

ONLINE ENTERTAINMENT

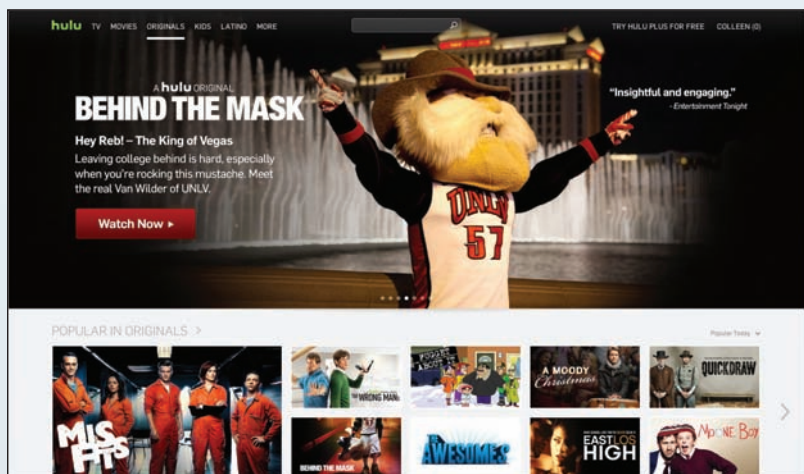
Are you one of the millions of people who regularly use their computers to watch their favorite television programs, movies, and other video content? Many have “cut the cord” from their cable or satellite TV providers and have turned to online content. It’s easy and convenient. Typically, the content is provided by a subscription or a pay-as-you-go service. Users watch the content on their TVs or their computers (including tablets and smartphones).

Subscription Services These services provide access to their library of videos for a fee. You can select and view as many of these videos as you want. Three of the most popular subscription services are Netflix, Hulu Plus, and Amazon Prime.

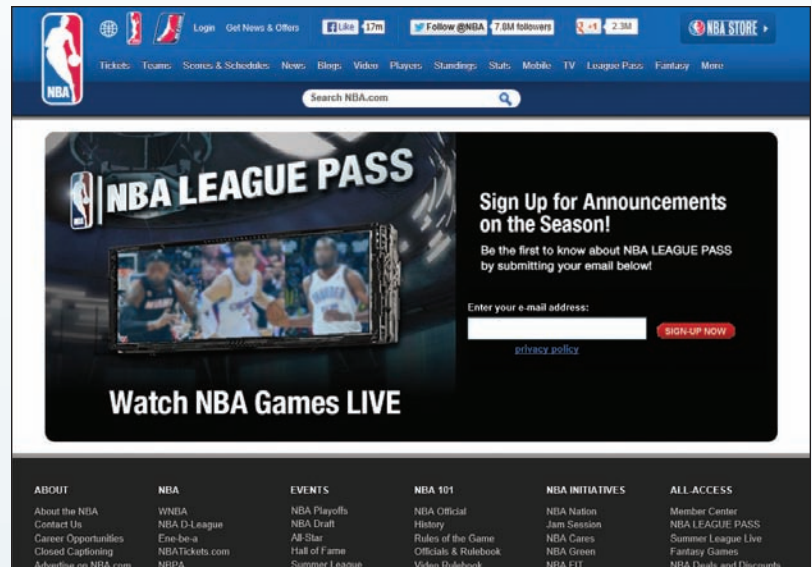
- 1 ● **Netflix and Amazon Prime offer content similar to a DVD rental store that is delivered either online or through the mail. Netflix offers the largest library of movies and TV programs for a low monthly fee. Amazon Prime, a newer service, provides similar content for an annual fee.**



- 2 ● **Hulu Plus focuses on current TV programs. Although it does use limited advertising, Hulu Plus’s low monthly subscription and current content make it attractive.**



- 3 ● **NBA League Pass provides access to live broadcasts of NBA basketball games for a fee. CNN and C-SPAN provide live content for free. Unlike Hulu, which often offers programming with a delay of a day or longer, these services are simulcast with TV programming.**



Pay-As-You-Go Services These services provide online access to specific titles in their libraries for a charge. Amazon, iTunes, and Vudu are just a few of the companies that let you rent or purchase movies and TV programs. Movie rentals cost only a few dollars and can be viewed several times over a 24-hour period. The price can increase by one or two dollars for HD quality.

Viewing Video Content Many people own Internet-ready TVs that will directly accept content from the Internet. Most Blu-ray disc players and many gaming consoles also provide this access. You can also purchase specialized devices like Roku, which will connect TVs to many of the services listed above.

Many viewers use their computer and a browser to display the video content. Also, many services provide apps for tablet and smartphone viewing.

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