

Cut the Cord, Save Money

“We’re not in Kansas anymore”

Loring Green
Feb 17 and 24, 2026

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Have you already cut the cord?

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Are you a Comcast subscriber?

Cox?

Other?

Antenna?

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The New Connectivity Environment

- Traditional Cable (linear TV) is losing hundreds of thousands of subs every month, 37% of homes left
- 2 main factors - 5G Networks and new viewing habits - how and what we watch has changed
- Internet access, streaming and TV now on 5G cell towers – anywhere, any time
- Two new sources of content in the past 10 years
 - Streaming and UGC

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Streaming (on demand)

- Vast libraries of movies & TV shows, new and old
- Free, Free with ads, paid with ads, paid w/o ads
- Truly free or close to it PBS Passport, Kanopy, Hoopla
- With monthly subscription, w/ and w/o ads Netflix, YouTube, et al

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User Generated Content (UGC)

- Social Media -Facebook and Instagram to TikTok & YouTube
- Trivial and funny to the important and the dark side
- YouTube is a BIG DEAL
 - 300,000 hours, 200 million hours, 46 minutes
- Content producers, cat videos vs pro content
- Why so Attractive/ Why so Addictive?

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Questions?

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Who are the Cord Cutters?



- All users: 40% Traditional Cable subscribers, 60% Cutters
 - Changing rapidly
- Cutters are Millennials, et al (43 minus)
- Cable Subscribers are Boomers and Gen X (44 plus)
- Live TV (B'cast + cable) represents <50% of all “screen time”
- The rest is streamed on demand or UGC, esp Gen Z

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Our Xfinity/Verizon Package (2 years ago)

Xfinity Internet, TV and Landline (Triple Play)	\$240+/mo.
Two Verizon cell phones 4GB shared data	<u>\$115+/mo</u>
	\$355+/mo

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Our new package, a la carte

Xfinity Connect More (internet) 300+ Mbps	\$40/mo.
YouTube TV (live TV)	\$92/mo
Ooma Premium (landline)	\$10/mo
Xfinity Mobile (2 cell phones, unlimited TT&D)	<u>\$62/mo</u>
	Total \$204/mo
Our old package	\$355+/mo

Net savings \$150/mo, almost \$2,000/yr

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3 ways to look at Cord Cutting

- “I know and like my cable package, cost is not the issue. I want content and convenience without the hassle.”
- “I’ll take the time to learn how to cut the cord, I expect to save at least \$100/mo., but I plan to “set it and forget it.”
- “I’ll cut the cord and continue to monitor this dynamic environment to reduce costs and only pay for services when I use them.”

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The Cord Cutter’s Quick Links

- 50 Links to many services you might find useful
- There are 4 links labeled “Very Useful”
 - Where antenna reception is good/bad in Tucson
 - Who provides the service for MVNOs, plus other info
 - Which Live TV service provides the content you want, plus 😊
 - Test your connection speed
- If you’re overwhelmed watch “The Seven Steps”

Quick Links - Coming to your inbox this evening 😊

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Questions?

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The Process of Cord Cutting

1. Review your current cable bill – Costs, Contract? Live chat for details, Negotiate by phone – first call your current provider
2. Get quotes from other providers for Internet only
3. Buy (maybe) a basic streaming stick –Roku or Amazon Fire
4. Try out Live TV service still connected to cable DECIDE Y/N
5. Cancel your cable package online, return the box and remote
6. Decide what content you must have and where to find it
7. Continue to check for changing features, prices and incentives

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The 5 Steps

The choices you will make

Some providers will remain unchanged,
only at a lower cost.

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Step #1 – The OS or User Interface

2 choices: Internal to the TV or an External Device

Really smart TVs can use an internal interface

- Use a built-in OS installed by the TV maker
- Have built-in voice commands
- Use the remote that came with the TV, for better or worse
- No more hardware to buy
- Might be less flexible and less user friendly than external devices

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Not so smart TVs – i.e. No Voice

- New hardware to control the TV – A Streaming stick
- This replaces your cable box and remote
- Brings its own user interface
- Roku Express 4K and Amazon Fire TV 4K
- A one-time expense \$25-\$75 Frequently
- A dongle and a voice remote
- Includes access to lots of free stuff



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\$39.99

4K plus HDR



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Step #2 - Access to the Internet

- Cable – Cox (Tucson and GV), Xfinity (Pima County)
- 5G Network – Verizon, T-Mobile & AT&T, maybe - 100 Mbps 5G modem Test with OOKLA
- Secondary/niche providers, Starlink, Century Link/DSL, Fiber, Direct/Dish
- You'll probably stay with your current provider, but unbundle & re-negotiate
- Subsidized access for seniors and low income
- Put all your subscriptions on one credit card and watch carefully
- When/if you get a discount, there will be a date when you go back to full rate. Put it on your calendar the month before 😊

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How much internet speed do I need?

0–5 Mbps	5–40 Mbps	40–100 Mbps	100–500 Mbps	500–1,000+ Mbps
Works for:	Works for:	Works for:	Works for:	Works for:
<ul style="list-style-type: none"> • Checking email • Streaming music on one device • Searching on Google 	<ul style="list-style-type: none"> • Streaming video on one device • Video calling with Skype or FaceTime • Online gaming for one player 	<ul style="list-style-type: none"> • Streaming HD video on a few devices • Multiplayer online gaming • Downloading large files 	<ul style="list-style-type: none"> • Streaming video in UHD on multiple screens • Downloading files quickly • Gaming online for multiple players 	<ul style="list-style-type: none"> • Doing a lot of almost anything

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Step # 3 - Live Content Providers

- This can be the most expensive piece, but very flexible Replaces your Basic or Premier content package on cable – Turn On/Off
 - Free or Ad supported – Free, hundreds of channels, with your stick and/or antenna
 - Budget - limited channels, no local stations, some sports - \$10-\$40/mo
 - Sling TV, NOW TV, Philo, Frndly, Peacock
 - Full featured – Local Channels, Cable News networks, RSNs
 - YouTube TV, Hulu Plus, Fubo Unlimited Cloud DVR - \$70- \$90/m
- Quick Links - use “Suppose”, read “How it Works”

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Step #4 - Streaming (on demand)

- If you have a Netflix, etc account, this decision is already made
- Stream unlimited movies and TV shows on any device
 - Free with ads: Freevee, Tubi, Pluto TV, many others
 - With subscription w/ or w/o ads: Netflix, Prime Video, etc
- Movie buffs - watch for bundles, watch Kanopy or Hoopla
- Download shows to watch anywhere, any time, any device
- Turn On/Off

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Streaming – Ads or no Ads? It depends

Streaming Service	Cost with Ads	Cost without Ads	Est. Minutes of Ads per Hour
Netflix	\$6.99	\$15.49	4
Hulu	\$7.99	\$17.99	8-10
Disney+	\$7.99	\$13.99	4
Paramount+	\$8.00	\$12.99	4
Max	\$9.99	\$16.99	4
Peacock	\$7.99	\$13.99	5

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Step #5 - OTA and Home DVR

Over The Air = Broadcast = Antenna

- Free local stations plus hundreds of other channels
 - Internal user interface takes some getting used to
 - Good combo with streamers
- An indoor antenna – One time cost \$25 - \$100
 - Easy to install
 - w/ and w/o amplifier - Mohu Leaf
- Reception is variable
 - In town, great! – Foothills, OV, not so much ☹️ LOS to Mt Bigelow
 - Quick Links for a Coverage Map
- OTA has no DVR
 - External devices on Amazon and apps for cloud storage

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Questions on the 5 Steps?

Coming up, Phones, cell and land line

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Cut the Cord and Save Money Second Session

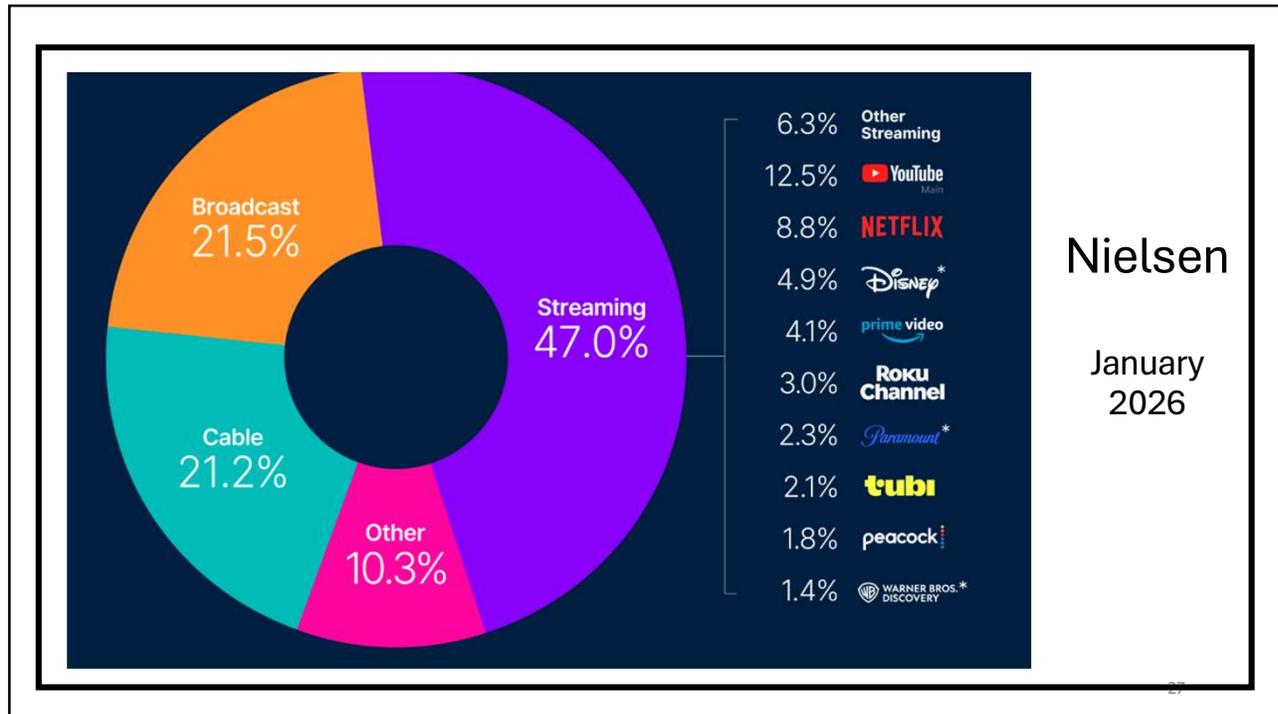
You could
save almost
20 Benjamins
in the next
year!!



(If you're overpaying
Comcast and Verizon by
as much as we were.) 😊

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Cell Phone Service Providers

- **MNOs - Mobile Network Operators**
 - Verizon, T-Mobile & AT&T - own and operate the towers
 - Quick Links for rankings by RootScore Reports
- **MVNOs - Mobile Virtual Network Operators**
 - Xfinity Mobile, Cox Mobile, NOW Mobile, Mint, Boost, Visible and others
 - They buy bulk time from the MNOs
 - Do sales, billing, customer service, etc.

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Cell Phones (cont.)

- Price? prepaid vs post paid, short term vs long term monthly charges
- Preferred MNO? - speed, coverage, reliability and service
- Check the Quick Links for the MNO and the fine print behind each service

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Cell Phones (cont.)

- Switching? – New device or BYO?
- Carefully read your statement, what are all the charges?
- Are you subject to a contract? Buy out cost?
- Live chat to understand details, print chat when finished
- What are your current features? Unlimited talk and text is basic - Need data?
- Hot spot? Limited? Must have for sharing to computer or tablet

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Pre-order the new Google Pixel 10a on us, plus get \$10/mo off your service for 2 years when you join Google Fi Wireless.

Get \$499 back over 24 monthly credits for all new lines. Plus, a \$10/mo service credit for 2 years with the Unlimited Premium plan. That's \$55/mo ~~\$65/mo~~ for your first line. Ends 4/7/26. Terms apply.

Get up to \$220 back when you trade in your Pixel 8.

OR Buy at Amazon, \$499, with a \$100 gift card, no trade

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Unlimited Premium Plan @ Google Fi

- Our best unlimited plan with maximum perks is great for staying connected here and abroad.
- Top-priority data speeds powered by America's fastest 5G network.^{4,7}
- Coverage included in 200+ destinations abroad.¹
- Data included for your smartwatch, tablet, and laptop.³
- 50 GB of high-speed hotspot tethering included.⁸
- Google One cloud storage and 6 months of YouTube Premium on us.²
- The only phone plan built with Google Account security.
- Service by T-Mobile

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The screenshot displays four mobile phone plans side-by-side, each with a 'Select this plan' button. The plans are:

- Unlimited Premium** (Most popular): Maximum perks & global connectivity. \$110 for 2 (\$55 each). Features include 100 GB of high-speed data*, full connectivity for select smartwatches, 50 GB of high-speed hotspot tethering¹, data included in Canada and Mexico, international data in 200+ destinations², connectivity for tablets and laptops³, 6 months of YouTube Premium on us⁴, and 100 GB of storage with Google One.
- Unlimited Standard**: Hotspot tethering for your devices. \$80 for 2 (\$40 each). Features include 50 GB of high-speed data*, full connectivity for select smartwatches, 25 GB of high-speed hotspot tethering¹, and data included in Canada and Mexico.
- Unlimited Essentials**: Our most affordable plan. \$60 for 2 (\$30 each). Features include 30 GB of high-speed data* and full connectivity for select smartwatches.
- Flexible**: Pay for the data you use. \$35 for 2 + data (\$18 each + \$10/GB). Features include data for \$10/GB in 200+ international destinations², full connectivity for select smartwatches, high-speed hotspot tethering, and connectivity for tablets and laptops³.

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Land Lines (If you still have one 😊)

- Copper wire is going to internet based in this year – VoIP
- Many providers of VoIP services, many more features
 - Spam/scam filters, various types
 - Can listen to vmail anywhere
 - One time purchase of hardware
 - Free to \$20/mo (fees apply)
- Check the Quick Links for reviews and providers

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Any Questions/Comments on Phones?

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The 5 Steps of Cord Cutting

1. Select an operating system/User Interface
Native to TV or external (Roku)
2. Select an internet access provider
Cable, Cell towers 5G, satellite
3. Select a live content provider/antenna
Replaces cable content package, on/off
4. Select an on-demand content provider (streaming)
Movies and TV shows on your schedule, on/off
5. OTA and the Antenna Choice – (if available)
For live content that is local and free, no cable news

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A Great Package on Xfinity

For a “Cable Replacement” package plus phone(s) with no commitments:

NOW Internet @ 100 Mbps	\$30/mo.
NOW Mobile Unlimited TT&D	\$25/mo.
YouTube TV (a cable preplacement package)	<u>\$92/mo.</u>
	Total/mo. \$147/mo

COX seems slightly more expensive, alternatives: 5G Satellite

For two users: Internet @ 200 Mbps, YouTube TV and two mobile lines, \$187/mo. WOW! Set it and forget it. 😊

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NEW Packages at YT-TV

- Full Package \$83+ taxes
- Sports Package \$65/55
- Sports and News \$72/57
- Entertainment \$55/44
- News, Entertainment and Family \$70/66

10 day free trial for new users, 3 mos promo, unlimited DVR
Fubo and DirectTV also have sports packages

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Cox Internet plus Mobile

- Cox more \$ and less flexible than Xfinity
- Internet 100 Mbps/250 Mbps \$50/70/mo
- Cox Mobile requires Cox Internet \$?
- Two Phone plans 1 Gig for \$15 Unl for \$45?
 - \$15/mo credit in Internet plan
- Internet @ 100 Mbps & 1 unlimited phone \$80/mo
- Almost all Cox customers in Tucson can use antenna 😊

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So...How much should you pay for ...

1. Streaming Sticks, Roku, etc \$30-80 once
2. Internet access @100-300 Mbps \$30-60/mo
3. Live Content, YouTube TV, etc Free -\$90/mo
4. Streaming services, Netflix, etc Free - ??
5. OTA Live local w/antenna \$20-\$100 once
6. Cell Phones unlimited TT&D \$25-40/mo
7. Land Line Free-\$10/mo

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After all this, you might say:

So, what's the bottom line?



The disclaimer: These recommendations are made without knowledge of your situation and preferences, but we have to start somewhere. 😊

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The 5 Recommended TV Steps

- Step # 1 Buy and install a Roku Streaming stick
- Step # 2 Cancel your current cable plan and continue with that internet provider for internet access @ no more than 200 Mbps
- Step # 3 If you live in a poor antenna area, use YouTube TV for live local stations, sports and news and install the PBS app
- Step #4 If you don't already have an account, use Netflix for streaming as a starter, Amazon Prime second
- Step #5 If you live in a good antenna area, buy and install a Mohu Leaf antenna for local stations, sports and news

If you get stuck, look for a YT video on any topic by MichaelSaves on the Quick Links

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The Recommended Phone Steps

- Cellphones: Xfinity Mobile, Boost or Mint Mobile
 - Unlimited TT&D
 - Unlimited Hot Spot
- Landline: VoIP by Ooma Telo
 - Robocall filters
 - Other features

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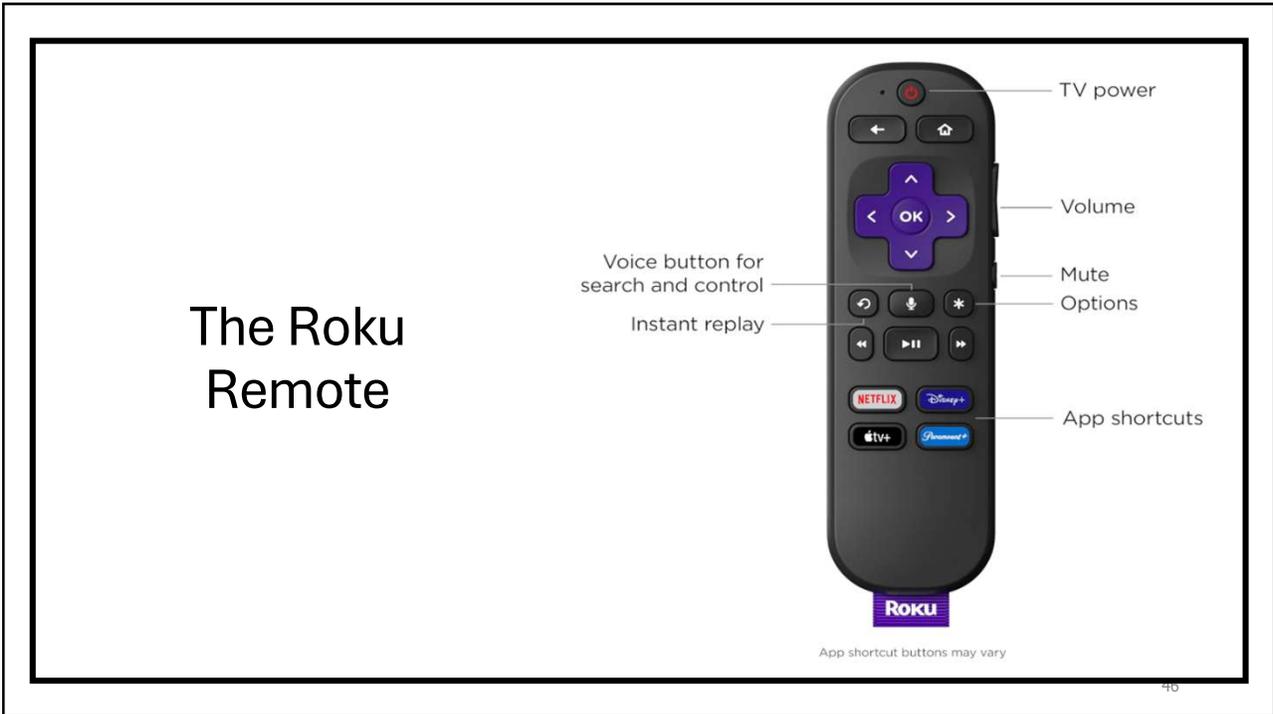
Questions/Comments?

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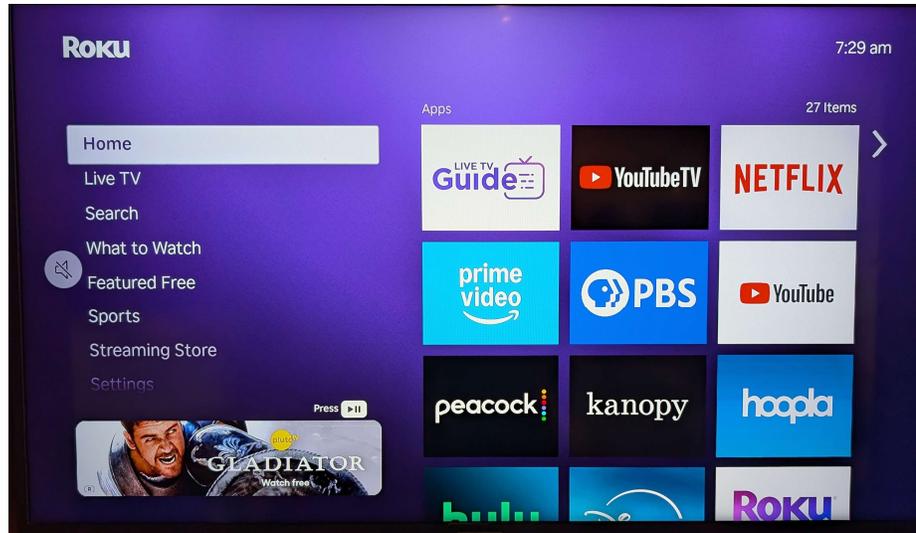
If you do as I have recommended,
what will TV actually look like?

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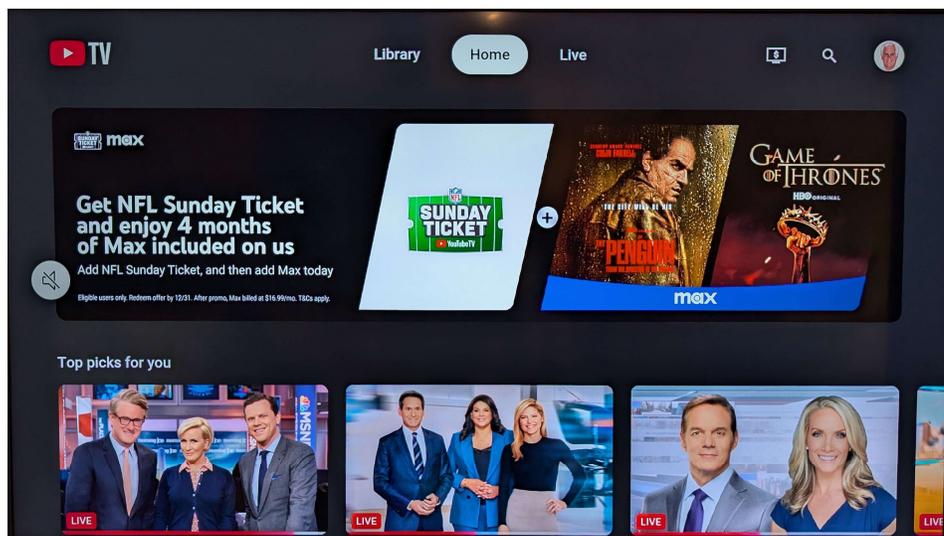
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Screen #1 - Turn on TV – Roku Home



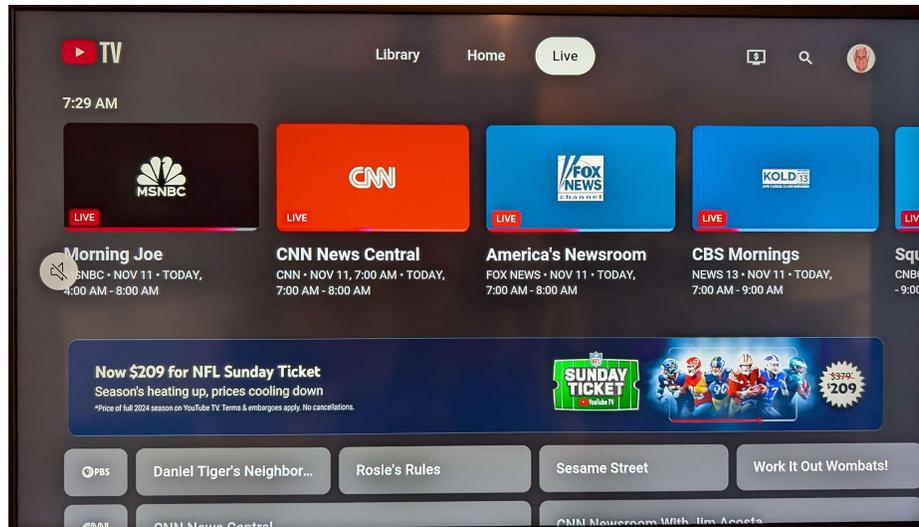
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Screen #2 - YouTube TV - Home



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Screen #3 - YouTube TV - Live



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Summary

- The process isn't as daunting as it seems, just go one step at a time
- Legacy cable packages are grossly overpriced, but they are familiar
- Buy only what you want, and only when you'll use it
- This is a rapidly evolving and very competitive landscape, finally!
- Cutters in two species: Passive and Active, either or none is OK!
- Careful shoppers and managers will be well paid for their effort

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I encourage you to take the Cord Cutting journey.

Many have gone before you.

The trail is well marked.



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Questions/Comments?

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Demo Links

<https://www.fcc.gov/media/engineering/dtvmaps>

https://en.wikipedia.org/wiki/List_of_mobile_virtual_network_operators_in_the_United_States

<https://www.suppose.tv/tv>

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