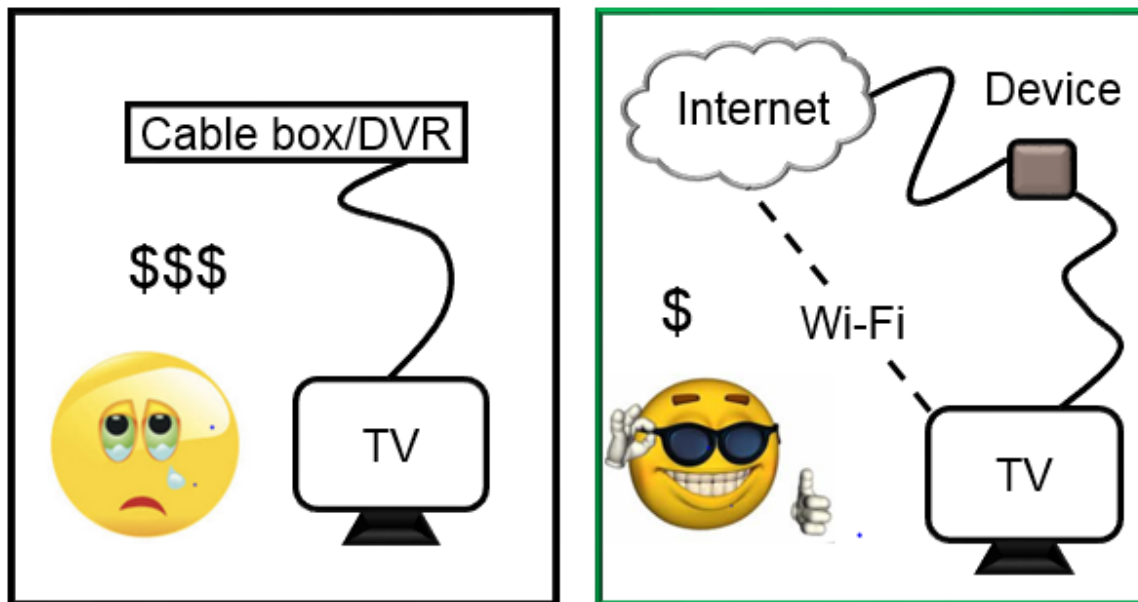


Tired of Paying for Cable TV? Streaming Video May Be For You!



Cable TV

Streaming TV

Streaming TV may be for you if...

- You want to reduce monthly cost for TV
- Your shows/movies/sports are available via Internet
- You prefer to watch shows without commercials
- You don't mind some technical configuring – equipment or computer
- You're curious to see programs not available on traditional TV
- You want to watch on 3 screens (TV, PC, Mobile Device) *anywhere* you have Internet connectivity

More info: www.alicantehoa.com → Owner Services → OMC Bulletins

www.vivportal.com → Documents → Association Documents → OMC Bulletins

Background – What is Streaming TV?

Initially, TV programming was delivered by over-the-air signals: Broadcast TV.



Subsequently, TV programming was transmitted over cables: Cable TV.



Now, TV programming is being distributed over the Internet: Streaming TV.



Streaming TV - Pros

- Monthly cost less than cable TV
- Viewing without commercials (Netflix, Amazon Prime, Apple TV, etc.)
- Watch on multiple screens (TV, PC, Smartphone and Tablets) anywhere with Internet connectivity.
- DVR not required
- Watch back-to-back episodes - Binge watching!

Streaming TV – Neutral

- Some behavior changes – Select programs vs. channel surf
- Watch when you want, not at fixed times (8PM each Wed night)

Streaming TV – Cons

- Not all shows/sports/movies available via Internet *yet*.
- Need to be a little 'techie' to setup equipment

Streaming TV - Requirements

- An Internet connection – *faster is better!*
- Streaming media subscriptions – Netflix, Hulu, Acorn TV, etc.
- Viewing screens
 - Smart TV*
 - Conventional TV* + Device*
 - Smartphone / iPhone
 - Tablet / iPad
 - PC / Mac
- Appropriate cables
- Optional: Router with Wi-Fi

Various setups enable Streaming TV, with a variety of programming types:

Program Type	Conventional TV* + Device*			Smart TV*
	Roku	AppleTV	Chromecast	
Movies	Yes	Yes	Yes	Yes
Sports	Yes	Yes	Yes	Yes
TV shows	Yes	Yes	Yes	Yes

***Conventional TV:** A TV that's unable to connect to the Internet. A device (below) is required to display media from the Internet on the TV.

***Device:** Enables TV to display video media from the Internet. Examples:



Roku



Apple TV



Chromecast

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***Smart TV:** A TV that can connect to the Internet to display video media (i.e.; the TV has built-in support for Hulu, Netflix, etc.).

Streaming TV – Available Programming

The specific shows, movies or sports available on your screens depends on your setup and your streaming media providers.

- The number of media providers is growing rapidly.
- Each media provider’s content library is growing, including made-for-streaming shows (Netflix’s House of Cards).
- Same show may be available from various media providers.
- Current streaming media providers include:

TV Shows / Movies	Sports
<ul style="list-style-type: none">• Netflix	<ul style="list-style-type: none">• MLB.TV
<ul style="list-style-type: none">• Hulu	<ul style="list-style-type: none">• NHL Game Center
<ul style="list-style-type: none">• Amazon Prime	<ul style="list-style-type: none">• NBA Game Time
<ul style="list-style-type: none">• iTunes/AppleTV	<ul style="list-style-type: none">• MLS Live
<ul style="list-style-type: none">• PBS.org	<ul style="list-style-type: none">• DISH’s Sling TV (ESPN)
<ul style="list-style-type: none">• ACORN TV (British shows)	<ul style="list-style-type: none">• Etc.
<ul style="list-style-type: none">• HBO (starting in 2015)	

Streaming TV – Typically Paid by credit card

Media providers have different payment models:

- Subscription (unlimited viewing each month)
- Rental (movie, TV show episode, sports event)
- Purchase (movie, TV show episode)
- Free (video podcast, trailers, pilot episodes, etc.)

Is Steaming TV right for you?

1. **Evaluate potential savings** – Yours will depend on the cost of the services you’re buying from a cable provider versus the substitute services discussed below.

A. High-level representative info:

	Cable Packages	Streaming TV
TV	\$ cost varies for each customer	N/A
TV + Internet		~ \$50 - \$70/mn
TV + Internet + Landline Phone		~ \$80 - \$100/mn*
One-time cost**	N/A	~ \$45 - \$120

* VOIP phone provider (Vonage, etc.) for landline phone

**Buy device (Roku, AppleTV, etc.)

B. More detailed setups & costs – later pages. Remember: There’s a relationship between the setup you choose, the media providers (shows) available with that setup and the resulting costs. General guidance: Apple users choose Apple TV or Roku, Android users choose Chromecast or Roku.

2. **Evaluate who has your shows** - Use PC/Mac/Tablet/Smartphone to explore media providers. Examples:

- www.netflix.com
- www.hulu.com
- www.amazon.com (Prime Instant Video)
- www.apple.com/appletv
- www.mlb.com
- www.nba.com
- <http://www.bloomberg.com/tv/>
- <http://acorn.tv/featured> (British shows)

3. **Evaluate the viewing experience** – Use PC/Mac/Tablet/Smartphone/Smart TV for a free trial. Examples:

- www.netflix.com
- www.hulu.com
- <https://signup.acorn.tv/>

4. If #1, #2 and #3 are OK, keep reading!

Steaming TV – Representative Setups

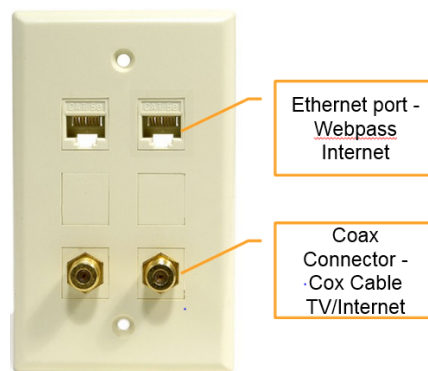
A. Internet Service Provider

Regardless of the setup you choose, streaming TV image quality is better with a faster Internet connection. Note: [Webpass](#) – currently fastest Internet at Alicante.

Benefits of Webpass' (200 Mb/sec) Internet service are significant:

1. High-speed yields highest quality HD image on TV (when HD shows available from media provider)
2. Streaming TV will not be disrupted by others in your condo using the Internet connection – likely not true with slower Internet services.
3. Faster downloads of software updates for computer, smartphone or tablet
4. Faster upload/download of large files (email with photos, video clips)
5. Video chat (Skype, FaceTime) with steady, high quality image
6. Just-introduced 4K Ultra High Definition TV even more speed intensive

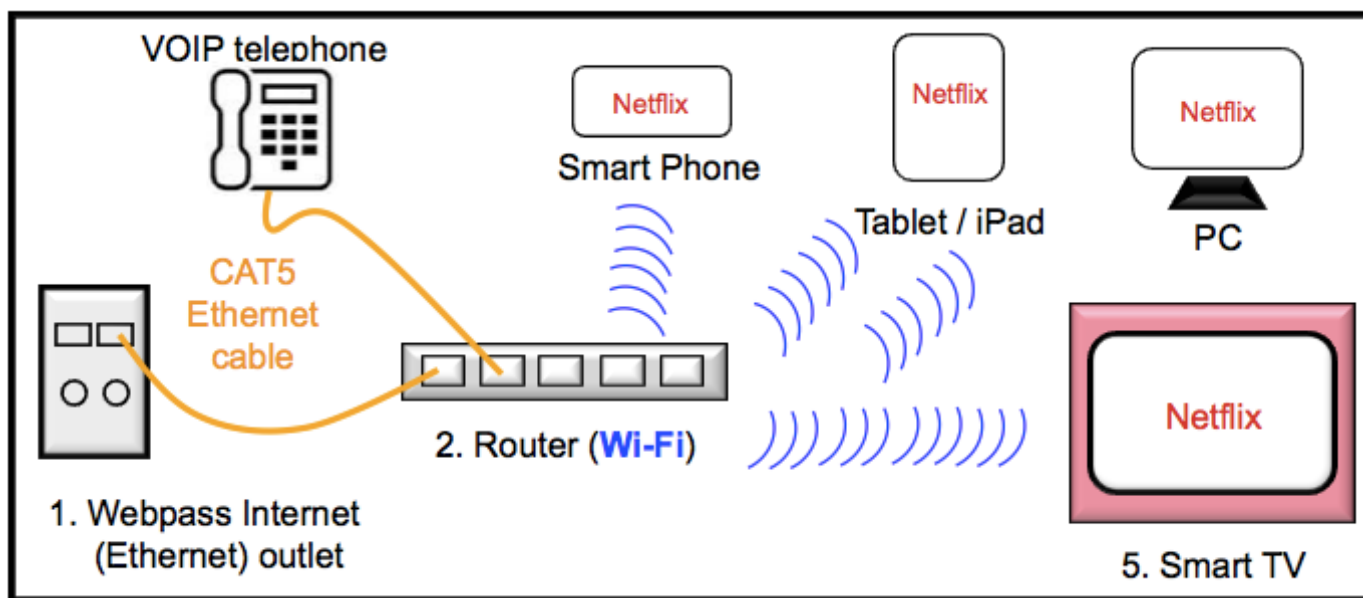
Alicante is pre-wired with Ethernet wiring, enabling Webpass Internet to reach almost any room:



Depending on your setup, the Webpass technician will activate the Ethernet port (above) in the room of your choosing, and provide an Ethernet cable to connect from the Ethernet port (above) to your router (Wi-Fi), computer, or Smart TV.

B. Representative Setup for Streaming Media to Smart TV

- Use owner's existing Router (Wi-Fi)
- May need to buy CAT5 Ethernet cable
- VOIP (Internet) telephone (e.g.; Vonage) can replace Cox telephone



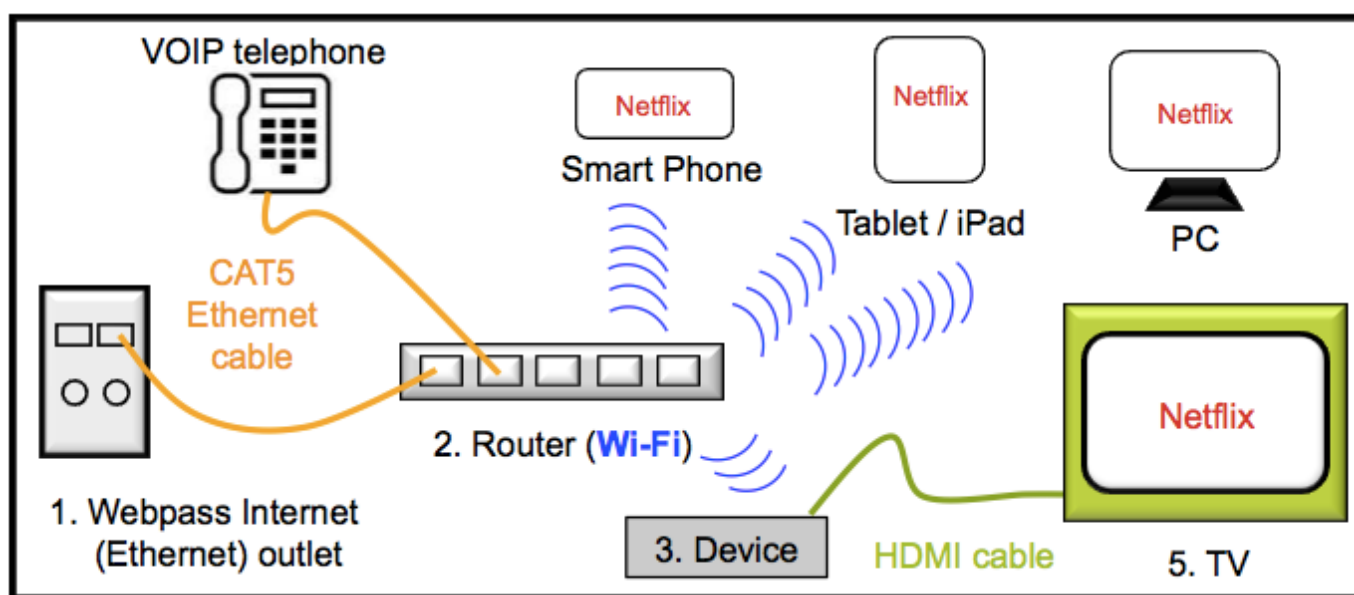
1	2	3	4	5	
High-speed Internet	Router	Device	Monthly Subscription(s)	TV Type	
Webpass \$42/mn (\$500/yr)	Use existing (\$0)	n/a	video	Netflix \$7.99	Smart TV
				HuluPlus \$7.99	
				AmazonPrime \$8.25 (\$99/yr)	
		Telephone varies	phone	Various providers ~\$28	

One-time purchase

Subscription payment

C. Representative Setup for Streaming Media to Conventional TV Using Device

- Use owner's existing Router (Wi-Fi)
- May need to buy CAT5 Ethernet cable & HDMI cable
- VOIP (Internet) telephone (e.g.; Vonage) can replace Cox telephone



1	2	3	4		5		
High-speed Internet	Router	Device	Monthly Subscription(s)		TV Type		
Webpass \$42/mn (\$500/yr)	Use existing (\$0)	Roku	\$49 - \$99	video	Netflix	\$7.99	Conventional TV
		AppleTV	\$99		HuluPlus	\$7.99	
		Chromecast	\$35		AmazonPrime	\$8.25 (\$99/yr)	
		AmazonFireTV	\$99		Etc.	TBD	
		HDMI cable	\$10				
		telephone	varies	phone	Various providers	~\$28	

One-time purchase

Subscription payment

Setup – High-Level Steps

#	Step	Considerations
1	Sign-up for Webpass Internet service	Technician visit for install.
2	Sign-up for media providers – Netflix, Hulu, Acorn TV, MLB, Sling TV (ESPN), etc.	Your show (e.g.; Masterpiece Theater) may be available from multiple providers, with different costs. Check!
3	Determine Setup: Smart TV or Conventional TV + Device*. Buy streaming device(s) appropriate for your media provider(s).	Using a streaming Device* with Smart TV <i>is possible</i> – and may be easier to use than Smart TV's built-in apps.
4	Buy CAT5 Ethernet cable and HDMI cable if required for your setup	Buy at Amazon.com, Fry's, etc.
5	Setup Device (Roku, AppleTV, etc.) following its instructions	
6	Sign-up for VOIP telephone service	If appropriate for your needs.
7	Enjoy Internet-based video on your TV	And/or PC, tablet, smartphone!
8	Cancel Cox cable service if no longer required....	Or, can use both cable TV & streaming TV.



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Questions...?

What about my DVR?

Cable TV:

- Record a show when it's broadcast on cable TV
- Watch it later
- Multiple DVRs/DVR rental fees per house?

Streaming:

- No DVR required/no monthly DVR rental fees
- When you want to watch a movie or TV show, select it for playback from your streaming service (Hulu, Netflix, Acorn TV, etc.)
- Streaming TV works like video-on-demand (VOD) from cable TV provider

What about my second home?

Cable TV: Monthly subscription for each home.

Streaming: Each subscription (Netflix, Hulu, etc.) can be used at all your homes, if each home has fast Internet service.

What about local TV?

At this time, little local TV content is available via streaming TV. Options:

- Watch local broadcast TV using an antenna instead of cable TV. See the separate OMC bulletin on Broadcast TV.
- Reduce your cable TV package to 'local stations' only