

# AppleTV

Streaming, Cut The Cord

# Terms

- Cut The Cord
- Streaming
- Set Top Box
- OTA - Over The Air
- Apps
- TV Provider
- Smart TV

# AppleTV History

## A Work in Progress

- Introduced in 2007, First Version was very limited. No App Store
- Latest Version released in 2022, 4K to support current TVs
- Apple Marketing does many things well, this not so much
- AppleTV has been like Cinderella, The beautiful but unwanted step child
- That said, it has the best TV Interface out there and now its own TVOS
- Like any good tool there is a learning curve but it is worth it

# Smart TV

Most all new TVs are “Smart TVs”

- Common TV Operating Systems (OS)
  - Roku, Android, Amazon Fire, Samsung
- Most Smart TVs have a slow processor leading to sluggish response
- Some have all the Apps in a single row you have to scroll through
- AppleTV makes “dumb” TVs Smart and smart TVs Smarter

# AppleTV

## Current Version

- Not a TV
- Streaming Box
- 64GB and 128GB Options
- Costco - \$125 and \$145
- Connects via HDMI to TV
- Connects via WiFi to Internet
- Uses AppleID to customize

## Apple TV 4K (3rd generation) Wi-Fi + Ethernet



- Model number: A2843
- Year introduced: 2022
- Color: Black
- Capacity: 128 GB
- HDMI 2.1 (up to 4K60 HDR10, HDR10+, and Dolby Vision video output)
- Gigabit Ethernet
- 802.11ax Wi-Fi 6 with MIMO; simultaneous dual band (2.4GHz and 5GHz)
- Bluetooth 5.0 wireless technology
- Thread
- IR receiver

[Siri Remote \(3rd generation\) or Apple TV Remote \(3rd generation\)](#)<sup>1</sup>

See the [tech specs for Apple TV 4K \(3rd generation\)](#).

# App Store

## Countless Content Sources

- AppleTV has its own App Store
- You can download apps for countless content providers
- If you have multiple AppleTVs the log in info loads automatically on new devices
- Apps can be moved to put frequently used services at the top
- Apps can be Deleted or offloaded if you plan to start the service again

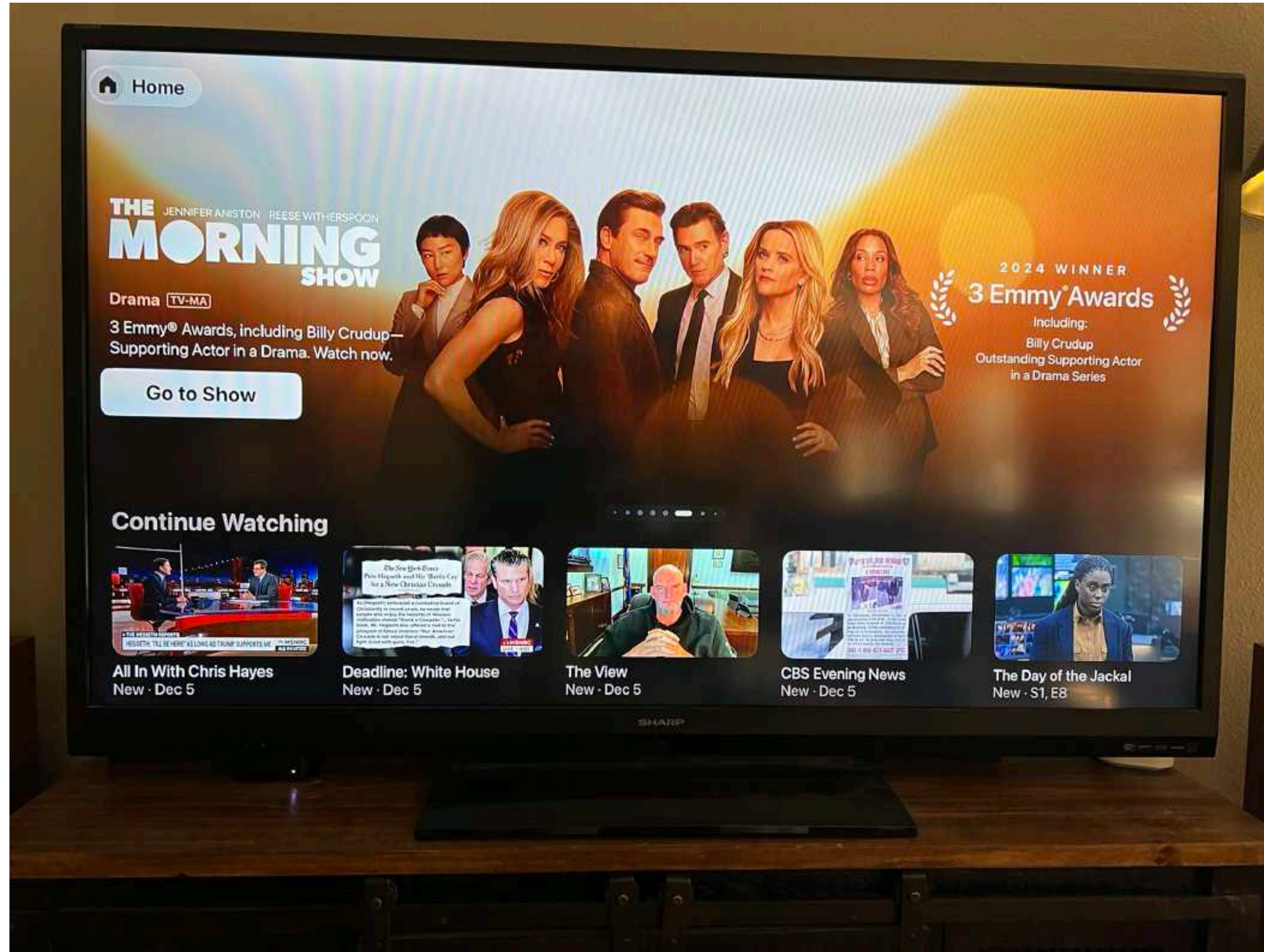


# AppleTV Main Screen





# AppleTV+ Screen





# Apple TV+

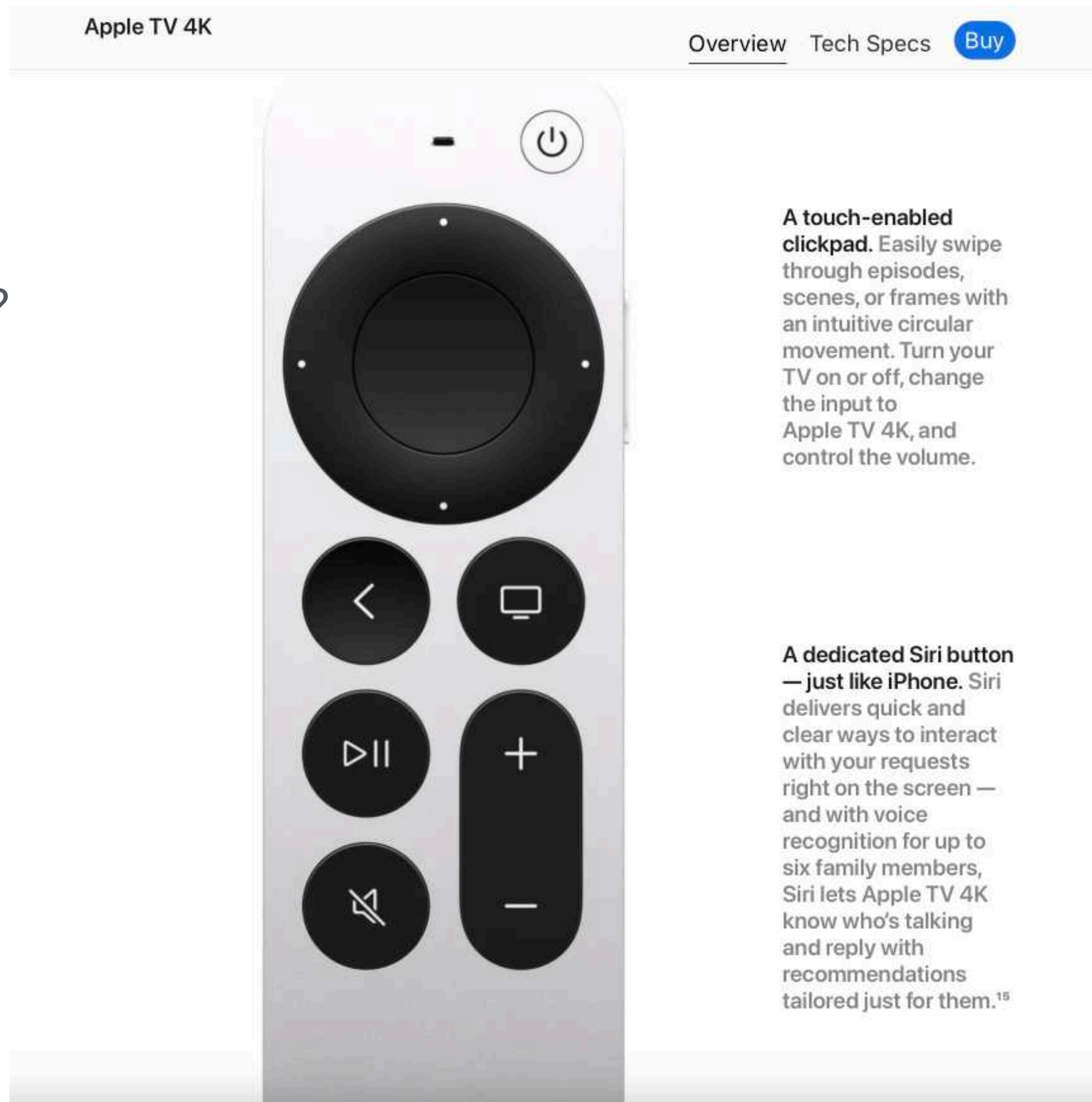
## Apple Content

- Confusing Name but Good Content
  - Ted Lasso, Morning Show, Etc.
- Paid Content like Netflix
  - Included with AppleOne
- AppleTV+ Now Available via Amazon Prime
- Most SmartTVs and Streaming boxes support the AppleTV+ App

# Remotes

## Simplest Remote

- How many have multiple Remotes?
- This is the only remote I use
- Turns TV On/Off
- Navigates to any content (Apps) easily
- Built In Siri for voice commands
- Volume Control



# Cutting the Cord

## Streaming

- Cutting the cord started as a Cost Savings effort
- Sadly, This is no long the case
- Networks while free via Antenna now offer premium, streaming only content
  - Star Trek on Paramount, Movies, Anything with adult content
- Watching TV can be a costly endeavor if you want good content



# Streaming Content Options

## What you have to Pay For

- Most offer a Monthly option, a few have Annual plans
- Monthly options can be started and stopped any time, no contracts
- Everyone wants to sell you content
  - Verizon, Hulu, Apple, Amazon, etc.
- Prices are fluid and change often
- Occasionally sale prices pop up in ads

# Streaming Prices

## Recent Price List from Black Friday

### More Black Friday streaming deals

- [AMC+ with ads \(Prime Video add-on\)](#) — **\$1.25/month for two months** ~~\$4.99/month~~ (save \$3.74/month)
- [AMC+ ad-free \(Prime Video add-on\)](#) — **\$2.25/month for two months** ~~\$8.99/month~~ (save \$6.74/month)
- [BET+ Premium \(Prime Video add-on\)](#) — **\$2.75/month for two months** ~~\$10.99 per month~~ (save \$8.24/month)
- [BritBox \(Prime Video add-on\)](#) — **\$2.25/month for two months** ~~\$8.99/month~~ (save \$6.74/month)
- [CuriosityStream](#) — **\$23.99/year for one year** ~~\$39.99~~ (save \$16)
- [CuriosityStream Smart Bundle](#) — **\$41.99/year for one year** ~~\$69.99~~ (save \$28)
- [DIRECTV Choice](#) — **24 months for \$79.99/month** ~~\$89.99/month~~ (save \$240)
- [DIRECTV Ultimate](#) — **24 months for \$109.99/month** ~~\$119.99/month~~ (save \$240)



# Streaming Prices

- [DIRECTV Premier](#) — **24 months for \$154.99/month** ~~\$164.99/month~~ (save \$240)
- [Discovery+ with ads \(Prime Video add-on\)](#) — **\$1.25/month for two months** ~~\$4.99/month~~ (save \$3.74/month)
- [Discovery+ ad-free \(Prime Video add-on\)](#) — **\$2.25/month for two months** ~~\$8.99/month~~ (save \$6.74/month)
- [ESPN+](#) — **12 months for \$99.99** ~~\$119.99/year~~ (save \$20)
- [FuboTV](#) — **save \$30 on your first month**
- [Hallmark+ \(Prime Video add-on\)](#) — **\$2/month for two months** ~~\$7.99 per month~~ (save \$5.99/month)
- [MGM+ \(Prime Video add-on\)](#) — **\$1.75/month for two months** ~~\$6.99 per month~~ (save \$5.24/month)
- [NBA League Pass \(Prime Video add-on\)](#) — **\$54.99 for first year** ~~\$109.99~~ (save \$55)
- [NFL Sunday Ticket](#) — **\$89** ~~\$209~~ (save \$120)



# Streaming Prices

- [NBA League Pass \(Prime Video add-on\)](#) — **\$54.99 for first year** ~~\$109.99~~ (save \$55)
- [NFL Sunday Ticket](#) — **\$89** ~~\$209~~ (save \$120)
- [Paramount+ Essential](#) — **\$2.99/month** for two months ~~\$7.99~~ (save \$5/month)
- [Paramount+ with Showtime](#) — **\$2.99/month for two months** ~~\$12.99/month~~ (save \$10/month)
- [PBS Masterpiece \(Prime Video add-on\)](#) — **\$1.50/month for two months** ~~\$5.99/month~~ (save \$4.49/month)
- [Peacock Premium](#) — six months free with Xumo
- [Sling TV](#) — **Get half off your first month, plus a free month of AMC+** ~~\$40/month~~ (save \$20)
- [Starz \(Prime Video add-on\)](#) — **\$2.75/month for two months** ~~\$10.99/month~~ (save \$8.24/month)
- [Starz \(Hulu add-on\)](#) — **99 cents/month for one year** ~~\$10.99/month~~ (save \$10/month or \$120/year)
- [YouTube TV](#) — **\$49.99/month for two months** ~~\$72.99/month~~ (save \$23/month or \$46 total)

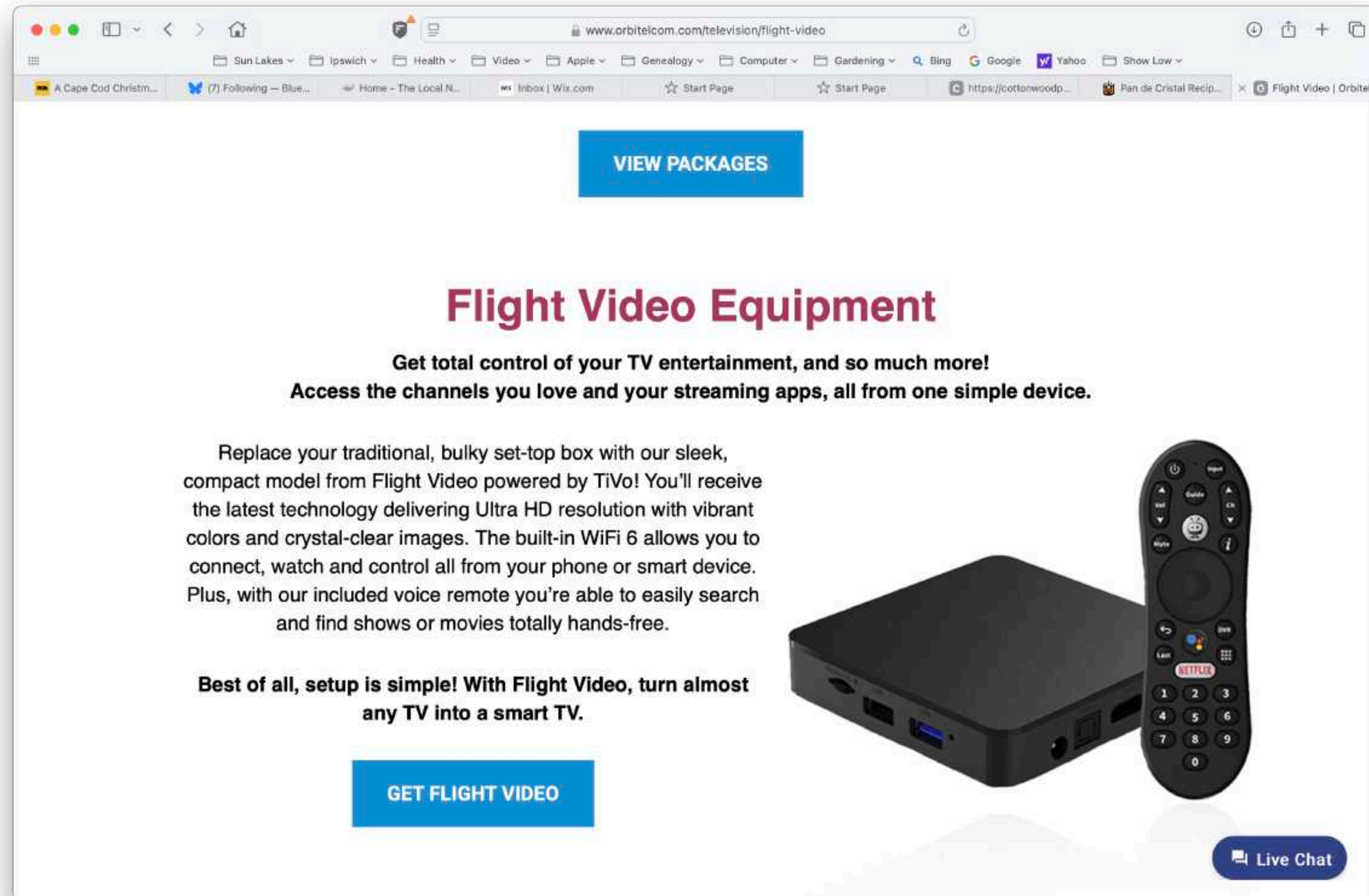
# Streaming Box Options

External boxes, not Smart TVs

- You buy the box/stick, no ongoing charges
  - AppleTV
  - Roku
  - Fire Stick
  - Tivo
  - Google ChromeCast



# Orbitel is Now Using A Streaming Box



The screenshot shows a web browser window with the URL [www.orbitel.com/television/flight-video](http://www.orbitel.com/television/flight-video). The page features a blue button labeled "VIEW PACKAGES" at the top. Below it is the main heading "Flight Video Equipment" in a dark red font. Underneath the heading is a sub-headline: "Get total control of your TV entertainment, and so much more! Access the channels you love and your streaming apps, all from one simple device." The main body of text describes the product: "Replace your traditional, bulky set-top box with our sleek, compact model from Flight Video powered by TiVo! You'll receive the latest technology delivering Ultra HD resolution with vibrant colors and crystal-clear images. The built-in WiFi 6 allows you to connect, watch and control all from your phone or smart device. Plus, with our included voice remote you're able to easily search and find shows or movies totally hands-free." Below this text is another blue button labeled "GET FLIGHT VIDEO". To the right of the text is an image of the Flight Video streaming box and its voice remote control. The remote has a "NETFLIX" logo and a microphone. In the bottom right corner of the page, there is a blue button labeled "Live Chat".

[VIEW PACKAGES](#)


## Flight Video Equipment

**Get total control of your TV entertainment, and so much more!  
Access the channels you love and your streaming apps, all from one simple device.**

Replace your traditional, bulky set-top box with our sleek, compact model from Flight Video powered by TiVo! You'll receive the latest technology delivering Ultra HD resolution with vibrant colors and crystal-clear images. The built-in WiFi 6 allows you to connect, watch and control all from your phone or smart device. Plus, with our included voice remote you're able to easily search and find shows or movies totally hands-free.

**Best of all, setup is simple! With Flight Video, turn almost any TV into a smart TV.**

[GET FLIGHT VIDEO](#)



[Live Chat](#)



# Over The Air Boxes

## How to receive Free Broadcast TV

- Tablo
- AirTV
- Silicon Dust HD Homerun
- This allows you to watch Broadcast TV easily via an App
- No more switching “source” or “Input”

# TabloTV

There is an App for AppleTV

**Pay once and watch forever.  
The most affordable way to watch live TV.**

	TABLO	CABLE / SATELLITE	ANTENNA ONLY	PLUTO / TUBI
Monthly Fee	\$0	\$\$\$	\$0	\$0
Local Broadcast Channels (e.g., ABC, CBS, FOX, NBC)	✓	✓	✓	✗
Wireless Access to Smart Devices	✓	✓	✗	✓
DVR	✓	✓	✗	✗
No Contract	✓	✗	✓	✓

[Shop Now](#)



2-Tuner

# Tablo 4th Gen Whole-Home DVR

**Makes a Great Gift for TV Lovers**

★★★★☆ [from 2976 reviews](#)

**Sale! \$119.95** ~~\$129.95~~

Select the Tuner: **2-Tuner** [? What is a Tuner?](#)

**2-Tuner** 4-Tuner

Select the Bundle: **With Antenna**

**With Antenna** No Antenna

Not sure which Tablo is right for you? [Take this quiz.](#)

**Add To Cart**

- Connects to the included 35-mile range TV antenna and your home's Wi-Fi router to deliver live broadcast TV and a selection of free streaming channels with no subscriptions.
- Watch, pause, record, and replay up to **two** channels at once with 50+ hours of onboard storage.
- Stream sports, local news, and prime-time shows live or later on compatible smart devices throughout your home.

Give Feedback

