

JOIN THE CORD CUTTING REVOLUTION



WHAT IS "CUTTING THE CORD?"

The term is used for anyone who cancels their cable or satellite subscription in favor of alternative options such as streaming video services and more.

\$86 /MO. OR MORE

Average pay-TV subscription

\$200 PER MONTH

Average pay-TV subscription expected to reach by 2020

10% DEFINITELY WILL

Cut the cord this year (in the U.S.), up from 8% last year

11% PROBABLY WILL

Cut the cord this year (in the U.S.), up from 9% last year

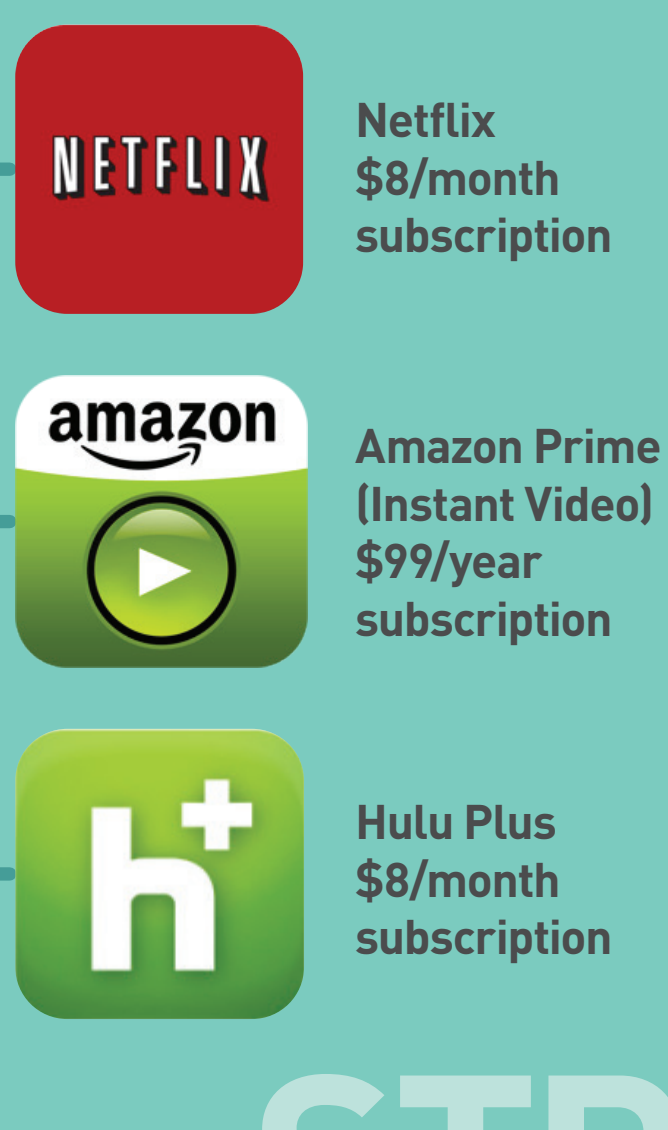
9 OF 10

top rated shows are local broadcast over-the-air programs

WHAT YOU'LL NEED TO CUT THE CORD

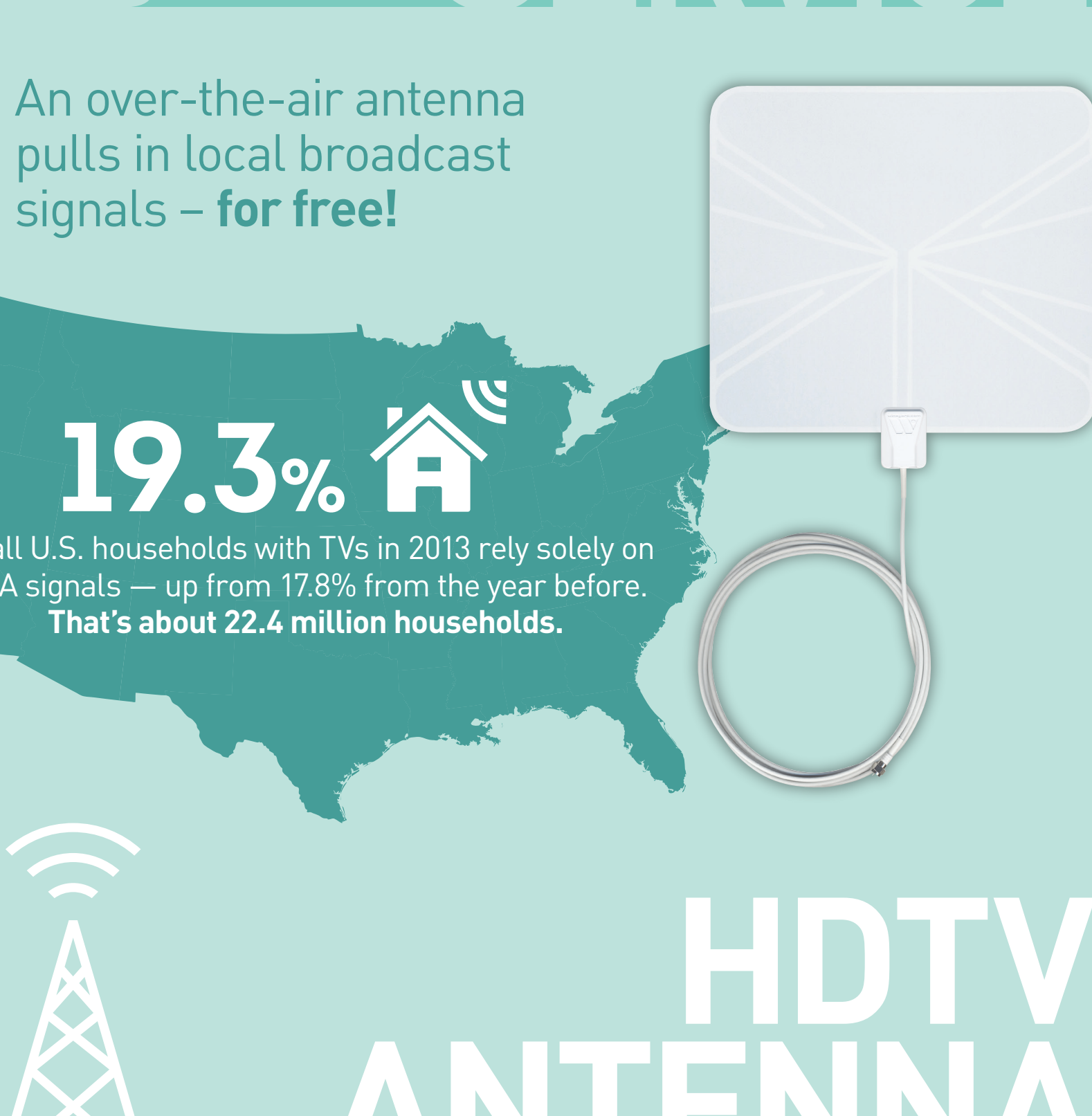


HARDWARE



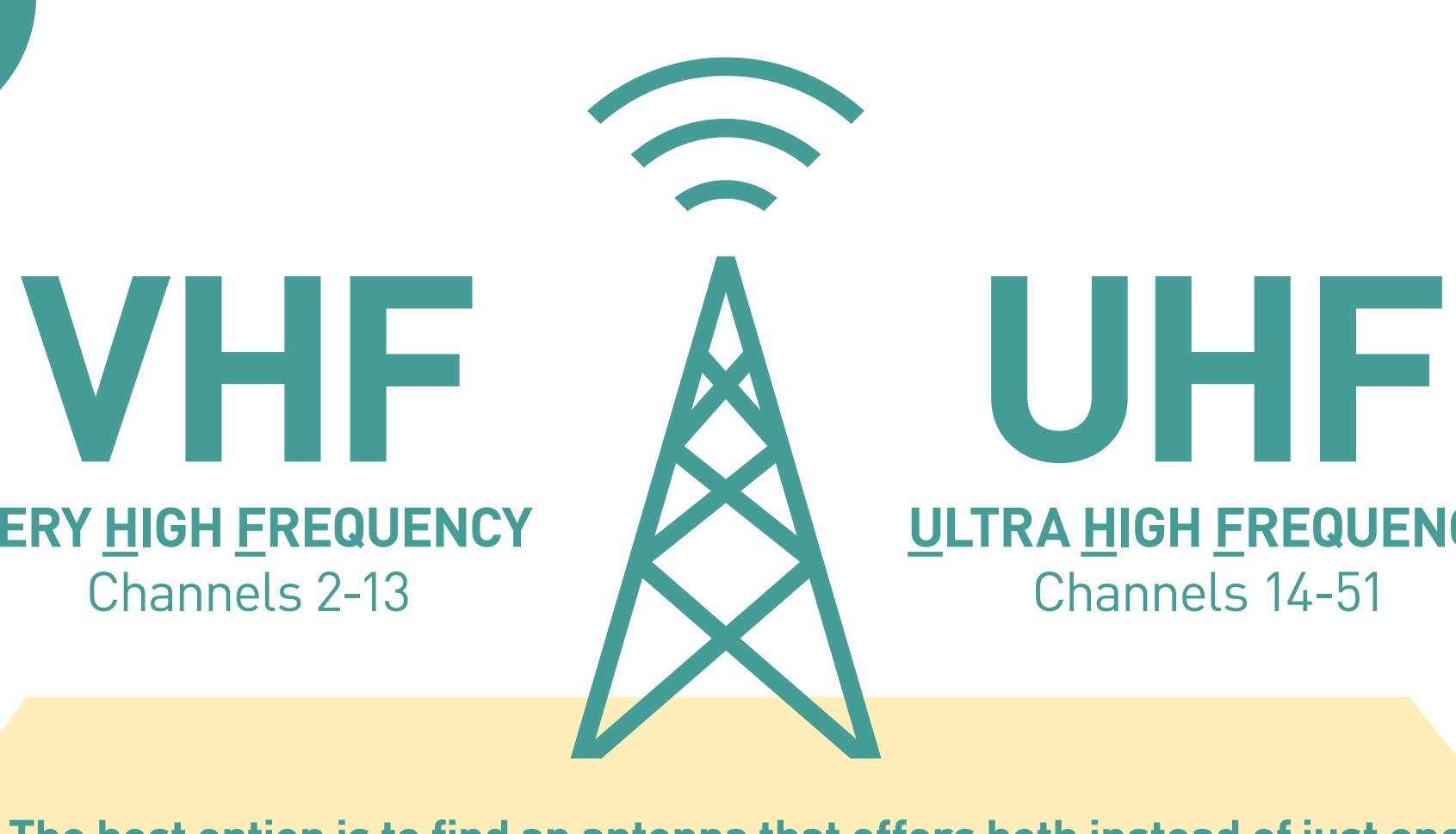
64% of millennials pay for an online streaming service

STREAMING SERVICE

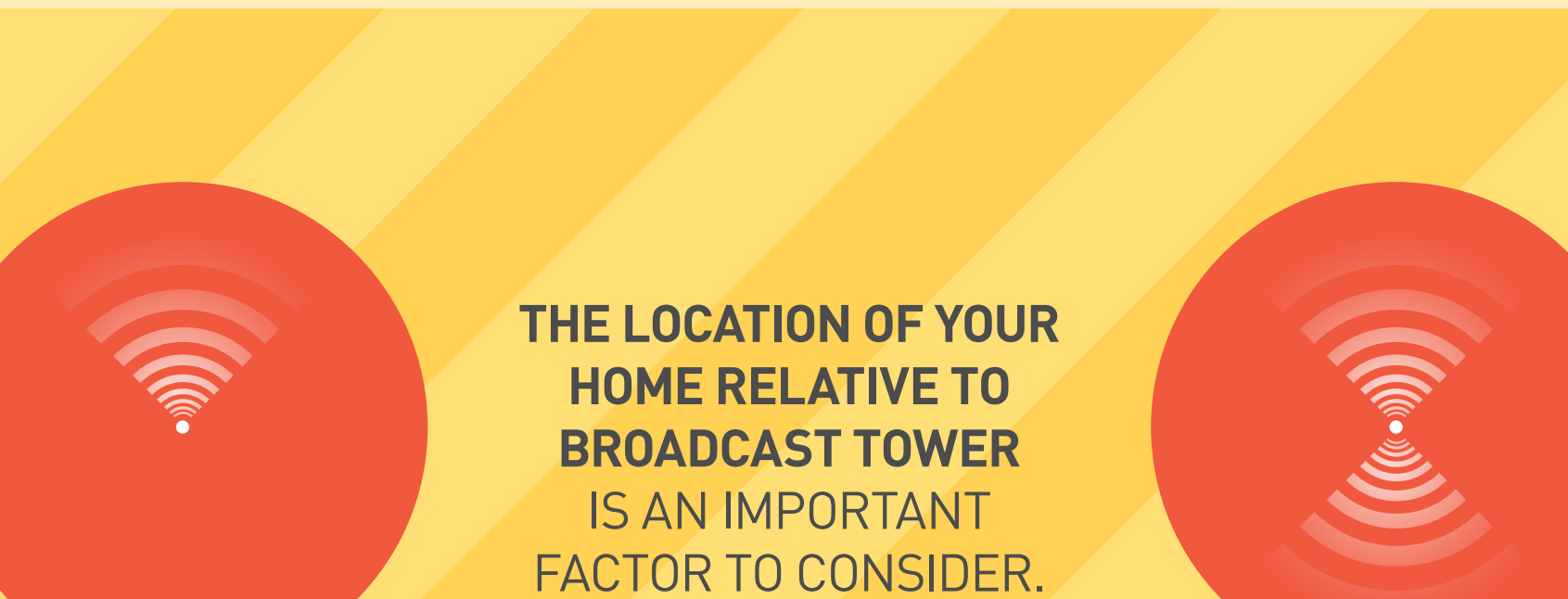


HDTV ANTENNA

HOW TO CHOOSE AN ANTENNA



The best option is to find an antenna that offers both instead of just one because the majority of TV stations in the U.S. transmit on both ranges.



Dependent on the location of your home in relation to the broadcast tower.

