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Here's how you can save money on your TV bills and get more entertainment value from your TV.

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It's Easier To Cut the Cord Than You Think

Here are three reasons to switch from cable TV to streaming

by Roku (Paid Content)

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If your New Year's resolutions include saving money in 2021, you're not alone. More than 60% of people in a recent survey put financial goals ahead of even the usual health goals like losing weight.

One of the easiest ways to reduce your bills and save money is to ditch cable television and all those monthly fees that come with it. No, that doesn't mean you'll miss out on all your favorite shows or have to figure out a complicated new system. Switching to a streaming service requires only a simple device and Internet access.

Are you considering cutting the cord?

Yes

No

Not Sure

No matter where you are in your decision-making process, read on to discover three benefits to cutting the cord and switching to streaming. Find out what your kids and grandkids already know.

1. You'll save money

Reducing home expenses is the top reason Americans cut the cord, according to a recent survey.¹ By canceling your cable subscription, it's possible to save as much as \$70 per month on home entertainment. Roku owners report saving more than owners of other streaming devices.² You might wonder: If all the streaming subscriptions and fees, plus a new device, will equal what you're already paying for cable. However, streaming prices start as low as \$3.99. Plus, since several content providers offer free, ad-supported options, you can still meet your financial savings goals for the new year without giving up TV. Some streaming services even offer extended free trials, so you get the chance to test the cord-cutting lifestyle before fully committing to it.

Still nervous? Four out of five cord-cutter households³ report they're satisfied with their decision to cut traditional pay TV. Nearly two-thirds wish they had cut the cord sooner.

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2. You don't have to give up your favorite programs

You may have heard cutting cable means giving up access to the familiar programs and live TV you're used to watching every night. Not true. Broadcast programs, live news, and sports are all available through certain streaming services' free channels, such as The Roku Channel and cable alternatives like Sling or YouTube TV. So you're always up to date on important developments and can root for your favorite team with ease. You can also still enjoy your choice of channels like Discovery, Starz, ESPN, and many more on your streaming device, where you can browse and stream all in one convenient place.

3. You'll have access to more shows and movies whenever you want them

At a time when we're home consuming more entertainment than ever before, having a wide range of content available is essential. Streaming services give you a convenient way to watch your favorite shows and the buzziest new programs everyone is talking about on your weekly video chat. Since you can customize which services you subscribe to, you can enjoy television on your terms. Choose to combine free channels, on-demand services like Netflix and Amazon, and cable alternatives, and you'll get a tremendous variety of entertainment while saving money every month.

Join the 62% of Roku users⁴ who are "very satisfied" with switching to a streaming service that gives them access to free television, live news, sports, movies, and more.

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Click here to learn more about how to cut the cord and save money in 2021 without giving up a thing.

¹ <https://www.statista.com/statistics/1044444/american-leaving-traditional-new-year-resolutions-for-2021/>

² https://www.roku.com/blog/wp-content/uploads/2020/01/R6-010721_R6_Design_002.pdf