



Cut Your Cable Bill

No Subscription or Contract



Everything You Need to Cut The Cord in 2017

By Free Signal TV
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01

What You Need In An
HDTV Antenna



First The Facts...

Key Facts

2.1 Million Households Cut the Cord in 2016

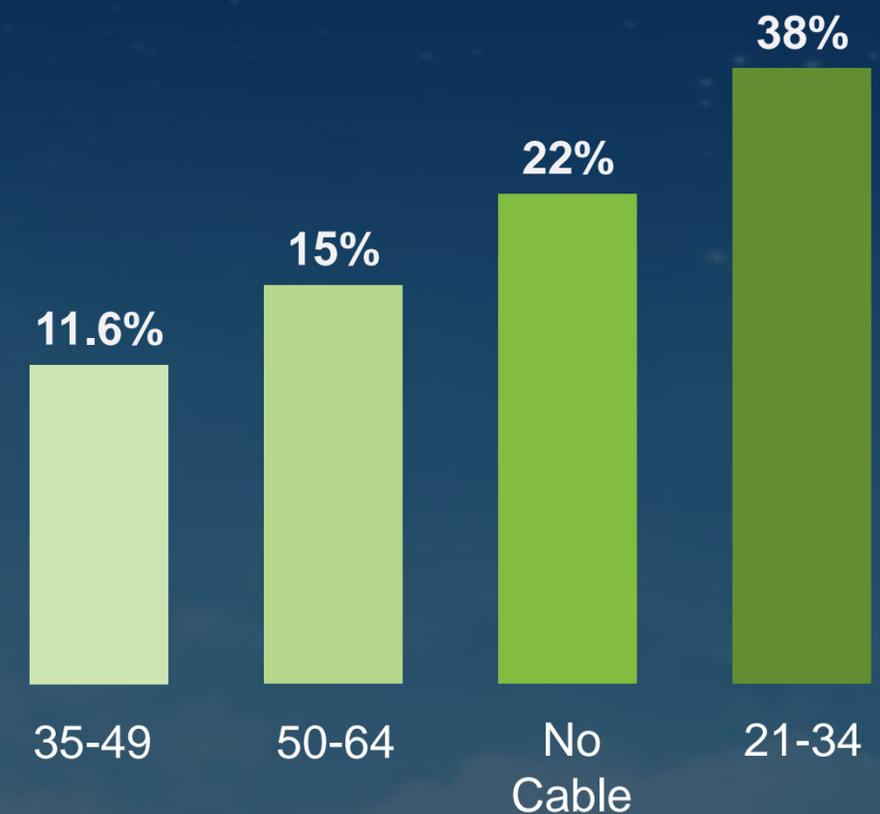
1 in 5 Households Have Stopped Using Cable

More than 22% of All U.S. Households Are Now Cable Free

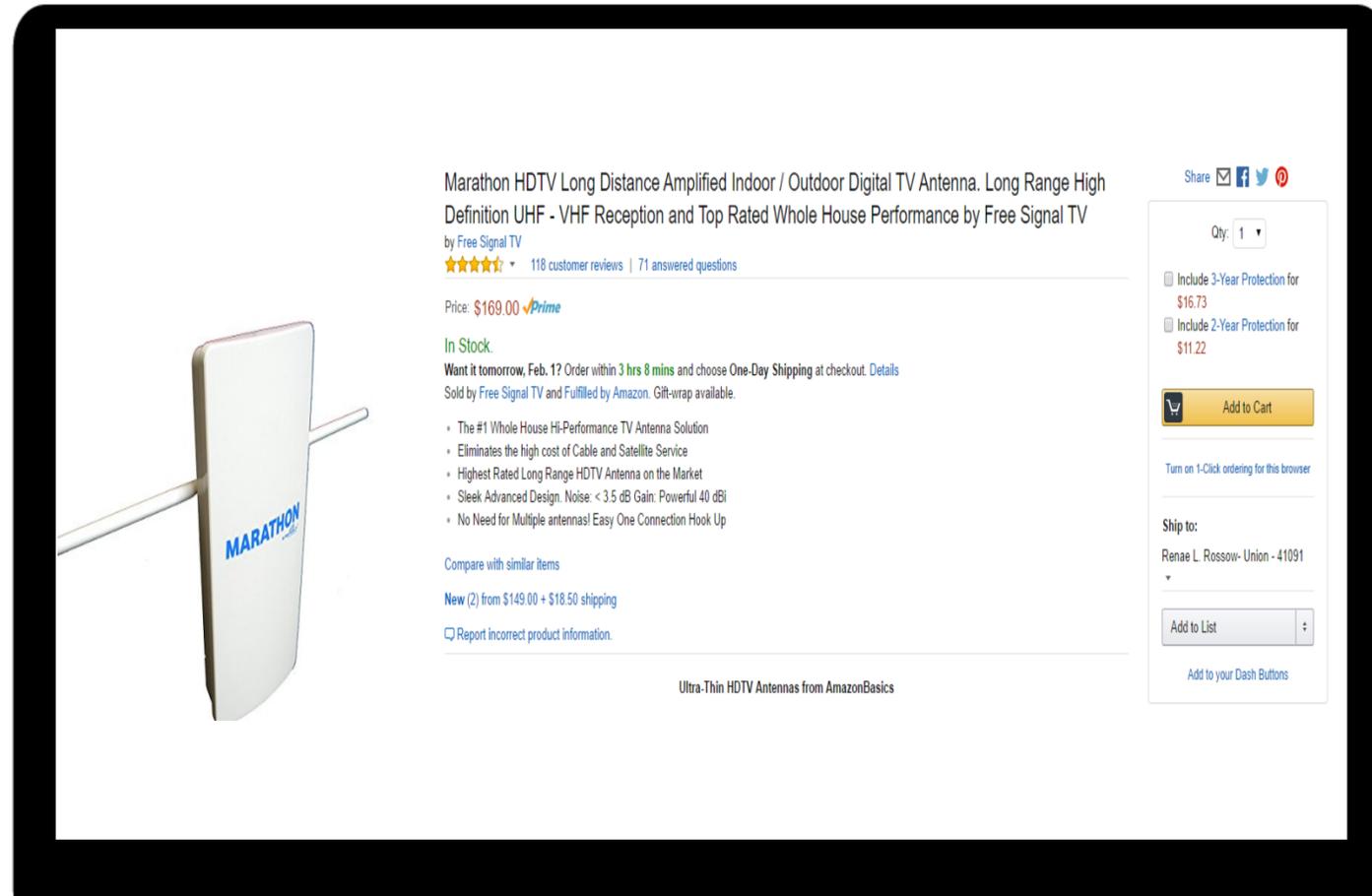
38% of those between 21 and 34 years old plan to cancel Cable

15% of baby boomers between the ages of 50-64 are currently planning to cancel and that number is growing quickly.

Who Has Cut The Cord?



Getting The Right Antenna



Antennas have come a very long way over the years and the options available to you can be quite confusing. There are certain things that are absolutely important to look for when finding the right TV Antenna for you home. If you can't get the channels you need, you'll be disappointed and quickly wondering why you made this decision.

Remember that price isn't everything. As with most things, you get what you pay for. A cheap antenna is exactly that – cheap. You'll end up spending money on another antenna which eats into your actual savings. Spend the money on a decent antenna so that it is a one-time investment.

Also, make sure you don't buy into ridiculous promises, such as an antenna that claims to reach 150+ miles. That's simply not possible without commercial type equipment that isn't sold for personal household use.

On the next page we'll walk you through specific features that will be important to look for when finding the right antenna.

3 Top Features An HDTV Antenna Needs:



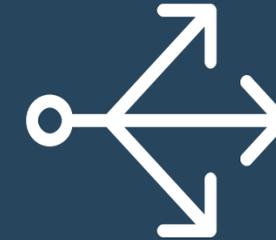
Long-Distance

While antennas that claim to reach 150 miles are not practical for personal use, there are some good antennas that can reach up to 100 miles depending on your geographic location. The longer the reach, the more channels you will receive.



Award-Winning

Look to see what other people think! In today's world, reviews matter. Of course, you can't make everyone happy but the majority definitely rules. Look to see what the experiences of previous buyers have been. Also, see if the antenna has been ranked by industry experts.



Whole-House

The best antennas will be able to serve all the televisions in your home. The minimum should be 4 TVs. It makes no sense to buy an antenna for each TV. Not only will it be costly but it will clutter up the space.

02 Why You Don't Have to Lose Your Favorite Shows



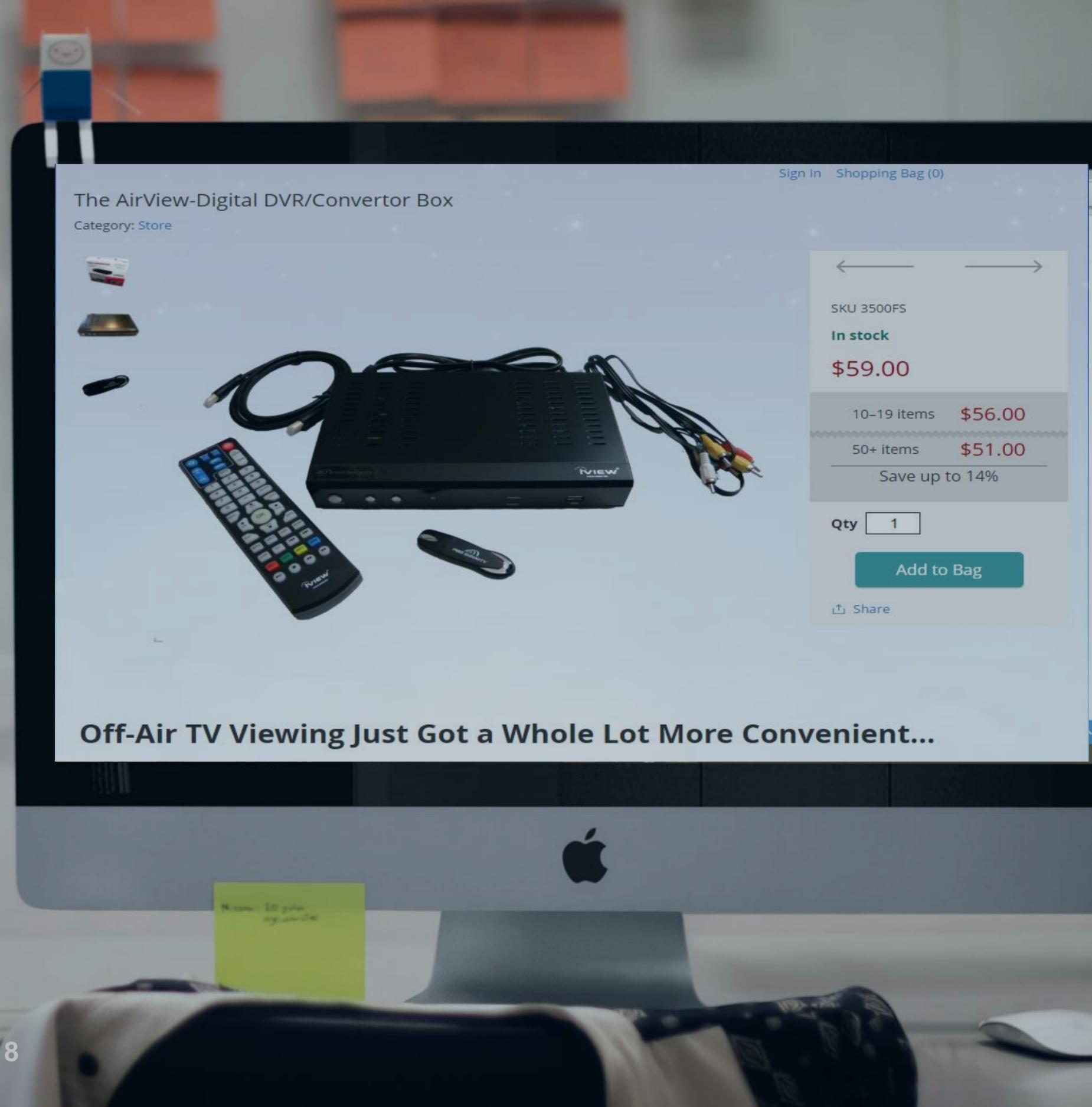
Don't Lose Your Favorite Shows

Biggest Reason People Don't Cut The Cord

We get it. When Cable Companies started including the DVR function we got addicted. Everyone did. And we quickly forgot that the DVR was invented way before cable companies started offering it. The best news is they are still out there and more affordable than ever! Look for an antenna that has a compatible DVR.

Extra Memory

If you tend to carry a heavy load of recorded shows, make sure the DVR has the capability of utilizing extra memory. Simply put, this is an incredibly inexpensive way to record as many shows as you want and watch them when it is convenient for you to do so.



03

How to
Start
Streaming
and
What's
Available
to me...



How to Start Streaming



Do I Need to Buy a Device?

If you do not have what is known as a “smart TV” then you will need to make a one-time purchase of a streaming device that will allow you to watch your favorite cable shows not normally found on the major networks that your HDTV Antenna will provide.



Top Streaming Devices Available for Purchase

PC Magazine rated compared the highest rated media streaming devices and surprisingly, Apple TV did not make the list. In order of popularity, here are the best streaming devices for 2017: 1) Amazon Fire TV; 2) Amazon Fire TV Stick with Alexa Voice Remote; 3) Google Chromecast Audio; 4) Roku Premiere+; 5) Roku Streaming Stick; 6) Google Chromecast; 7) Google Chromecast Ultra. You can read the full article here: <http://www.pcmag.com/article2/0,2817,2421457,00.asp>



I already have a Smart TV

If you already own a smart TV then you are ready to go. It may already have software for Netflix, Hulu, and other streaming services loaded on it. If it doesn't, consult your TV manual for how to load the streaming service that best suits you. We'll show you the different options on the next slide. Also, if you no longer have your TV Manual, look on the internet. Chances are, a quick search will help you find it online..



How to Choose the Right Streaming Service

The right streaming service for your household will depend largely on what type of television you watch. Make a list of the top 10 shows you absolutely must have. This will help you find make a decision on what streaming service(s) are right for you.

What Streaming Service Is Best for me?

Netflix - \$9/month

Netflix has been voted best overall but that doesn't mean it's the best for you. They do not carry sports at all but cater more to viewers who like reality TV and movies. They've also created some really popular original series and movies like Orange is the New Black and House of Cards. If you like movies, sitcoms and reality TV, Netflix is perfect.

Amazon Instant Video - \$7.99/month or \$99/year

Amazon's Streaming Service has been voted best for families and includes original award-winning series like Goliath and Transparent. Another little perk is that your prime membership also gives you access to free two-day shipping on certain amazon orders.

Hulu - \$8/month

Hulu comes in 2nd as the most popular and boasts that it has current episodes as well as full seasons of hit TV shows. Everything from Family Guy, This is Us, Empire and even 17 Seasons of America's Next Top Model. Hulu also features newer movies like The Choice (2016) and Whiskey Tango Foxtrot.

Sling Orange - \$20/Month

While it's the most expensive of the bunch, Sling Orange is what best replaces your previous cable subscription overall. With a tag line like "Take Back TV" it's pretty clear they are out to get big cable companies. You'll find sports channels like ESPN, along with CNN and Food Network. We're also willing to bet that you're paying a whole lot more than \$20 a month for cable!



Other Streaming Services



PlayStation VUE \$50/Month

New service from Sony that is a direct competitor of Sling TV. It is free from long-term contracts and offers numerous live TV channels as well as video on demand.



Crackle Free

Crackle touts that it is free and always will be. How can this be? Advertising. If you don't mind commercials, then this might be a good way to get your feet wet in the streaming space.



Funny or Die Free

A comedy video website that combines user-generated content with original. Celebrities along with up-and-coming comedians all put up stuff they think is funny. Have content of your own? Regular users can put up content of their own!



Twitch Free

Twitch is a live streaming video platform that is owned by a subsidiary of Amazon, Twitch Interactive. It caters to gamers and offers discounts to new games, etc.



HBO Now \$14.99/month

You no longer have to keep cable just to see your favorite show on HBO. HBO Now allows you to watch any of their shows at your convenience with their new streaming service.



Showtime Anytime \$10.00/month

Like its biggest competitor, Showtime saw the value of offering its premier cable channel as a stand along streaming service. Now you can watch your favorite shows, like Homeland, anywhere, anytime.

04

A Real Look at the Money
You'll Save by Cutting the
Cord



A Real Look at the Money You'll Save...

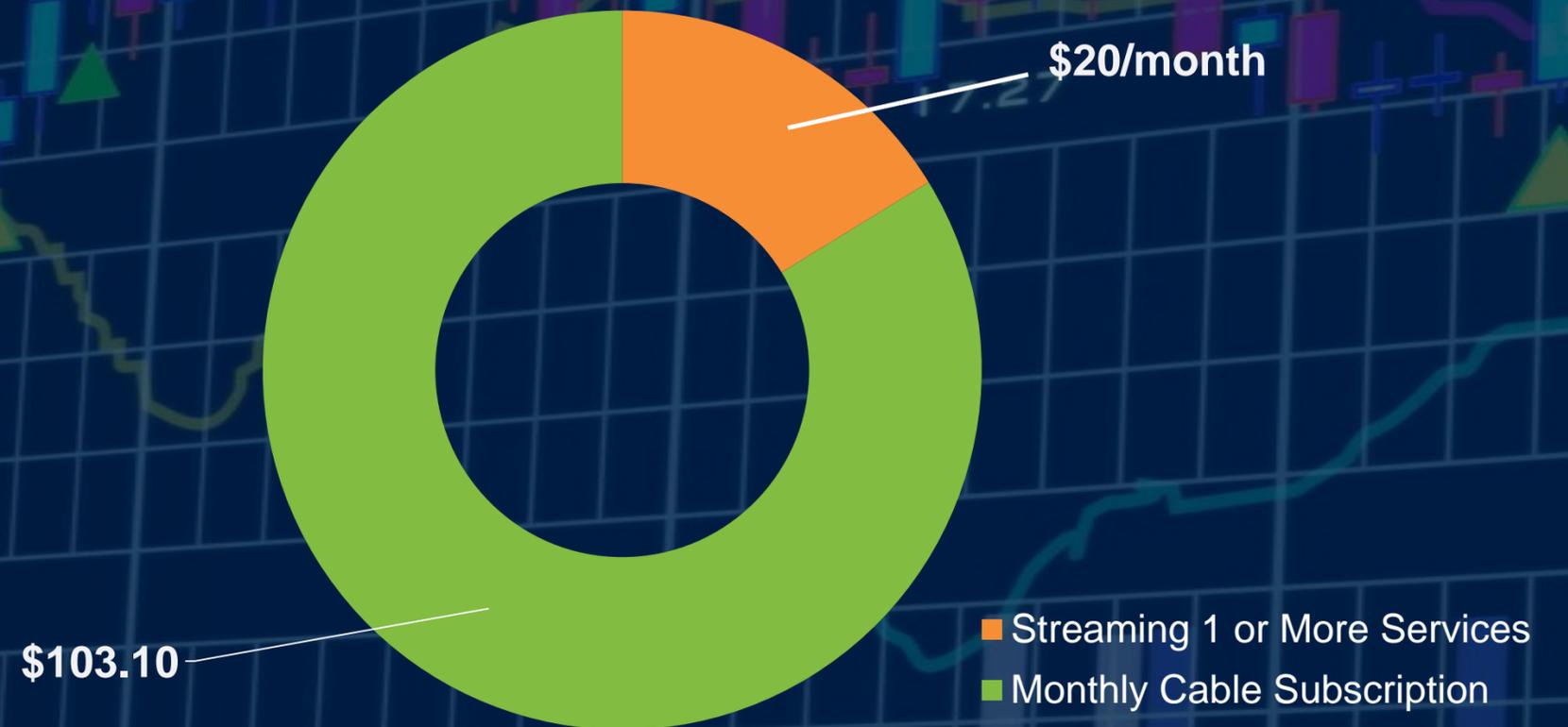
The Cost Of Cable

In 2016 Fortune 500 reported on their website (fortune.com) that the average cost of a cable bill rose 39% between 2011 and 2015. From 2015 to 2016 it raised another 4% to become an average of \$103.10 per month.

The Cost Of Streaming

After the one-time fee of buying an HDTV antenna in addition to a DVR if you need one your cost will depend on what streaming services you sign up for. If you choose the top 2 (Netflix and Amazon Prime, you'll spend less than \$20/month for stream on all TVs in your house.

Monthly Breakdown



05 Step-By-Step Instructions



Step-By-Step Instructions



- ✓ Whole-House for all TVs
- ✓ Long-Distance for more channels
- ✓ High Definition Digital Channels
- ✓ Good Reviews – Others have had a good experience

- ✓ Smart TV – cost varies from \$150 up. If you already have a Smart TV consult your instruction manual for downloading new streaming services
- ✓ Amazon FireStick or Google Chromecast are the most popular devices to stream from if you do not wish to purchase a new TV.

- ✓ Netflix \$8/month Best Overall
- ✓ Hulu \$8/month best for watching old & new network TV
- ✓ Amazon Instant Video \$8/month best for families
- ✓ Sling Orange \$20/month best for replacing cable and includes sports
- ✓ Premium Channels like HBO and Showtime ranging from \$10 - to \$14.99/month.

- ✓ Once you've installed your HDTV Antenna, selected the device to stream with, signed up for the streaming services that are right for you, don't forget the most important step of all – Calling the Cable Company! Once you cancel cable you'll need to figure out what you want to do with all of your savings!

Conclusion

If you have any additional questions about how to cut the cord, we encourage you to visit our website: <http://freesignal.tv>

Free Signal TV offers the *Marathon Whole House, Long-Distance, HDTV Antenna* created with the latest proven Radio Frequency (RF) technology that outperforms the competition on many levels. Additionally, you can purchase the Airview DVR for recording the programs your busy schedule won't allow you to watch live. You can learn more about these products and others here:

<https://www.freesignal.tv/buy-now>



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