

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

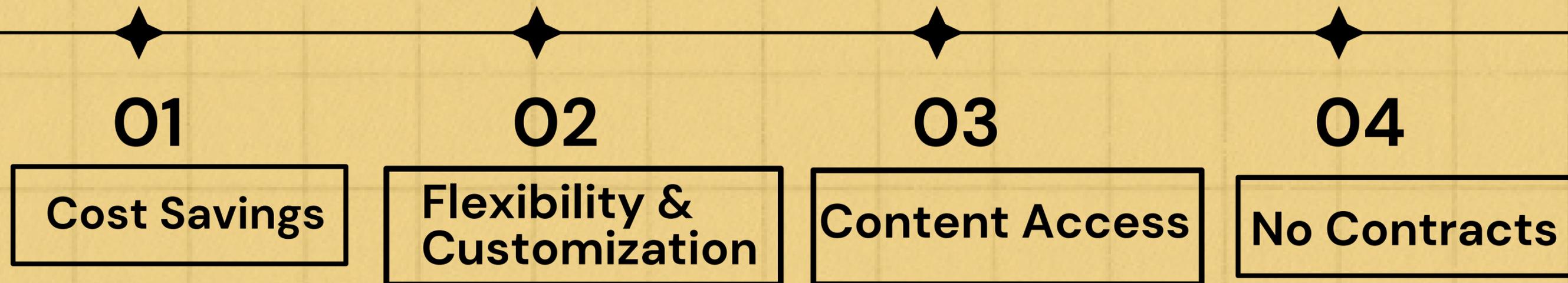
- Satellite TV providers receive TV signals from broadcast stations and other content providers which are then **transmitted to satellites orbiting the Earth.**
- The satellites beam the signals back to Earth where they are **captured by satellite dishes** at subscribers' homes.

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



Verizon

Spectrum

NYC Mesh

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

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

\$10/mo

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

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download speed
(500 Mbps)

Up to **1 Gbps**
download speed

Router rental included
4-year price guarantee

24 mos contract
Free modem included

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!!

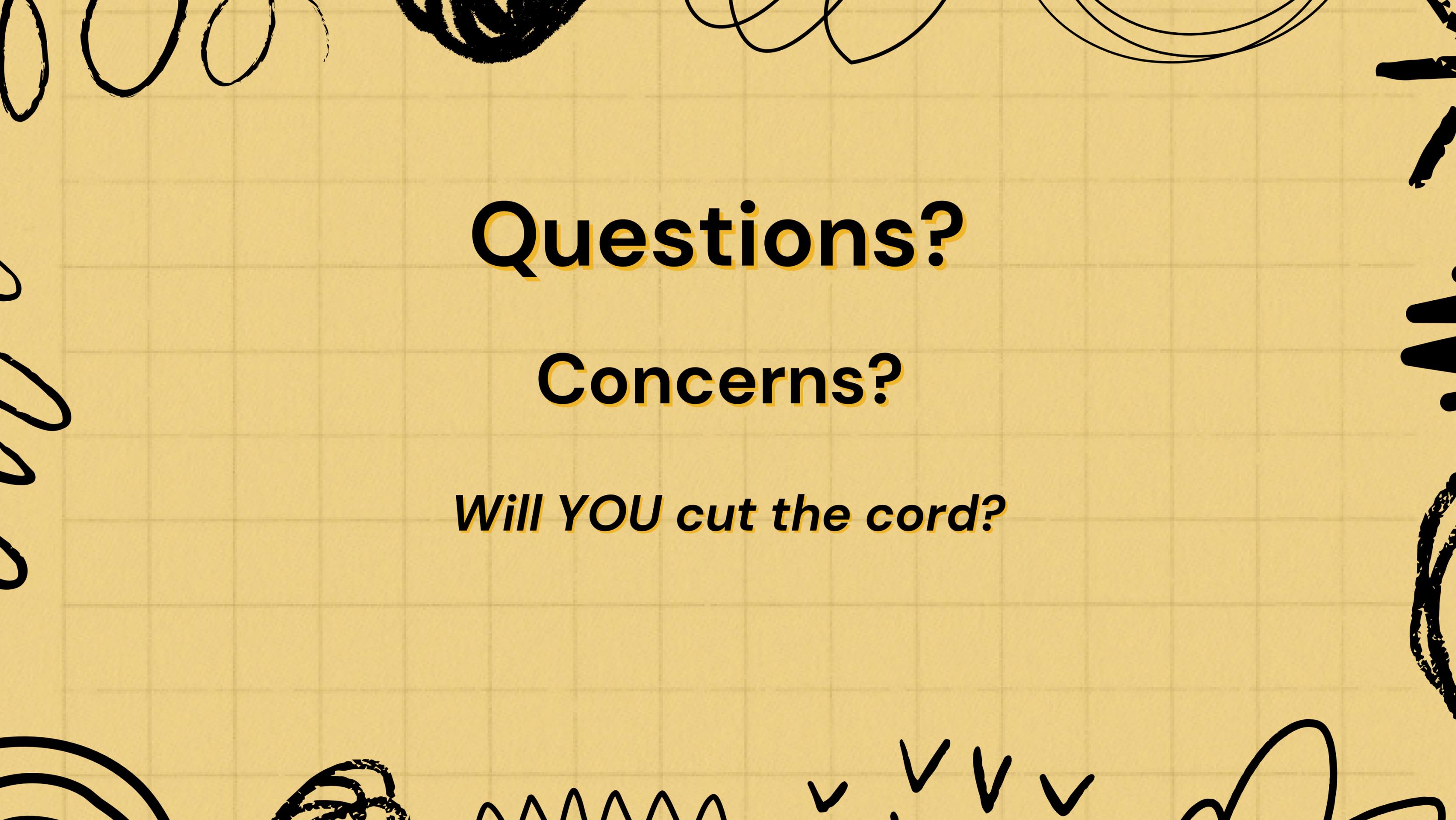




Overcoming Challenges

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

NYC Mesh is here to help!!



Questions?

Concerns?

Will YOU cut the cord?

The background is a light yellow grid with various hand-drawn black doodles. At the top, there are several overlapping circles and loops. On the right side, there are some vertical lines and a partial drawing of a hand. At the bottom, there are more circles, a wavy line, and several downward-pointing chevrons.

**Thank you
very much!**

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