

# WHAT IS IP STREAMING TV?

IP Streaming TV technology has replaced Cable and Satellite TV.

Have you ever watched a YouTube video on your smartphone or a Netflix movie on your laptop? That's streaming. It's the way video, and audio, content is delivered over the Internet, and it has become the new standard technology used by consumers to watch TV.

Why? Because streaming lets you watch what you want, the moment you want to. You don't have to wait for a download to finish, your DVR to record, or the show to come on the air. We like to call it TV on your terms...and it is less expensive!

All you need is a high-speed internet connection, a streaming device, and streaming channels (called APPS). There are Streaming APPs that offer multiple channels, with a guide, like your old Cable TV. The choice of what to watch and what to pay for is up to you.

Examples of IP Streaming devices are ROKU, Amazon's Fire Stick, and various Smart Flat Screen TV's.

## COST COMPARISON

The average US household spends \$217.00 a month on cable or satellite TV. Compare that to the cost of content specific APPs at between \$5.00 and \$20.00 per month, with no term commitment. Plus, multiple channel APPs cost less than \$100.00 per month, with no term commitments. Savings of \$1000.00 or more can be realized on an annual basis.

Even if you keep two content specific streaming APPs and subscribe to a multiple channel APP, you are still likely to save money every month.

## ABOUT BRESKO BROADBAND'S IP STREAMING TV

Bresco's Streaming TV solution is a multiple channel APP with a comprehensive and easy-to-use channel guide. The APP includes rewind, recording, up to 153 channels, Premium channels, and 49 music channels. The APP is called SFNTV Now and it is available for download from the ROKU store, Google Play and the Apple (APP) store.