

HCC Bits & Bytes

HoodCanal
COMMUNICATIONS



Cable is Getting Better

Over the last few weeks, cord-cutters have been hit with price increases. Recently, the five major providers of streaming services have raised their rates- in some cases by as much as 25%. The common underlying reason for these increases is the cost of programming and content.

The interesting thing about many of the streaming services is that they also own some of the media companies and networks that they get their programming and content from. In many cases they also produce original content specifically for their platform. It seems that the initial low pricing offered by these streaming services was just too acquire new customers. Now, it seems streaming customer's wallets are starting to feel the pinch.

Large rate increases from the cable networks and local broadcasters bundled with contractual requirements to carry less popular channels have continued to push the price of cable TV up. HCC strives to offer the best service at the best price. One way that HCC does this is to limit annual cable TV rate increases to just cover the increased price of content. In some years, the customer price increase has not even covered the increase from the content providers. In 2018, HCC is working on several exciting projects to improve our service. The highlights include the recently launched upgraded onscreen guide; DTAs with an onscreen guide and a new streaming service are also in the works. Stay tuned for more information.

Etc...

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