

# HCC Bits & Bytes

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## The Value of TV

Today there are many options for viewing video content and programming. You might wonder if TV is still relevant. On occasion we have all felt that there are too many channels but nothing to watch. The question then begs to be answered has streaming video on handheld devices replaced TV time?

The simple answer is no. In fact, neither option needs to be mutually exclusive, traditional scheduled TV viewing can easily coexist with streaming video options and still bring great value to customers. Watching cable TV has traditionally been central to the American household experience and continues to be so. In recent years it has been complimented by the likes of Netflix, Hulu, etc. Below are a few reasons that viewers continue to enjoy watching TV.

**Family time.** Watching cable TV together as a family is bonding time. Family friendly programming on cable TV is geared towards all age groups and provides a centerpiece to gathering the entire clan. In fact, much content that is geared towards bringing the family together is educational or can help them discuss real life topics.

**Chill time.** Viewers of cable TV report that they enjoy the quick access to programming with just the click of a remote. At the end of a stressful day it's easy to change to your favorite channel and then kick back and relax to take in a new episode of your regularly scheduled program. Sometimes scrolling through all the programs on streaming services can be overwhelming-

especially when you feel like you've already seen it all.

In the know. TV keeps viewers up to date on current events and pop culture. Everything from the local daily news to the latest reality shows are available with your cable subscription. Streaming services tend to have content that is a bit more dated.

Shared experience. Current episodes of TV programs are often the topic of conversation around the water cooler. Viewers tend to feel more in the know and part of the dialogue by keeping up with episodes either as they air or by using their DVR.

Rally friends. Scheduled programs give friends an opportunity to meet together at the same place or same time. The collective excitement of watching TV together in person also carries over to watching a program at the same time but separately. We have all made a call, shot off a text, or chatted online to discuss tonight's episode of a favorite program.

In 2018, Hood Canal Communications will continue to provide cable TV service that brings all of the familiar content and programming we love. We will also be exploring solutions to provide streaming service that will incorporate even more features and options.

Etc...

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