

# CUT THE CORD: How to Ditch Cable TV *for Good*



Presented by NYC Mesh

# What is “Cutting the Cord”?

Cutting the cord refers to the decision to forgo traditional cable or satellite TV subscriptions in favor of streaming services and/or the internet.



## Cable TV

- Cable TV providers receive signals from sources like broadcast stations and satellites, **send them through coaxial cables** to a distribution center, then distribute them to homes.
- Subscribers **connect their TVs to a cable box** provided by the company to access channels and services.

## Satellite TV

- Satellite TV providers receive TV signals from broadcast stations and other content providers which are then **transmitted to satellites orbiting the Earth**.
- The satellites beam the signals back to Earth where they are **captured by satellite dishes** at subscribers' homes.

# Streaming Services & Internet-Based TV

- The rise of streaming services and internet-based TV has revolutionized the way we consume entertainment.
- Access a **vast library of shows and movies ANYTIME.**
- Diverse and **innovative storytelling** caters to **wide range of audiences.**
- Future of streaming services and internet-based TV looks promising.
- Future of cable and satellite? Less so...



# Reasons to Cut the Cord

01

Cost Savings

02

Flexibility &  
Customization

03

Content Access

04

No Contracts

## Verizon

**\$90/mo**  
(\$70/mo)

Up to **1 Gbps**  
download speed  
(500 Mbps)

Router rental included  
4-year price guarantee

## Spectrum

**\$60/mo**  
(\$50/mo)

Up to **1 Gbps**  
download speed  
(500 Mbps)

24 mos contract  
Free modem included

## NYC Mesh

**\$10/mo**

Up to **1 Gbps**  
download speed

No contract  
Modem/router  
included

# Steps to Cutting the Cord

01.

Evaluate your TV needs –  
determine the channels  
and content you  
frequently watch

02.

Assess your internet  
connection – ensure a  
stable and high-speed  
internet connection

03.

Choose a streaming  
device or smart TV –  
variety of different  
options available

# Steps to Cutting the Cord

*(Continued)*

04.

Select streaming services  
– Netflix, Amazon Prime  
Video, YouTube TV, Hulu,  
Disney+, HBO Max, Starz...

05.

Set up and activate  
streaming services – NYC  
Mesh can help!!



# Overcoming Challenges

- Technical Support
- Help for non-tech-savvy people
- Transitioning from traditional TV

***NYC Mesh is here to help!!***

**Questions?**

**Concerns?**

***Will YOU cut the cord?***

**Thank you  
very much!**

[www.nycmesh.net](http://www.nycmesh.net)