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English 12: College Now

Mr. Short

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Presentation Outline:

Is “Cutting the Cord” Really Worth It?

1. Introduction
   1. Attention Getter: The rise of internet streaming gives some cable customers what they’ve wanted for years. “The average American watches around five hours of television a day, which is about 34 hours each week.” (Kline 2).
   2. Background: The rise of internet streaming gives some cable customers what they’ve wanted for years.
   3. Thesis: Even though getting rid of cable TV and replacing it with streaming services would save money there still things that are not able to be done without cable. However, consumers should switch to streaming because it offers users the ability to watch anything they desire at anytime, and it is a more cost effective option.
2. Body
   1. Why are more people interested in internet streaming?: Internet streaming like Netflix or Hulu are starting to become more popular but “the so called ‘cord cutting’ isn't growing as quickly as predicted” says John Ewoldt.
      1. There are many advantages to internet streaming. “I can subscribe to my favorite shows. The service will let me know when new episodes are available and make them easy to be accessed”(Jones 2).
         1. People understand that on these different streaming networks they can watch their favorite shows whenever they want without any issues.
      2. Commercials are a major problem for people watching TV also. They’re thinking that since they’re paying for the cable they should be able to get commercial-free programing. Most people nowadays do not want to listen to them, says Jim Lynch (1).
   2. What people would be missing without the use of cable: “Cutting the cord” is a option for most Americans nowadays. Yes, it is great to be able to watch basically any movie, tv show, or documentary you want, whenever you want, but what’s holding them back is the ability to watch live programs, news, sports, and most of the top shows on cable (Kline 2).
      1. News: The news that would be on tv will be on news channel website. After the 2016 election networks like TWC and NBC Universal’s MSNBC rating went up 77% and 88%. The election helped Fox News, their audience grew 83% and topped CNBC for the first time in a long time (Battaglio 1).
      2. Sports: Sports could be the dealbreaker when it comes to cutting the cord. Today watching games on tv whether it is baseball, basketball, soccer, it is all important. “The only to get access to NFL, MLB, NBA or NHL is with cable. ESPN and other major sports networks are a staple of basic cable packages” (Jones 2)
         1. In an article by John Ewoldt it talks about a man named Rich Halvorsen who cut the cord and after he realized the channels he could not watch. Not being able to watch sports was the major problem for him. Rich said, “I would love not to give comcast a dime, but I’m between a rock and a hard place” (2).
   3. It is possible to have both cable and internet streaming: Using Netflix or Hulu alone might not be enough for some to get rid of cable but there other ways to make it work.
      1. A cord cutter can adds an HDTV antenna ,which costs under $30, they can have access to all of the major broadcast networks as well as some other channels.
      2. According to Daniel Kline the best thing to do is have Netflix($9.99) and Hulu($8.99) for movies and use the HDTV antenna for the news and sports networks (3).
   4. Cost Difference: The price of a cable bill is continuing to increase. Most people do not know that Consumer Reports took a survey and found that 46% of the people surveyed had their bill cut to $51, and 31% got a new promotional rate (Pesce 3).
      1. No matter what there will always be some type of bill to pay whether it is for cable tv or any type of streaming network.
         1. Most people pay anywhere from $100 or higher (lynch 1, Jones 1).
         2. “Netflix and Hulu is $7.99 a month or $95.88 a year, Amazon prime is $8.25 a month or $99 a year, and Aereo is $8 a month or $96 a year” according to Nicole Pesce (4).
3. Conclusion
   1. Throughout the years internet streaming has become the best thing for some and the worst for others. Getting rid of cable television and using Netflix or Hulu could save Americans a lot of money but it is something that most people just are not ready to give it up yet.