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Streaming Services are Producing More Original Content

One of the key trends shaping the video streaming industry is the rise of original content. Major services—including Netflix, Amazon Prime Video, Hulu, Disney+, and Max—are investing more heavily in producing high-quality original series and movies.

Why is this happening? In the battle for viewership dominance, original content has emerged as a key differentiator among these platforms. In fact, many users subscribe to a streaming service specifically to watch its original content.



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Technology People Talk About



If you're ready to switch from a traditional TV service to streaming, here are the steps to take:

1. Choose Your Ideal Internet Speed

Make sure you'll have enough bandwidth for streaming in addition to your family's other Internet activities. We typically recommend 200 Mbps or higher for a great viewing experience with multiple users, but call Jefferson Telecom for speed guidance that's specific to your household.

2. Review Your Streaming Service Options

Some paid-subscription services offer live TV viewing (with or without on-demand content) and can replace traditional TV plans, while others feature only on-demand movies and series. For details on popular choices, visit <https://gostreamnow.com/jefferson>.

3. Find, Purchase, and Connect the Right Device

If you have a smart TV, it should be ready to stream right out of the box. If not, you'll just need to purchase and set up a streaming device like a Roku or Amazon Fire TV Stick to enable streaming on older televisions. Jefferson Telecom has Roku sticks available for purchase in our showroom starting at \$29.95.

4. Sign Up for Streaming Services

Most streaming services offer a free trial period and have only a 30-day minimum commitment. This makes it easy to try out different services and cancel the ones you don't end up using or enjoying.

For more tips on getting started with streaming, visit gostreamnow.com/Jefferson or call us today at 515-386-4141, option #3.

Save Money by Rotating Your Streaming Services

There's a consumer trend called streaming service rotation. As its name suggests, this involves signing up for one or two streaming services, watching all the content from them you're interested in, then pausing those subscriptions and signing up for one or two other streaming services. By doing this, you can watch the original series and movies that are important to you without the high cost of paying for every service for every month. Remember, it's typically easy to sign up for, cancel, and restart a subscription, so there's no need to subscribe to any service for the entire year.

There are some downsides to streaming service rotation. Some streaming services take steps to prevent this by releasing original show episodes weekly rather than in season-long batches. In this case, you'll have to wait a few months for the season to finish before you can binge-watch it in a month. In the meantime, you may see spoilers online.

Win a \$20 Credit on Your Jefferson Telecom Bill

\$20

Fill out this form, clip it, and return it with your next bill or email info@jeffersontelecom.com for a chance to win a \$20 credit to your account. Respond by April 20, 2024, to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

Email: _____

Cell Phone #: _____

Yes, please use my email for communication purposes.

Congratulations to our last "Winner of a \$20 Credit," Mike McPherson of Jefferson.



All TVs are not created equal. In addition to screen size, picture quality, and sound quality, you also need to consider a TV's streaming capabilities. To help you navigate today's TV landscape, we've gathered some common questions and their answers.

What is a smart TV?

A smart TV is one that incorporates an operating system/platform that allows you to access, manage, and view online and network-based media content without the need to connect to an additional box (such as a Roku or Firestick).

How do smart TVs work?

Smart TVs access online content by connecting to the same broadband router and Ethernet or Wi-Fi network that you use to connect your computer to the Internet.

Do I need a smart TV to use a streaming media player?

No. A smart TV is one that can connect to the Internet directly to access content from it. Since that's what a streaming media player does, you could say it turns a regular TV into a smart TV.

Can I use a streaming media player with an older TV?

Whether a TV can work with a streaming media player depends on what kind of connection ports it has. If it has an HDMI port, then it will work with most players. If it doesn't have an HDMI port but it has RCA ports (red/white/yellow), then you can get a Roku Express+, which includes composite audio and video connectors (and cable) found on most older televisions as well as an HDMI connection.

What are the general "rules of thumb" for TVs and streaming?

- If you're buying a new TV and don't have any other devices that provide access to Internet streaming content, get a smart TV.
- If you already have a smart TV that doesn't provide access to the number or type of streaming channels you would like, consider adding an external media streamer, streaming stick, or Internet-enabled Blu-ray players rather than buying a new smart TV.

For more information about streaming devices, visit gostreamnow.com/Jefferson.



What You Can Do About Buffering During Streaming

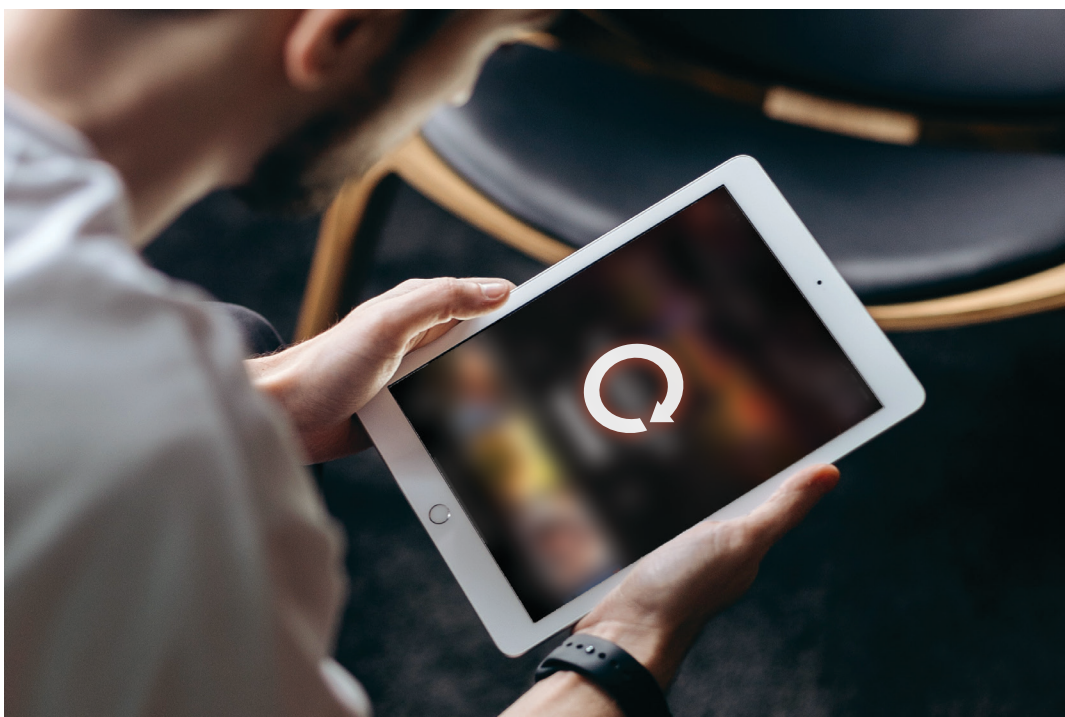
When you're excited about streaming a movie or TV program, the last thing you want to see is the annoying rotating arrow or spinning circle that indicates buffering is taking place. Before we share tips on how to minimize buffering, let's start with an explanation of why it happens.

Buffering refers to downloading a certain amount of data before starting to play the video. One common form of buffering occurs when your Internet connection is too slow to stream a video in real time. Your device will buffer the video data and start playback when there is enough to prevent video lag. If the streaming video reaches the point where it must wait until more information is available, it will pause, and you'll again see the loading screen. Once the video stream catches up, it plays again.

This process can take just a few seconds or might last several minutes. If the video is long, you might encounter several buffering sessions during your viewing time.

If you experience buffering often and are frustrated by it, you may want to upgrade your Internet speed. A slow connection will delay the delivery of audio and video information, in which case you will see the loading screen. A fast connection can stream movies and TV programs virtually without interruption and easily accommodate high-definition or 4K video. For an optimal streaming experience, we recommend an Internet speed of 200 Mbps or higher.

If you have questions related to buffering or need help selecting a faster Internet plan, call Jefferson Telecom at 515-386-4141, Option #3 or stop by our office.



Here's Why Streaming Services are So Popular

Streaming services offer advantages including:

- **Cost Savings** – Subscribing to a few streaming services usually ends up costing much less than paying for satellite or cable TV.
- **Bigger Variety of Content** – Streaming services maintain huge libraries of TV shows and movies from which to choose.
- **Added Convenience** – You can watch your programs on any device, whenever and wherever you want.
- **Personalized Recommendations** – You can get viewing ideas based on your profile and interests.
- **Ad-Free Entertainment** – With traditional television, a good third of the viewing time tends to be consumed by ads.
- **Simplified Binge-Watching** – You can easily binge-watch an entire season of a series, pausing an episode whenever you want and returning at a later time.

You need a fast and reliable Internet connection for streaming, and we offer plans with download speeds up to 940 Mbps. Take our Internet speed quiz at www.jeffersontelecom.com to find the right speed for you.



May 20 is National Streaming Day

Roku started National Streaming Day in 2014 to mark its 10th anniversary, and it's been celebrated annually on May 20 ever since. Today, most people use some sort of streaming device to watch movies and TV series. The most popular ones are Roku Stick 4K Plus, Chromecast, Amazon Fire, and Apple TV.

Many of the major streaming services celebrate National Streaming Day by releasing or announcing new content. So, be on the lookout on May 20 for some major releases from your favorite places to stream. Then grab a snack, get comfortable, and enjoy streaming a new release (or two or three).

Additional ideas for this unofficial holiday include:

- Post on social media about the favorite titles you've streamed recently.
- Offer to teach an elder in your family how to stream.
- Try a new streaming service to see what you've been missing.

Need help figuring out which streaming services best match your viewing preferences? We offer the easy-to-use StreamNow tool online at gostreamnow.com/Jefferson.



New Listings

Carhill, Dave 515-386-2635
Owens Heating
& Cooling 515-386-2473
Roberts, Ricky 515-386-2193

Cutting Cable TV Could Save You Hundreds of Dollars per Year



As rates for cable TV services continue to climb, you may be interested in switching to streaming to cut costs. Let's look at an example of how this can work.

Customer A: Jefferson Telecom Customer

Triple Play Bundle: Phone, Internet (50 Mbps), and TV	\$174.95/mo.*
• Upgraded to 200 Mbps Internet	\$30.00/mo.
• Wi-Fi Management	\$9.95/mo.
TOTAL	\$214.90/mo.

Customer A: Switched to Streaming and Cancelled Jefferson Telecom TV

Double Play Bundle: Phone & Internet (50 Mbps)	\$69.95/mo.*
• Upgraded to 200 Mbps Internet	\$30.00/mo.
• Wi-Fi Management	\$9.95/mo.
TOTAL	\$109.90/mo.
**Add a Subscription to a Live Streaming Content Provider	Prices range from \$0 – \$80/mo.

*Price does not include taxes and fees.

Customer A saves hundreds of dollars annually by cancelling traditional TV service and switching to streaming. You can, too! Before you do, make sure the channels you watch are in the lineup of the live TV streaming service you select by visiting gostreamnow.com/jefferson/channel-lineup.

Jefferson Telecom is here to help you transition to streaming and potentially save money. Call our office at 515-386-4141, option #3, and a member of our staff can walk you through each step of the process.