

Ditching Cable

Ditching Cable

- Types of Content
 - Streaming
 - Typically Free or Low Cost
 - Quality depends on Internet Connection
 - Lots of sources and options
 - Licensing restrictions limit content availability
 - Content Providers
 - Hulu
 - Overview:
 - Includes offering from all major networks except CBS
 - Can manage content through a queue or subscriptions
 - Available through website or desktop app
 - Includes advertising - but typically minimal compared to regular TV
 - Standard Hulu
 - Licensing is still an issue - limited content on free service
 - Hulu Plus:
 - \$10 per month - Currently in Beta (Invite Only)
 - Includes access to large back-catalog
 - Still includes advertisements
 - Available on iPhones and iPads
 - TV.Com
 - Network Websites
 - Availability of shows is inconstant - typically last few full shows
 - May require browser plug-ins (flash, silverlight, etc.)
 - Inconsistent viewing experience
 - Netflix Streaming
 - Requires purchase of \$9 monthly plan - but includes 1 at a time unlimited DVD rentals
 - More streaming content is coming online all the time, but typically not new release titles
 - Can stream to multiple devices - TiVo, xBox, Roku, Wii, etc.
 - Download
 - Usually requires a fee
 - Exception: Video Podcasts
 - Highest picture quality
 - largest selection
 - Content Providers
 - iTunes
 - Platforms

Ditching Cable

- Mac/Pc
- iPod/iPhone/iPad
- AppleTV
- Commercial Free
- Large selection
- Movies available for purchase or rent
- Rumors of \$0.99 TV show rentals
- Amazon.com
 - Platforms:
 - Web Browser
 - TiVo
 - Roku
 - Not as large a selection as iTunes
 - Includes "digital locker"
- Recorded
 - Overview
 - Requires purchase of additional hardware (Elgato)
 - Can come from free over the air or your cable connection
 - Quality depends on compression settings and storage space
 - Usually requires a dedicated Mac.
 - Additional Hardware
 - Video Source
 - Cable - Requires cable subscription
 - Over The Air -
 - Requires a Digital-capable TV or Converter Box
 - Antenna
 - Good reception of broadcast signals
 - Antennaweb.org - list of channels available in your area and types of antennas needed
 - Elgato EyeTV
 - Receives unencrypted digital and analog signals via Antenna or Cable
 - EyeTV software turns your Mac into a DVR
- AppleTV
 - Designed to be an iPod without a screen
 - Can be "hacked" to have more "mini-Mac Mini" functionality
 - Works best if your content is in iTunes
- Mac Mini
 - Setup:
 - HDMI capable MacMini makes connection easy
 - Requires devices to control the Mac Mini - wireless keyboard, mouse, remote
 - Probably requires additional storage
 - Content - Most flexible in content availability

Ditching Cable

- Streaming, Download and Recorded content
- Ease of Use
 - Not as easy to use as an AppleTV or TiVo
 - Designed more for the technology enthusiast rather than the average consumer.
- Multi-Purpose
 - Mac Mini can be used as a home server in addition to entertainment hub
- Time to Ditch Cable? - Depends
 - Pricing a Mac Mini Home Media Center
 - Mac Mini (base model) - \$699
 - Magic Mouse - \$69
 - Wireless Keyboard -\$69
 - Apple Remote - \$19
 - HDMI Cable - \$20
 - EyeTV Hybrid - \$149
 - 1TB Hard Drive - \$100
 - Amplified HDTV Antenna - \$75
 - TOTAL = \$1,200
 - Standard Cable Bill = \$60
 - Break even point = 20 months
 - Subscriptions
 - High Speed Internet - \$60
 - Netflix - \$10
 - Hulu- \$10
 - Additional iTunes Downloads - Varies
- Limitations of Cutting Cable
 - Non-Network live News (assuming you have an antenna)
 - Non-Network live sports (with antenna)
 - No premium or content
 - Limited Speciality Channels (HGTV)
 - Additional TVs will require additional equipment
 - Probably could get away with an Antenna and/or AppleTV
- Tips:
 - Start with what you have, then build on that - it doesn't have to be all or nothing
 - When shopping for antennas - buy local or somewhere with a flexible return policy until you find one that works for your needs.
 - Analyze your TV habits - what do you watch, where is the content available, what will you lose?
- Why Katie Decided Against This
 - Really wanted to ditch cable - but found it didn't make sense for me
 - I don't watch any premium content my cable bill is only \$60
 - Cable News was a problem
 - HGTV

Ditching Cable

- Multiple TVs included additional cost
- High startup-price