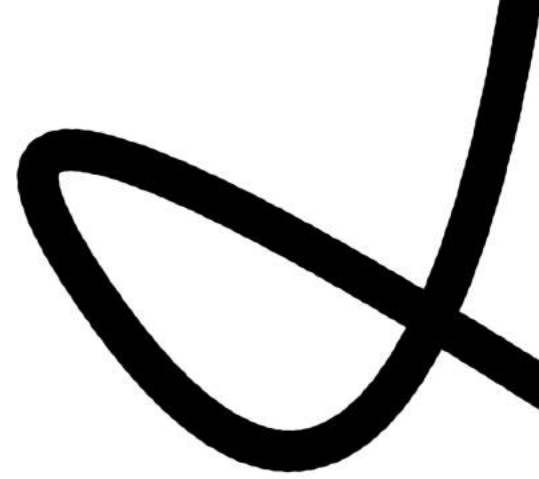


THE
COMPLETE
CORD CUTTING
GUIDE



What is cord cutting?

Put down the scissors. You won't actually be cutting anything. "Cutting the cord" means canceling a cable television subscription in favor of getting video over the internet from a streaming service like Netflix or Sling TV, among others. A related term, "cord shaving" involves moving to a lower tier of cable services to save money.



But, is it right for me?

The short answer is... it's complicated. It depends a lot on what you like to watch. We want to help you discover which combination of devices and services work best for your viewing habits and budget.

That's why we built this guide and host 1-on-1 info sessions at our Cord Cutting Test Lab at our new location in the Ethan Allen Shopping Center (New North End). There you can test out the latest and greatest in streaming devices and services to see if cord cutting is right for you!



A Few Common Myths About Cord Cutting

MYTH

If I cut the cord I have to give up live TV.

FACT

You will have live TV, including most of the major broadcast networks, local news and sports.

MYTH

If I cut the cord I have to give up the DVR.

FACT

Many streaming services now include cloud DVR at no additional cost.

MYTH

If I cut the cord I have to give up my favorite shows.

FACT

You can most likely, get all of your favorite shows and pay less to watch them.

Cord Cutting Ingredients

TV Antenna

Most networks are still broadcasting over the airwaves in HD for FREE—you just need an HD antenna. However, due to Burlington geography HD antennas can be a challenge. Depending on your location within the city you can receive 0-12 channels including major broadcast networks.



Internet-Connected Streaming Devices

If streaming services are part of your cord-cutting plan, you will need a way to bring those subscriptions to your screens. In some cases, between gaming consoles and internet-connected smart TVs, you may already have what you need. If not, there are a few options to choose from.



Roku



Apple Tv



Chromcast



Amazon Fire TV

Streaming Services and Apps

The key to effective cord-cutting is being aware of what apps are available on your device of choice and just how much they're going to cost you. On-Demand services like Netflix, Hulu, and Amazon Prime are the most popular. Recently a wave of Live TV streaming services like Sling TV and DirecTV Now have become serious competition for traditional cable service. There are tons of additional apps to choose from, including plenty of free content.

NETFLIX

sling[™]
TELEVISION

hulu

DIRECTV
NOW

What Equipment Do You Already Have?

Many people already have streaming capable devices in their home and don't even know it; Gaming Consoles (Xbox, PlayStation), Smart TV with built in apps, Blu-Ray players, and media hubs. You may already own one of the streaming devices mentioned on the prior page and just aren't sure how to use it.

Write down the make and model of any tv(s) or device(s) that you already own.

What Services Do You Use, If Any?

Everyone has a different level of understanding with cord cutting. From a seasoned tech pro that uses multiple services to a retired nurse that just wants to know "What the heck a is Hulu!?"

Write down any streaming service(s) that you already use.

What Channels or Shows Do You Watch?

This is possibly the most important step in cutting the cord: identifying what channels, shows, news, movies, and sports teams you watch on the regular basis. Doing this helps narrow down the option(s) for you and makes the cord cutting transition much easier ... for the both of us.

Write down any channel(s) or shows(s) that you regularly watch.

A Penny Saved

Complete the below cost savings chart using your most recent cable bill. If you don't already have the costs for Cut the Cord side, that's ok! BT is here to help. We'll help build you a custom cord cutting plan and show you exactly how much money you could save.

Current	Cut the Cord
Internet	
Video (Cable)	
Phone	
Equipment	
Taxes	
Total Cost	

Additional Notes:



Top Cable Networks

Use this handy guide and mark your favorite channel(s).



For more info or to schedule a
1-on-1 cord cutting session
Call 802.540.0007 or email us at
cordcutting@burlingtontelecom.com