Amazon Fire TV, Apple TV, Chromecast, Roku, Xbox One                                                                                                                                                                                                       |
| MUBI                      | <ul style="list-style-type: none"> <li>• \$19.99 per month</li> <li>• \$119.88 per year</li> </ul>                                                                                                                                                                                  | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Roku, Samsung Electronics, Sony Corp.                                                                                                                                                    |
| MyOutdoorTV               | <ul style="list-style-type: none"> <li>• \$9.99 per month</li> <li>• \$98.99 per year</li> </ul>                                                                                                                                                                                    | Amazon Fire TV, Apple TV, Chromecast, LG Electronics, Roku, Samsung Electronics, Xbox One                                                                                                                                                                  |
| NBA League Pass           | <u>NBA TV:</u> <ul style="list-style-type: none"> <li>• \$8.99 per month</li> </ul> <u>League Pass:</u> <ul style="list-style-type: none"> <li>• \$109.99 per season</li> </ul> <u>League Pass Premium:</u> <ul style="list-style-type: none"> <li>• \$159.99 per season</li> </ul> | Amazon Fire TV, Android TV, Apple TV, Chromecast, PlayStation 4, Roku, Xbox One, Xbox Series X S                                                                                                                                                           |
| NBC News Now              | Free or ad supported                                                                                                                                                                                                                                                                | Amazon Fire TV, Apple TV, Roku                                                                                                                                                                                                                             |
| Netflix                   | <ul style="list-style-type: none"> <li>• \$7.99 per month (2 screens HD with ads)</li> <li>• \$17.99 per month (2 screens HD without ads)</li> <li>• \$24.99 per month (4 screens HD/4K without ads)</li> </ul>                                                                     | Amazon Fire TV, Apple TV, Chromecast, Hisense, LG Electronics, Nexus Player, Panasonic, Philips, PlayStation 3, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sharp, Sony Corp., TCL, TiVo, Toshiba, VIZIO, Xbox 360, Xbox One, Xbox Series X S |
| NewsON                    | Free or ad supported                                                                                                                                                                                                                                                                | Amazon Fire TV, Apple TV, Roku                                                                                                                                                                                                                             |
| Scripps News              | Free or ad supported                                                                                                                                                                                                                                                                | Amazon Fire TV, Apple TV, Chromecast, Hisense, LG Electronics, Roku, Samsung Electronics, Sony Corp., TCL, TiVo, VIZIO, Xbox One                                                                                                                           |
| NFHS Network              | <ul style="list-style-type: none"> <li>• \$13.99 per month</li> <li>• \$79.99 per year</li> </ul>                                                                                                                                                                                   | Amazon Fire TV, Apple TV, Roku                                                                                                                                                                                                                             |
| NFL+                      | <ul style="list-style-type: none"> <li>• \$6.99 per month</li> <li>• \$49.99 per year</li> </ul> <u>NFL+ Premium</u> <ul style="list-style-type: none"> <li>• \$14.99 per month</li> <li>• \$99.99 per year</li> </ul>                                                              | Amazon Fire TV, Android TV, Apple TV, Chromecast, PlayStation 4, Roku, Xbox One                                                                                                                                                                            |
| *Outside+                 | \$7.49 per month (\$89.99 per year)                                                                                                                                                                                                                                                 | Amazon Fire TV, Apple TV, Roku                                                                                                                                                                                                                             |
| Qwest TV                  | <ul style="list-style-type: none"> <li>• \$9.99 per month (HD)</li> <li>• \$89.99 per year (HD or 4K)</li> </ul>                                                                                                                                                                    | Amazon Fire TV, Android TV, Apple TV, Chromecast                                                                                                                                                                                                           |
| Paramount+                | <u>Essential:</u> <ul style="list-style-type: none"> <li>• \$7.99 per month</li> <li>• \$59.99 per year</li> </ul> <u>Premium:</u> <ul style="list-style-type: none"> <li>• \$12.99 per month</li> <li>• \$119.99 per year</li> </ul>                                               | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, MiBox, PlayStation 4, Roku, Samsung Electronics, Sony Corp., TCL, VIZIO, Xbox One, Xbox Series X S                                                                              |



| Service Name      | Pricing                                                                                                                                                                                                                                                                                                                                                    | Supported Devices                                                                                                                                             |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Peacock           | <u>Select:</u> <ul style="list-style-type: none"> <li>• \$7.99 per month</li> <li>• \$79.99 per year</li> </ul> <u>Premium:</u> <ul style="list-style-type: none"> <li>• \$10.99 per month</li> <li>• \$109.99 per year</li> </ul> <u>Premium Plus:</u> <ul style="list-style-type: none"> <li>• \$16.99 per month</li> <li>• \$169.99 per year</li> </ul> | Android TV, Apple TV, Chromecast, LG Electronics, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sony Corp., VIZIO, Xbox One, Xbox Series X S       |
| PeopleTV          | Free or ad supported                                                                                                                                                                                                                                                                                                                                       | Amazon Fire TV, Apple TV, Chromecast, Roku                                                                                                                    |
| Pluto TV          | Free or ad supported                                                                                                                                                                                                                                                                                                                                       | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, MiBox, PlayStation 4, Roku, Samsung Electronics, Sony Corp., TiVo, VIZIO, Xbox One |
| PokerGO           | <ul style="list-style-type: none"> <li>• \$19.99 per month</li> <li>• \$39.99 per 3 months</li> <li>• \$99.99/\$299.99 per year</li> </ul>                                                                                                                                                                                                                 | Amazon Fire TV, Android TV, Apple TV, Roku                                                                                                                    |
| Popcornflix       | Free or ad supported                                                                                                                                                                                                                                                                                                                                       | Amazon Fire TV, Apple TV, Chromecast, Roku, Samsung Electronics, Xbox 360, Xbox One                                                                           |
| Pure Flix         | <u>Standard:</u> <ul style="list-style-type: none"> <li>• \$9.99 per month</li> <li>• \$59.99 per year</li> </ul> <u>Premium:</u> <ul style="list-style-type: none"> <li>• \$14.99 per month</li> <li>• \$149.99 per year</li> </ul>                                                                                                                       | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Roku, Samsung Electronics, Sony Corp., Xbox One, Xbox Series X S                            |
| *Rakuten Viki     | <u>Viki Pass Standard:</u> <ul style="list-style-type: none"> <li>• \$7.99 per month</li> </ul> <u>Viki Pass Plus:</u> <ul style="list-style-type: none"> <li>• \$11.99 per month</li> </ul>                                                                                                                                                               | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku                                                                                                        |
| Red Bull TV       | Free or ad supported                                                                                                                                                                                                                                                                                                                                       | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, PlayStation 3, PlayStation 4, Roku, Samsung Electronics, Xbox One, Xbox Series X S                 |
| *Reuters          | <ul style="list-style-type: none"> <li>• \$1 per week</li> <li>• \$45 per year</li> </ul>                                                                                                                                                                                                                                                                  | Amazon Fire TV, Apple TV, Roku                                                                                                                                |
| Screambox         | <ul style="list-style-type: none"> <li>• \$6.99 per month</li> <li>• \$59.99 per year</li> </ul>                                                                                                                                                                                                                                                           | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku                                                                                                        |
| Shout! Factory TV | Free or ad supported                                                                                                                                                                                                                                                                                                                                       | Amazon Fire TV, Apple TV, Roku, Samsung Electronics                                                                                                           |
| Shudder           | <ul style="list-style-type: none"> <li>• \$8.99 per month</li> <li>• \$89.99 per year</li> </ul>                                                                                                                                                                                                                                                           | Amazon Fire TV, Apple TV, Chromecast, Roku, Xbox One                                                                                                          |
| SportsLive        | <ul style="list-style-type: none"> <li>• \$9.95 per month</li> <li>• \$99.95 per year</li> </ul>                                                                                                                                                                                                                                                           | PC, Mac, Mobile devices                                                                                                                                       |

| Service Name                  | Pricing                                                                                                                                                                                                                            | Supported Devices                                                                                                                                      |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| *Spuul                        | <ul style="list-style-type: none"> <li>• \$4.99 per month</li> <li>• \$49.99 per year</li> </ul>                                                                                                                                   | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Samsung Electronics                                                                  |
| STARZ                         | <ul style="list-style-type: none"> <li>• \$10.99 per month</li> <li>• \$74.99 per year</li> </ul>                                                                                                                                  | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Nexus Player, Roku, Samsung Electronics, Sony Corp., Xbox One, Xbox Series X S       |
| Qello Concerts                | <ul style="list-style-type: none"> <li>• \$7.99 per month</li> <li>• \$89.99 per year</li> </ul>                                                                                                                                   | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku, Sony Corp.                                                                                     |
| STIRR                         | Free or ad supported                                                                                                                                                                                                               | Amazon Fire TV, Apple TV, Roku                                                                                                                         |
| Sundance Now                  | <ul style="list-style-type: none"> <li>• \$6.99 per month</li> <li>• \$59.99 per year</li> </ul>                                                                                                                                   | Amazon Fire TV, Apple TV, Chromecast, Roku, Xbox One                                                                                                   |
| *Tastemade+                   | • \$5.99 per month                                                                                                                                                                                                                 | Apple TV, Android TV, AmazonFire TV, Roku                                                                                                              |
| TED                           | Free or ad supported                                                                                                                                                                                                               | Amazon Fire TV, Android TV, Apple TV, Chromecast, Nexus Player, Roku, Samsung Electronics, Xbox One                                                    |
| Tennis Channel                | <ul style="list-style-type: none"> <li>• \$9.99 per month</li> <li>• \$109.99 per year</li> </ul>                                                                                                                                  | Amazon Fire TV, Apple TV, Roku                                                                                                                         |
| The Criterion Channel         | <ul style="list-style-type: none"> <li>• \$10.99 per month</li> <li>• \$99.99 per year</li> </ul>                                                                                                                                  | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, MiBox, Philips, Roku, Samsung Electronics, Sharp, Sony Corp., Xbox One, Xbox Series X S     |
| The CW                        | Free or ad supported                                                                                                                                                                                                               | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku, VIZIO, Xbox One                                                                                |
| The Roku Channel              | Free or ad supported                                                                                                                                                                                                               | Amazon Fire TV, Roku, Samsung Electronics                                                                                                              |
| The Young Turks (TYT Network) | <u>Activist</u> <ul style="list-style-type: none"> <li>• \$10.00 per month</li> <li>• \$100.00 per year</li> </ul> <u>Insider</u> <ul style="list-style-type: none"> <li>• \$4.99 per month</li> <li>• \$49.99 per year</li> </ul> | Android TV, Apple TV, Chromecast                                                                                                                       |
| TrillerTV                     | Free or ad supported                                                                                                                                                                                                               | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Roku, Samsung Electronics                                                            |
| *Toon Goggles                 | \$4.99 per month                                                                                                                                                                                                                   | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, Philips, Roku, Samsung Electronics, Sharp, Sony Corp., TiVo, VIZIO          |
| Tubi TV                       | Free or ad supported                                                                                                                                                                                                               | Amazon Fire TV, Android TV, Apple TV, Chromecast, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sony Corp., TiVo, Xbox One, Xbox Series X S |

| Service Name      | Pricing                                                                                                                                                                                                                                                                                                                                                       | Supported Devices                                                                                                                                                                                                                                |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| UFC Fight Pass    | <ul style="list-style-type: none"> <li>• \$9.99 per month</li> <li>• \$95.99 per year</li> </ul>                                                                                                                                                                                                                                                              | Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Roku, Samsung Electronics, Sony Corp., Xbox One                                                                                                                                |
| Univision         | Free or ad supported                                                                                                                                                                                                                                                                                                                                          | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku                                                                                                                                                                                           |
| Univision NOW     | <ul style="list-style-type: none"> <li>• \$11.99 per month</li> <li>• \$143.88 per year</li> </ul>                                                                                                                                                                                                                                                            | Android TV, Apple TV, Chromecast, Roku                                                                                                                                                                                                           |
| UP Faith & Family | <ul style="list-style-type: none"> <li>• \$5.99 per month</li> <li>• \$59.99 per year</li> </ul>                                                                                                                                                                                                                                                              | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, Philips, Roku, Sharp, Sony Corp., Xbox One, Xbox Series X S                                                                                                                           |
| Vimeo On Demand   | Prices vary                                                                                                                                                                                                                                                                                                                                                   | Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku, Samsung Electronics                                                                                                                                                                      |
| VUDU Movies on Us | Free or ad supported<br>Prices vary                                                                                                                                                                                                                                                                                                                           | Amazon Fire TV, Apple TV, Chromecast, LG Electronics, PlayStation 3, PlayStation 4, Roku, Samsung Electronics, TiVo, VIZIO, Xbox One, Xbox Series X S                                                                                            |
| Xumo Play         | Free or ad supported                                                                                                                                                                                                                                                                                                                                          | Amazon Fire TV, Android TV, Chromecast, Hisense, Panasonic, Philips, Roku, Samsung Electronics, Sharp, Sony Corp., VIZIO                                                                                                                         |
| YouTube Premium   | <ul style="list-style-type: none"> <li>• \$13.99 per month</li> <li>• \$139.99 per year</li> </ul>                                                                                                                                                                                                                                                            | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, Panasonic, Philips, PlayStation 3, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sharp, Sony Corp., TCL, VIZIO, Wii U, Xbox 360, Xbox One, Xbox Series X S |
| YouTube TV        | <ul style="list-style-type: none"> <li>• \$82.99 per month</li> <li><u>NFL Sunday Ticket</u></li> <li>\$85 per month</li> <li><u>4K Plus</u></li> <li>\$9.99 per month</li> <li><u>Sports Plus</u></li> <li><u>w/RedZone</u></li> <li>\$10.99 per month</li> <li><u>Entertainment Plus (HBO Max, Paramount+, Starz)</u></li> <li>\$29.99 per month</li> </ul> | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, Panasonic, Philips, PlayStation 3, PlayStation 4, PlayStation 5, Roku, Samsung Electronics, Sharp, Sony Corp., TCL, VIZIO, Wii U, Xbox 360, Xbox One, Xbox Series X S |
| YuppFlix          | <ul style="list-style-type: none"> <li>• \$3.99 per month</li> <li>• \$22.99 per 6 months</li> <li>• \$39.99 per year</li> </ul>                                                                                                                                                                                                                              | Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, PlayStation 3, Roku, Samsung Electronics, Sharp, Sony Corp., TCL, TiVo, VIZIO, Xbox 360                                                                               |

\*Free or ad-supported version available

### Why Some Platforms are Free and Some are Not

As usual, it just comes down to dollars and cents (or sense) that adds up to revenue in the long run for these providers . We all know that watching commercials is just part of the process with traditional TV channels or free movies . As most of us are aware, many streaming providers offer options for an additional fee that remove advertisements from their content.

### Important Information About HDMI Settings

When viewing, installing, or dealing with HDMI settings and plug ins, consumers are often left confused when looking to view streaming options on today's devices . Generally speaking, they're usually labeled as:

- HDMI 1, 2, or 3 (more or less)
- Blu-ray
- Xbox or PS Video
- Video 1 or 2
- PC or Computer





Although these installation options seem simple enough at first glance, they can get complicated quickly. Here's a weird example of how things can go askew. Let's say you have an older or uncooperative device and one of the USB plugs isn't working properly. So, you use another slot that's labeled differently from the device you're using instead to make it work. Is that okay?

Again, let's say you go against the grain, plug into another slot that's either operating or performs more efficiently. Now you might be watching cable on the Blu-ray option. It might work, but it still could cause problems, and you should contact your cable provider, get another professional to assist, or purchase a newer device to remedy this situation.

### **Different Devices, Boxes, and Options**

Along with computers, televisions, smartphones, and laptops, it's important to know that hooking up with these providers is also available on other "boxes" both stationary and mobile. In other words, gamers are also enjoying live or pre-recorded content on their favorite game controllers, boxes, and other devices.

Many gamers are using different Xbox options to watch movies and streaming content in three different ways:

1. Play movies on an Xbox One by installing the Blu-ray Player app or other streaming apps. Purchase or select films directly from the Microsoft Store and enjoy viewing them on this popular gaming box.

2. After installing the Blu-ray app, insert these discs or standard DVDs directly into the device, and they will begin playing automatically.
3. Access streaming apps like Netflix and Disney+ from the Xbox home screen where you'll also find an option to navigate to the Microsoft Store to get their content.

### Get Bigger Bargains by Bundling

Speaking of Disney+ and other providers, some of them offer options for bundling channels together to get a bigger bang for your streaming buck. Using Disney+ as an example, their bundle package includes Hulu and ESPN to enjoy Disney's family-friendly content, hit movies from Hulu, and sports for one low price. Other providers that bundle include:

- **FuboTV:** Sports enthusiasts will love FuboTV's package that includes games, events, commentary, news, and more available from more than 115 channels. Start with a free 7-day trial to explore local, national, college, and professional coverage.

- **Paramount+:** Meanwhile, over at Paramount, their standard package includes multiple platforms including BET (Black Entertainment Television), Comedy Central, Nickelodeon, signature options from Paramount itself, the historic Smithsonian channel, and much more.

- **Philo:** From an ancient Greek term, the word Philo means loving, and for fans of streaming entertainment, this platform combines more than 60 channels of including A&E, Hallmark, along with over 50,000 movies, sports presentations, and other choices.

Remember the true meaning of OTT TV. It's going over the top of a cable box or other existing subscription services. Before you "cut the cord," think about how these streaming options will enhance your entertainment experience rather than detach from existing providers.





# Cable Connections, Access to the Internet, and More

n almost every case (except perhaps the use of an indoor or outdoor antenna), subscribers to streaming services need a good, strong, and reliable connection to the internet. Speed is also an issue because if the signal isn't coming through at a sufficient rate, users will suffer from buffering problems, slow download or upload times, and potential interruptions. For example, when users are saving content, if the internet service is temporarily interrupted, these glitches will usually appear inside the saved content. It's like the past with VHS tapes that began to deteriorate over time or DVDs getting scratched or warped.

These problems were something that cable and streaming services meant to resolve. As technology continues to evolve, these issues are starting to become a thing of the past. But again, this means having a strong and fast connection to the internet for superior service.

## Checking for a Strong and Speedy Connection

Many consumers might not realize that getting internet from local cable companies is reliable, strong, fast, and in many cases comparable to national providers. In any case, users should check the speed and reliability of this service on a regular basis.



Depending on your provider or by using different apps available online, take the time to see if your internet speed is adequate. There are some terms users should know, including:

- **Mbps** Megabits per second or the amount of the tiny chunks of data (one million in this case) that are being delivered during this time.
- **Kbps** Kilobits per second is the same as Mbps, where a kilobit is one thousand bits of data instead of one million.
- **Download vs. Upload Speeds** While it may not seem obvious, download is data coming to your device while upload is data you send. These speeds can differentiate vastly and depend on circumstances and providers.
- **Ping** Also known as latency ping, it's the reaction time of your connection or how quickly your device receives a response after sending out a request. This is often crucial with applications like video games, where timing is everything.
- **MS** Ping is measured in milli- seconds or MS.
- **Jitter** Sometimes referred to as PDV (Packet Delay Variation), jitter frequency is the variation of ping over time. Jitter isn't usually noticeable when reading a text or viewing a web page. However, with streaming and gaming, poor jitter performance results in buffering and other interruptions.

### Improving Internet Speed

Another way to ensure you're getting the best value when connected to the internet via a cable is to check that all connections are secure and cords are free of wear and tear.

Faulty or frayed wires and their connections will wreak havoc when streaming content with this type of OTT TV delivery.





Here are other ways to make sure your internet is as fast, strong, and as secure as possible:

**Getting Security Updates:** Be sure to regularly maintain and update security measures inside your internet connections. Breaches in security often lead to nasty viruses that could bring online performance down to a snail's pace . These internet leeches can also literally kill devices, hard drives, and other equipment if left unchecked or removed .

While there are anti-virus security providers that come with a monthly or annual fee, other no- cost options are available . Search the internet for "free internet virus protection," for more information.

**Picking & Comparing Providers:** Just because a

big-name national provider has a recognizable brand doesn't mean they are better or faster . In many cases, local cable TV and internet providers are able to deliver similar or superior service . Local providers can be less expensive too . Often, it comes down to simple math: the more users that are trying to access the internet with larger providers, the slower the speed and access to online resources become, especially when using streaming services.

**Routers:** If you receive your internet connection through a router, consider resetting it regularly, not just during a disruption in service .

Similar to restarting other electronic devices like computers, laptops, and smartphones, refreshing a router will make it perform better. Consider setting a schedule to reset the router on a regular basis, depending on traffic, usage, etc.

If you received your router from your service provider, such as a local cable company, it is updated regularly through box exchanges. However, if you own your router independently, consider purchasing a newer one, especially if it's older than two years . Users are often surprised at the increase in speed they receive from a newer device .

**Location, Location, Location:** Another way to boost internet speed is by moving a stationary router to a centralized area of a home or office. In other words, if the router is in the master bedroom at one end of the house, users in other rooms will likely experience slower speeds. Consider avoiding these places when placing a router:

- Rooms where there are several appliances and devices, like a kitchen or bathroom where electronic interference will likely affect the overall performance
- Against a wall, in a corner, or on a windowsill where the signal is either trapped on some sides or tends to move outward, respectively
- In a basement or upper floor where there are multiple levels of a home or office

When streaming lengthy content or connecting with live platforms like video conference calls, some users will temporarily use a “hard connection” through a wired device like a USB connection. This often speeds up connectivity significantly and reduces buffering and other interruptions.

Another way to improve on-line speeds is to place the router off the ground. This includes a central location like on a coffee table in a common living area.

### **A Smarter (and Faster) Internet Connection**

Consumers should also consider local provider upgrades like SmartNet powered by eero available from Buckeye Broadband. This add-on service boosts speed with “blanket coverage” that encompasses every corner, nook, and cranny of a home with the newest mesh WiFi (wireless fidelity) technology.

Along with being wireless, it uses multiple access points and TrueMesh technology to replace your router and help you stream, work, and play from every room in your home. Think of it this way: one light bulb can’t illuminate every room in your house. Therefore, a single router can’t be expected to deliver internet services to every part of your home. SmartNet steps up to the plate with better performance compared to a router.



# Types of OTT TV and More on Cutting the Cord

**A**lthough it may seem like streaming via the internet

is the only way to go with OTT TV, that's not necessarily true. There are different types of services available, and here we'll take a look at some of them along with additional information about other similar platforms:

**AVOD Advertising Video On Demand:** Our list of free AVOD options on page 25 is full of examples of this type of content. In exchange for watching advertising and commercials, us

ers can watch videos, shows, and other media at no cost.

**MVPD Multichannel Video Programming Distributors:** In general terms, MVPD encompasses all the providers who offer multiple channels as a part of their service. This includes cable, satellite, and even broadcast television channels that aren't necessarily streamed for access.

**SVOD Subscription Video On Demand:** YouTube is an excellent example of SVOD services that usually contain ads

as a part of its programming. In most cases, users can pick a topic that interests them, subscribe to a channel or provider, and enjoy watching content about their chosen subject matter.

**TVOD Transactional Video On Demand:** TVOD is a service that allows users to purchase content on a PPV (pay-per-view) basis. Obviously, this means customers are able to buy exactly what they want to watch, when they want to watch it, without a long or short-term commitment. In some cases, consumers can access an entire catalog of events or subject matter.

**VOIP Voice Over Internet Protocol:** Even though this type of service is usually reserved for audio only, it's still a part of programming that includes images depending on its presentation. For example, Facetime, WeChat, and Skype are often considered to be VOIP platforms.

### Audio Avenues

Delivery of audio streaming on-line includes podcasts and internet radio stations. Podcasts are found all over the internet, often in con-

junction with websites, accessible on blogs and other services. An example of audio airwaves includes the iHeartRadio channel that offers a wide range of music stations and talk shows. Other popular versions include Spotify, Amazon Music, and newcomer Tidal for listening to all your favorites online.

### Messaging Services

Similar to the audio avenues mentioned previously, messaging services like sending a PM (Private Message) on Facebook or other social media channels and platforms are a way to use the internet to connect with people. Rather than sending text, email, or making a phone call, many people use this option to communicate with friends and family online.

### Paid Platforms and Storefronts

Different paid platforms available from online storefronts include iTunes, Amazon Prime Video, and more. People pay upfront for certain selections or access to a variety of choices available from these internet providers.

# Reviews and Real-Life Scenarios

**S**treaming OTT TV technology gives traditional entertainment options a run for their money, and now word-of-mouth advertising and marketing have also moved online. Review sites like Yelp, Four Square, Glass Door, and more offer consumers a place to rate businesses and their services to share their opinions and experiences with others.

Although some of these reviews should be taken with a grain of salt, most of these comments are genuine. Let's take a look at some of what today's OTT TV customers are saying about these services.

## Titles and Options

It's important to note that most of the reviews on the internet talk about what to watch on popular platforms. This is an excellent opportunity for viewers to check out lesser-known movies and original series that are often overlooked.

For fans of sci-fi thrillers, the Canadian series *Orphan Black* remains a cult favorite, with Tatiana Maslany winning an Emmy in 2016 for her

standout performance in multiple roles. In recent years, streaming has delivered some of the most talked-about shows in television history. Netflix has scored hits with *Stranger Things* and *Wednesday*, Hulu with *The Handmaid's Tale* and *Only Murders in the Building*, and Prime Video with *The Boys* and *Reacher*. HBO's *Game of Thrones* set records for viewership, and its prequel *House of the Dragon* continues to draw massive audiences on HBO Max.

## Bingeing, Timing, and Scheduling

Another advantage with streaming services is the ability to binge-watch an entire series or set of movies inside a given franchise. Depending on availability, it's possible for a fan of *Star Wars* to watch the entire set of movies in a single sitting, given enough popcorn and caffeine.

Users can also watch shows, movies, and more according to their schedules and not necessarily when they appear live on air.



These programs will be ready for you to watch when you're available.

### User Experiences

It's a good idea to get information from others about connecting to streaming services, how those services perform, and what to expect from them.

John S. from Toledo, Ohio, decided to replace his local cable provider with fuboTV. However, John didn't do his homework. He paid upfront for their service before realizing he needed a box, a Smart TV, or another type of device to connect to their services.

Donna D. was looking at more family-friendly programming for her kids. She had Nickelodeon for her children through her cable provider, but she cut the

and got Disney+ as a replacement. Even though she was getting all the classics, original programming, and more, Debbie and her kids lost some of their most-loved shows.

Joe B., a huge sports fan, signed up for a sports package but wasn't getting access to his favorite hockey team. It was the primary reason he signed up for the package, but he only saw baseball, football, tennis, golf, and other sports scenes.

Before signing up, make sure you know what you're getting into before shelling out your hard-earned cash. Read the small print, contact customer service, get support, or use other resources to ensure you're not only getting what you're paying for, but everything is acceptable before signing up (more on this in the chapter about the pros and cons of OTT TV).



# Are Local and National Cable Providers Still King?

**R**emember, the definition of OTT TV often means going over-the-top of cable boxes, which complements cable TV providers quite well in many cases. Before cutting the cord with local, national, cable or satellite providers, consider the advantages of staying connected to these services.

## On the Go with HBO and More

Often cable companies, especially local providers, will include services like HBO Max with a subscription to this premium channel at no extra charge. This means streaming the available content from HBO on multiple screens, from smartphones to laptops and more.

Other entertainment apps available with (or through) cable channels offer consumers similar options for streaming services. They're giving away access to their networks with just an internet connection along with a subscription or download.

**Are News and Lifestyle the Glue?** According to many industry observers, local and national news networks remain a key reason viewers stay connected to cable providers. Access to trusted, around-the-clock news coverage gives cable and satellite services a level of immediacy and reliability that many streaming platforms still struggle to match. In addition, lifestyle and reality-based channels such as HGTV, Food Network, and TLC continue to draw loyal audiences who value fresh episodes and live premieres. Together, these types of programming help traditional providers maintain their relevance in an increasingly streaming-first world.





# Pros and Cons of OTT TV

As streaming continues to evolve, it's becoming more and more popular as an alternative to traditional television. In the past, when cable and satellite TV became more mainstream, they virtually obliterated the use of outdoor antennas.

Today's choices are giving cable and satellite choices a real run for their money. Let's take a look at some of the pros and cons of OTT TV compared to other choices.

## Pricing is a Big Point

In almost every case, streaming platforms are much more affordable compared to, let's say, satellite services. Depending on the provider, satellite options will often provide hundreds or even thousands of channel choices, which can be overwhelming to users along with a hefty price tag.

For a lower, flat monthly fee, viewers can manage their options. In other words, those looking for more family-friendly content can choose Disney+ that also offers plenty of adult content for audiences to enjoy.

À-la-carte options from certain streaming providers offer even more ways for consumers to

customize their choices and prices to watch exactly what they want. Sports lovers can pick packages or certain events, while lovers of drama might choose other options.

## Local Cable Companies Provide Superior Customer Service

Considering Murphy's Law (if something can go wrong, it probably will), consumers often need to contact their provider when things go awry. It could be something minor like a box or remote control that needs to be replaced/ upgraded, or a problem with connectivity.

Local cable companies provide superior customer service during business hours and have many online options available compared to many national or international companies.

Our retail stores are staffed with knowledgeable agents ready to assist face-to-face, and our Buckeye Brainiacs are available to help troubleshoot devices, set up streaming services, and answer technology questions.

### **Killing Commercials**

For those who are annoyed with seemingly constant and endless interruptions from commercials, there are many options available from streaming providers that eliminate ads from their lineup. These are often always available for a small additional monthly fee.

### **Bundling Options and Availability**

As an example, the Disney+ platform offers bundling choices. This means families can get the programming they're looking for with younger audiences along with adult choices when bundling with Hulu and ESPN. It's a win-win situation for those who are looking at many choices at an affordable price with multiple interests.

### **More Mobility and Better Access**

OTT TV streaming services offer better access on our mobile devices. We're no longer tied down to only watching stationary television inside our homes. Get almost everything you want to watch on the go with an internet connection and a handheld electronic device.

### **Original Programming**

If you take a look at what's coming out from many video content producers and providers from Hollywood, we're looking at a great deal of repeat performances. There's a sequel to this, a prequel to that, another addition to the popular DC or Marvel comic content.

While these types of series are extremely popular with audiences, many viewers are looking for something more unique and original to watch. HBO's "Game of Thrones" blew away audiences and set viewership records.

### **Personalized for Performance**

In many cases, the use of providers usually includes tracking what you're watching to give viewers more personalized presentations. While it may seem intrusive at first glance, it's actually quite useful when users are offered multiple recommendations in line with their interests.

It cuts down on the amount of time spent seeking what we want to watch while scrolling through a multitude of choices on remotes. Scrolling and scrolling, checking channel guides, along with trying to keep up with everything that's trending, is tiresome.

# Conclusion

Let's take a moment to look back at what we've already covered. OTT TV has come a long way since its inception. We watched (pardon the pun) televisions evolve from primitive, grainy, black-and-white sets to gigantic cabinets and then into streamlined screens. The latter are often wall-mounted or put into locations that are more user-friendly and accessible to viewers.

This guide has also showcased a compelling description and definition of exactly what OTT TV is and nearly everything it offers to today's consumers. This included how Amazon and other providers came into the picture (another shameless pun), how marketing experts and how advertisers began to take advantage of this popular and growing platform.

## Technology and Streaming Options

The tremendous growth of today's technology allows users to stream their favorite shows, movies, sports, and more on streaming services like those available with Buckeye TV Everywhere. In conjunction with online applications and other

internet resources, access to popular networks like these is available from providers like:



and more.

Don't forget about premium cable channels, including Cinemax, Epix, HBO, Showtime, STARZ, The Movie Channel, and others.

## More Than Stand-Alone Services

Although popular providers like Netflix or Hulu are available as stand-alone providers, remember the term OTT (over-the-top) TV is meant to describe a platform that enhances viewing experiences that are available in conjunction with cable platforms by literally going over the top of a box or receiver. In other words,

while cable subscribers are accustomed to their favorite options on selected channels, there are more programs available on OTT TV option(s).

### **Getting Local Help Means Superior Support**

One of the best parts of being a subscriber to a local cable provider is the stellar customer service and multiple locations available nearby to serve customers.

Personalized customer service support is always better for everyone involved. This is especially important when dealing with local professionals. Whether it's a relationship that builds up over time or making a customer feel welcome and at home, we've got your back.

### **Contact and Connect**

Here at Buckeye Broadband, we're committed to providing our customers information on the latest and greatest technology. Along with 24/7 online chat, videos, and phone support during regular business hours, we've got our team of Brainiacs to help with all your high-tech needs today and in the future. Here's a quick guide to our contact resources and locations:

### **Physical Locations or Phone 419.724.9800**

#### **Franklin Park Tech Hub**

4111 Talmadge Rd, Toledo, OH 43623

#### **Oregon Tech Hub**

3050 Navarre Ave, Oregon, OH 43616

#### **Perrysburg Tech Hub**

26611 N Dixie Hwy Suite 103,

Perrysburg, OH 43551

#### **Sandusky Tech Hub**

774 Crossings Rd, Sandusky, OH

#### **44870 Spring Meadows Tech**

**Hub** 6760 Airport Hwy, Holland, OH 43528

### **Online Options Website:**

*[BuckeyeBroadband.com](http://BuckeyeBroadband.com)*

### **Blog:**

*[BuckeyeBroadband.com/Blog](http://BuckeyeBroadband.com/Blog)*

Be sure to visit our website and scroll to the bottom of the page for online service options. Categories include everything from channel listings to securely viewing and paying your bill on-line. Whether it's in person at one of our many Tech Hubs, online, or by phone, we're always looking forward to hearing from you.

# Glossary

**T**hese abbreviations, words, and definitions include terms not necessarily found inside this guide and are intended for informational purposes. Better understanding of these words and terms will help you learn even more about OTT TV and modern technology.

**4K** Ultra-high-definition video seen on screens with a resolution of approximately 4,000 pixels horizontally

**AI** Artificial Intelligence is the simulation of human brain performances working inside machines and computers. It mimics actions to perform a variety of tasks, including learning and problem-solving

**AUX** An abbreviation for auxiliary and is often used as a primary slot on certain devices like the HDMI slot on television sets

**AVOD** Advertising-Based Video On Demand; viewers are must watch advertising or ads that sponsor the content

**CC** Closed Captioning can be used by the hearing impaired or by those who would rather read instead of using audio; also used to translate different languages

**CDN** Content Delivery Network is a system of servers across countries and around the world

to deliver content faster to various locations

**COAX** Coaxial Cable is a type of electronic (usually a cable cord) wiring system consisting of an inner conductor surrounded by an insulative shield, sheath, or jacket

**Content** Video and other streaming materials, including images, audio, text, photographs, and more

**CTV** Connected TV such as cable or antenna, which is typically connected by a cable, cord, or wire

**CVD** Cloud Video Distribution refers to internet servers accessed by viewers without needing to download the video file, which speeds up content delivery and loading times

**DVD** Digital Versatile Disc viewed using a player or other type of box

**DVR** Digital Video Recorder or Digital Voice Remote using a controller

**HD** High-definition describes videos and televisions with resolution greater than or equal to 720 pixels

**HDMI** High-Definition Multimedia Interface which was designed to cut down on the number of cords attached to televisions

and connections to other electronic devices

**Intelligent OTT** Uses artificial intelligence to monitor users' behavioral patterns and choices to enhance and improve future viewing options

**IOT** The Internet of Things is usually a general term used to describe all of the different devices that offer users access to online services, including types of software, sensors, technology, and more to enhance a user's online experiences like OTT TV

**IPTV** Internet Protocol TV or Television is viewed online with an internet connection using technology that's mostly associated with audio content

**IVOD** Interactive Video On Demand refers to the user-activated functions like pause, rewind, and fast-forward

**LCD** Liquid Crystal Display is used in flat screens using properties of liquid crystals combined with polarizers for sharper images

**LED** Light Emitting Diode is a small panel or a component of a larger screen that also delivers sharper images compared to traditional devices

**Live OTTV** Live Over-the-Top television streaming services often encompass sporting events, courtroom dramas that are unfolding

in real-time, sometimes available from seemingly somewhat stationary platforms like YouTube

**LOTT** Linear Over-the-Top television providers like Hulu, Netflix, etc.

**OD OTTV** On-Demand Over-the-Top is a general term used to encompass providers that access content through a library of different options that stream from a bank of choices

**OTA** Over-the-Air generally refers to a connection to an antenna including both indoor and outdoor options

**P** Pixel is a hypothetical, tiny square measurement seen as the smallest addressable element in a picture. In other words, a higher number of pixels equates to clearer images appearing on the screen

**PPV** Pay Per View events or content purchased individually or in packages such as sporting events

**SAT** Often used as an abbreviation for Satellite and seen on remote controls

**SD** Standard definition resolution that's similar to the clarity you'd see on old-school standard television

**Smart TV** An internet-ready television able to download and stream without the need for any type of box in most cases



**Smart TV Platform** The software installed on an intelligent television, which enables a Smart TV to function

**STB** Set Top Box is the device that allows content to be viewed, such as a cable or game box

**Subtitles** Similar to CC, text appears along with the dialogue most often used to translate foreign languages

**SVOD** Subscription Video On Demand with a monthly or annual fee or a no-cost subscription necessary for access

**TVOD** Transactional-Based Video on Demand using a PPV (pay per view) type of model

**USB** Universal Serial Bus is a universally accepted connection with a small cable or a stand-alone device . It may deliver a power supply, often interfacing between computers on networks, or in this case, give access to an OTT TV option on some platforms.

**VOIP** Voice Over Internet Protocol almost always reserved for audio content and/or telephone services but is also used on other streaming platforms



# Channel Glossary

**W**hile some of these listed abbreviations, and acronyms are obvious to most viewers, others, maybe not so much. Take a quick glance at these channels to learn more about their programming.

**A&E** Arts and Entertainment for the best in elite programming for those who are looking for culture, history, and more

**ABC** American Broadcast Company, a staple in broadcasting channels from days gone by that's still remained current and relevant

**Animal** More commonly known as Animal Planet, where lovers of critters and the environment stay current with all that's important with Mother Nature

**BET** Black Entertainment Television features movies, original series, African American history, and more

**BRAVO** Mucho applause for this clap-worthy network bringing the best in reality TV and more

**C-SPAN (also C-SPAN2 & C-SPAN3)** Cable Satellite Public Affairs Network, which is mostly a choice for viewers wanting to keep up with all the current affairs

**CBS** Columbia Broadcast System has been bought out several times over the years and still remains one of the most popular and highly viewed channels

**CMT** Country Music Television delivers more than beloved southern tunes with programming appealing to this audience

**CNN** Cable News Network highlighting all the current national news and politics that are trending today

**Comedy Central** A little too obvious for an explanation, but the hilarity ensues with newer and classic comedy that's available from this popular network

**DISC (or DISCOVERY)** This enlightening network remains a popular choice for those who want to discover all that's worth looking into today and in the past

**DISN** An older abbreviation for the Disney Channel, which has expanded into the streaming competition

**E! or ETV** Entertainment Television with an emphasis on celebrities and gossip

**ESPN** Entertainment Sports Programming Network often considered the primary source for sports

**FOX** Fox Broadcasting Network even though the acronym doesn't exactly fit the initials, there's still a plethora of programming choices available from this time-honored, favorite channel

**HBO** Home Box Office is arguably one of the best premium channels available from cable providers

**HGTV** Home & Garden Network has skyrocketed into one of the top slots for lovers of house makeovers, tips and tricks about remodeling, etc.

**HSN** Home Shopping Network is always a fan-favorite among shopaholics looking for deals and steals available online for a fraction of the cost compared to retail outlets

**LIFE** Lifetime is packed with romantic comedies, upbeat series, beloved stars, and series

**MSNBC** Mostly considered a combination of Microsoft and NBC news networks for coverage of current events

**MTV** Referred to previously as Music Television, the channel has now added trendier and reality-based topics to its lineup

**NBC** National Broadcasting Channel, which is another beloved broadcast channel still pumping out popular programming with sports, new comedies, dramatic series, movies, and more

**PBS** Public Broadcasting Channel has delivered such time-honored classics from the past like Mr. Roger's Neighborhood, Antiques Roadshow, and newer programming, keeping audiences tuning in for more

**QVC** Quality Value Convenience is the way to explain this popular shopping channel for those looking for deals and steals as they become available in real-time

**SHO** It's always Showtime on this sister station to HBO with more to explore on this channel than meets the eye

**SYFY** More commonly known simply as the Sci-Fi Channel, this science fiction station is all about what's happening as we look to the future

**TBN** Trinity Broadcast Network is the largest Christian Television Network in the world

**TBS** Turner Broadcast System, whose past owner(s), such as the Warner Brothers, once commanded the channels on many basic cable networks

**TCM** Turner Classic Movies, similar but not quite the same with a multitude of B&W flicks, other old-time favorites and more modern choices from this time-honored classic channel

**TLC** The Learning Channel, which is slowly morphing into the True Love Care network when recently rebranding to more touching programming options

**TMC** The Movie Channel is mostly dedicated to the black and white classics we love, but don't sell this network short with newer selections

**TNT** Turner Network Television—is it a monopoly much or just offering multiple options for available viewing options?

**TWC** The Weather Channel is perhaps the most helpful platform for those needing to know what to wear, the temperature, current and future forecasts, and how to dress and pack for travel, etc.

**UPTV** As the title suggests, the programming is mostly uplifting and includes time-honored favorites like “Little House on the Prairie” and newer favorites including “The Gilmore Girls”

**USA** Simply known as the USA network or the United States of TV, USA has been a staple of programming with cable networks since practically day one

**VH1** Video Hits One that many consider a rip-off of MTV, but it's still an entertaining option for music fans





**Your local technology leader.**

**[BuckeyeBroadband.com](http://BuckeyeBroadband.com)**

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