

## January 3, 2019 - Triple Play or your choice

Life is complex and when we have settled on something we do not want to re-examine that choice because there are other “fish to fry.” A few years ago, the cable industry marketing segment created a term, “Triple Play” indicating that you could bundle communications services through the cable provider. Telephone service, TV and Internet connection. All were delivered separately over the same wire or cable. The cable provider dictated what programming you had available in your Triple Play bundle. Cost varied and “deals” offered. But, all your choices were fixed and centralized in the main office of the cable company (or, phone company or satellite company). Because the provider has a lock on the content, costs tend to be high per month.

I have not watched TV for years but, got a 32” Smart HDTV for Christmas and so, had to choose how to get content on the screen. I ignored the normal built-in TV setup and connected the unit to my home Internet service (in your case, that would be us!). Through technological evolution we are slowly accepting “channels” on the box to mean icons on the screen representing organized content sources. ABC News icon is the “channel” for that type of content. ESPN Sports is another icon. Some iconic sources offer “free content” with TV advertising. Others like Netflix are subscription based. You get to add the “channels” you want to your screen.

As we all seem to gravitate to a small number of viewing choices, careful selection of your channels can be very cost effective. So far, I have not subscribed to anything. Oh, yes, I have connected my computer to the HDTV too so I can watch my iTunes stuff from Apple on the big screen. I also have my AT&T iPhone Internet-connected at home via “WiFi Calling.” Choices have moved from the provider’s centralized office to your living room and the costs can be much lower. Re-examine your choices.

Hey, our ship did come in! Evidence the adjacent photo with our new Fiber cable spools. Now, we are waiting for special Fiber connectors to arrive for this new cable. I am not even going to try to predict when we will be moving forward on the poles but, it is getting much closer! Thank you for your patience Robbins Fiberhood folks! It won’t be much longer now. God willing and the creek don’t rise...



Peace, David  
David G. Brader, President  
MACaid, Inc. dba Marrowstone Wireless