

# Streaming Media

Movies, TV, and Music

# Streaming

- ▶ Streaming involves playing a video over an internet connection, either using a web browser or dedicated app, on a wide range of devices. These can include Android and Apple smartphones and tablets, along with laptops, smart TVs, games consoles and internet TV devices, such as Apple TV and Google Chromecast.

# Streaming Basics

- ▶ To stream content you need
  - ▶ An internet connection
  - ▶ A subscription or access
  - ▶ A supported device

# Video Streaming

- ▶ Different kinds of streaming
  - ▶ Cord cutters
  - ▶ Subscription streaming
  - ▶ Pay as you go
  - ▶ Channel Specific or TV viewing
  - ▶ Pirated

# Cord Cutting services

- ▶ Streaming services designed to replace cable TV. Get access to current channels and their current real time content.
- ▶ Need to choose a channel bundle based upon how they package different content channels.
- ▶ Most will have a step system or a series of subject related bundles such as a Cooking bundle or a sports package.
- ▶ Examples include:
  - ▶ Sling
  - ▶ Playstation Vue
  - ▶ DirectTV now
  - ▶ YouTube TV
  - ▶ Hulu with live Tv (hulu plus)

# Subscription Streaming

- ▶ Looking to stream both movies and TV shows.
- ▶ Monthly fee for unlimited access to all the content they provide
- ▶ Most services have agreements with certain studios and get that specific content.
- ▶ Original content vs leased content
- ▶ Rolling viewing libraries, shows and movies will leave a service and new ones are added.
  
- ▶ Examples
  - ▶ Netflix    Amazon Prime    Hulu Plus

# Pay as you go otherwise known as pay to view

- ▶ Pay for digital copies of movies or TV shows you would like to watch
- ▶ You own your library and the service can't revoke access
- ▶ Can be expensive as you pay for each item.
- ▶ Usually a larger selection of movies available the month they are released.
- ▶ No monthly fees
- ▶ Examples:
  - ▶ Google play      Vudu      Amazon Instant viewing      iTunes

# Channel Specific

- ▶ Channels have started to create their own streaming services to best showcase their original content.
- ▶ Subscribing lets you watch current shows as they are release often without commercials.
- ▶ Subscribers can watch any content that the channel owns rights to or produces.

- ▶ Examples:

- ▶ Acorn Tv  
ACCESS

HBO

Showtime

Cinemax

CBS ALL



# TV viewing

- ▶ Regular broadcast TV stations are allowing streaming of current run tv shows that they are broadcasting to be viewed on their websites for free
- ▶ Usually it's the current season or a few episodes from the current season that you can watch. These episodes will have ads imbedded in them 90% of the time.
- ▶ Hulu and roku are both great services to locate where you can watch you favorite shows, might not always be free but at lease you can find it in one place and make an informed decision without wasting a lot of time.

# Streaming Hardware

- ▶ Streaming services require a device to view through. Devices that allow you to stream all work a little different and have their own pros and cons
- ▶ Streaming devices will give you access to not only movie streaming but also music streaming. Most will also allow you access to the internet.
- ▶ Streaming devices are not limited to only one streaming service but allow you to access a multitude of apps and channels.
- ▶ Smart Devices
  - ▶ Devices that allow you to connect to the internet and utilize apps to connect to subscription services.
    - ▶ Examples: Smart TV, Smart Blu-ray Player, Smart DVD Player, Smartphone (android or apple), tablets, Xbox, Playstation, Wii, WiiU and computers.
- ▶ Streaming Devices
  - ▶ Devices that don't have a built in screen but plug into your current no-internet enabled TV and provides you with a bridge to streaming services.
  - ▶ Amazon Fire Stick    Roku Ultra    Google Chromecast    Apple TV

# Music Streaming

- ▶ Music streaming services operate at different levels of subscriptions, exploration, customization, and ad usage.
- ▶ Selecting the right service for you, three questions:
  - ▶ Music library meets your music preferences?
  - ▶ Are you looking for a radio replacement or do you want more of a customizable option?
  - ▶ What devices are you listening on?

# Top huge music streaming services

Features	Spotify	Pandora	Amazon Music	Apple Music	Soundcloud
Free with ads	X	X			X
Ad free options	X	X	X	X	X
Integrate current music library				X	
Searchable	X	X	X	X	X
Customize playlists	X		X	X	X
Music Discovery	X	X	X	X	X
Social	x		x		x
Offline Features	x	X	x	X	x

# Resources

- ▶ <https://www.consumerreports.org/streaming-video-services/guide-to-subscription-streaming-video-services/>
- ▶ <https://www.cnet.com/how-to/best-music-streaming-service/>

	<b>Price</b>	<b>Free tier</b>	<b>Number of songs</b>	<b>Number of users</b>
<b>Spotify</b>	Free (ad-supported) Spotify Premium - \$10/month	Yes	30 million +	30 million paying
<b>Apple Music</b>	\$9.99/month \$14.99/month for family	No	30 million +	11 million paying users
<b>YouTube</b>	Free (ad-supported) YouTube Red \$10/month	Yes	Estimated 1 billion	1 billion active monthly users
<b>Tidal</b>	Premium \$9.99 HI-FI - \$19.99	No	25 million +	2.5 million +
<b>Pandora</b>	Free tier Pandora one - \$4.99 / month	Yes	1 million +	81 million + active monthly users
<b>Soundcloud</b>	Free tier Pro - \$7/month Pro unlimited - \$15/month	Yes	110 million +	175 million +

# Movie Streaming Comparisons

	Subscription Service			PPV		Free
	Amazon Prime Instant Video	Netflix	Hulu Plus	Amazon Instant Video	iTunes	Hulu Regular
Price per Month	Free/\$6.58*	\$7.99	\$7.99	\$ per purchase/rental	\$ per purchase/rental	FREE
Price per Year	Free/\$79*	\$95.88	\$95.88	\$ per purchase/rental	\$ per purchase/rental	FREE
# of TV Shows	500	750	450	2,300	2,500	1,250
# of TV Episodes	3,200	23,500	2,400	57,300	69,000	29,700
# of Movies	1,700	8,250	750	28,300	12,000	1,350
Ads	No	No	Yes	No	No	Yes
Mobile	Plays on Android Browser	iPhone & iPad Apps	iPhone & iPad Apps	Plays on Android Browser	iPhone & iPad Apps	n/a
TV Content Window	Library Titles	Library Titles	Day After + Unlimited Viewing Window	Day After + Unlimited Viewing Window	Day After + Unlimited Viewing Window	Day After + Limited Viewing Windows
Movie Content Window	Library Titles	28 Days after DVD Release	28 Days after DVD Release	DVD Release	DVD Release + 28 Days After	Library Titles
HD Service	Yes (720p)	Yes (1080p)	Yes (720p)	Yes (720p)	Yes (720p)	No

\*Free with \$79 per year Amazon Prime membership (two-day shipping)

Streaming Service	Pricing	Pros	Cons	Popular, Exclusive, and Must-Binge Shows	Worth Noting
<b>NETFLIX</b>	From <b>\$8</b> per month	<ul style="list-style-type: none"> <li>• Awesome (<i>award-winning</i>) original programming</li> <li>• Highly optimized user interface</li> <li>• Granddaddy of them all</li> </ul>	<ul style="list-style-type: none"> <li>• Collection of TV shows isn't as widespread as movie library</li> </ul>	<ul style="list-style-type: none"> <li>• House of Cards</li> <li>• Orange is the New Black</li> <li>• Stranger Things</li> <li>• Mad Men</li> </ul>	<ul style="list-style-type: none"> <li>• Best overall streaming service</li> <li>• Available on almost any device with Internet</li> </ul>
<b>hulu</b>	From <b>\$8</b> per month	<ul style="list-style-type: none"> <li>• Access to most major network shows (<i>excluding CBS</i>) and a handful of cable shows the day after they air</li> </ul>	<ul style="list-style-type: none"> <li>• You have to sit through commercials, even with a paid subscription</li> <li>• Film library isn't very robust</li> </ul>	<ul style="list-style-type: none"> <li>• Scandal</li> <li>• New Girl</li> <li>• The Mindy Project</li> <li>• Community</li> <li>• Parks and Recreation</li> <li>• Empire</li> </ul>	<ul style="list-style-type: none"> <li>• Best for network TV. (<i>Just keep in mind that it's not live access, but next-day access</i>)</li> </ul>
<b>amazon</b> instant video	From <b>\$8.25</b> per month	<ul style="list-style-type: none"> <li>• Part of a Prime subscription that offers free shipping on many Amazon items</li> <li>• Includes Prime Music and unlimited photo storage</li> </ul>	<ul style="list-style-type: none"> <li>• Missing a broadly appealing, original hit of its own</li> <li>• Most of library is older content, like past TV seasons</li> </ul>	<ul style="list-style-type: none"> <li>• Transparent</li> <li>• Mozart in the Jungle</li> <li>• The Man in the High Castle</li> <li>• Orphan Black</li> <li>• Catastrophe</li> </ul>	<ul style="list-style-type: none"> <li>• Best for families (<i>thanks to a deal with Viacom, which controls Comedy Central, MTV, and Nickelodeon</i>)</li> </ul>
<b>HBO NOW</b>	From <b>\$15</b> per month	<ul style="list-style-type: none"> <li>• All the perks of HBO without the pesky cable subscription</li> <li>• Offers full seasons of classics and a rotating roster of several hundred film titles</li> </ul>	<ul style="list-style-type: none"> <li>• Only HBO content</li> <li>• User interface can be clunky</li> </ul>	<ul style="list-style-type: none"> <li>• Game of Thrones</li> <li>• Westworld</li> <li>• The Sopranos</li> <li>• The Wire</li> <li>• Girls</li> </ul>	<ul style="list-style-type: none"> <li>• Unlimited password sharing for all video content.</li> <li>• New episodes available about the same time they air on TV</li> </ul>
<b>CBS ALL ACCESS</b>	From <b>\$6</b> per month	<ul style="list-style-type: none"> <li>• More than 7,500 on-demand episodes of CBS hits.</li> <li>• Live, local broadcasts in about 150 affiliate markets</li> </ul>	<ul style="list-style-type: none"> <li>• Strangely missing CBS' own Thursday Night Football games from its live-stream</li> </ul>	<ul style="list-style-type: none"> <li>• The Good Wife</li> <li>• The Big Bang Theory</li> <li>• Criminal Minds</li> <li>• Cheers</li> </ul>	<ul style="list-style-type: none"> <li>• Restricted to only CBS' content</li> <li>• Can view only two streams at a time</li> </ul>
<b>sling</b> TELEVISION	From <b>\$20</b> per month	<ul style="list-style-type: none"> <li>• A core bundle of roughly 60 networks, including ESPN, AMC, TBS, CNN, TNT, and the Disney Channel (<i>no CBS though</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Only some cities get broadcast networks</li> <li>• NFL blackouts on mobile devices</li> </ul>	<ul style="list-style-type: none"> <li>• Halt and Catch Fire</li> <li>• American Horror Story</li> <li>• Vikings</li> <li>• It's Always Sunny in Philadelphia</li> </ul>	<ul style="list-style-type: none"> <li>• Best cable TV replacement (<i>even for sports</i>).</li> <li>• Add-on packs tailored to interests (<i>kids, sports, etc.</i>) cost extra</li> </ul>
<b>DIRECTV NOW</b>	From <b>\$35</b> per month	<ul style="list-style-type: none"> <li>• A core bundle of roughly 60 general-interest networks (<i>no CBS though</i>)</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough compatible platforms for viewing (yet)</li> <li>• User interface is a little bit lacking</li> </ul>	<ul style="list-style-type: none"> <li>• Mr. Robot</li> <li>• The Walking Dead</li> <li>• Empire</li> <li>• Saturday Night Live</li> </ul>	<ul style="list-style-type: none"> <li>• You can view only 2 streams at a time, and there's no DVR</li> </ul>