

# **Getting The Most From Your Roku**

**Thursday**

**January 23, 2020**

**1 PM**

**Jeff Wilkinson**

- **What is "Roku"**
- **Streaming? Cord Cutting?**
- **What is that, what do I need?**
- **What's on?**
- **Local Channels?**
- **Some useful and some hidden features**
- **Questions?**

- Cord cutting means that a TV viewer can cancel cable or satellite service and receive TV via streaming over the internet

1. Save Money

2. Choices

3. Flexibility

4. No Long Term Contracts



Your savings may vary.....



# Cord Cutting in the US Has Nearly Tripled Since 2013

A new report shows that the number of people who only watch TV through streaming services increased from around 5 million households to 14 million.★

# Types of Cord Cutter

- ❖ **Live Streamers**

  - ❖ **Live TV focus + Hulu, Sling, DVR**

- ❖ **On Demand Streamers**

  - ❖ **Most Common**

  - ❖ **Netflix, Vudu, Amazon**

  - ❖ **May Have Antenna for Local**

- ❖ **Hard Core Cord Cutters**

  - ❖ **Only Antenna**

  - ❖ **Some DVD's**

# What's Available

- **Many Free streaming channels**
  - **Tubi**
  - **Crackle**
  - **PBS**
  - **Roku**
  - **Filmrise**
  - **popcornflix**
- **Paid Services**
  - **YouTube TV**
  - **Sling**
  - **Hulu**
  - **Philo**
  - **Fubo**
- **Premium Paid Service**
  - **HBO**
  - **Showtime**
  - **CBS All Access**
  - **Cinemax**

- Roku players are media players that convert online data streams into viewable signals for your television set.
- Roku is Japanese for “six” – this was the sixth company the founder Anthony Wood



- Cord cutting is having a major impact on TV network ratings. [Deadline](#) released some 2019 viewership numbers that showed entertainment networks ratings dropped double digits.
- AMC ratings dropped 22%, FX dropped 21%, TBS was down 17%, USA lost 18%, and TNT was down 15%. NBC Sports Network lost 20% of its viewers in 2019.

- News didn't do much better. Only Fox News saw its numbers go up with 3% growth. MSNBC lost 3% and CNN lost 9% of its viewers in 2019.
- The Disney Channel saw the biggest drop in 2019 with 30% of its viewers leaving. At one point the Disney Channel was the second-largest basic cable TV network. Now it is ranked 28<sup>th</sup>. Disney Jr lost 25% of its viewers in 2019.

**ROKU** Premiere



**ROKU** Premiere+



**ROKU**® Streaming Stick® +



MY.ROKU.COM

## Roku | HDMI® extender

Roku provides the simplest way to stream entertainment to your TV. On your terms. With thousands of available channels to choose from.



<https://my.roku.com/hdmi>

- Before you cut the cord.....
- Avoid the temptation to race into cord cutting
- Make use of streaming service trials
- Look at hardware offers
- Use [suppose.tv](http://suppose.tv)

# Suppose...

TV MARKET AREA  
Las Vegas Change

SHARE RESET

## Select

your preferred channels

## Prioritize

by dragging up or down

## Refine

get more

save more

1+ simultaneous stream

DVR required

Any Provider

Roku

search channels

Showing top 33 of 30,024,295,300,202,496 combinations evaluated

### Local

- ABC - KTNV
- CBS - KLAS
- FOX - KVVU
- NBC - KSNV
- show more

### Premium

- HBO
- Showtime
- STARZ
- show more

### Entertainment

- FOX - national live
- FOX - on demand
- TNT
- USA
- AMC
- A&E
- TBS
- FX
- show more

### Information

History

- NHL Network
- FOX News C...
- MSNBC
- A&E
- Discovery C...

BEST FIT	GET ALL CHANNELS	GET ALL CHANNELS	GET ALL CHANNELS	GET ALL CHANNELS	GET ALL CHANNELS
+3		+1	+ Sports Extra O+B		+ Total TV Extra O+B
\$30.00 /mo	\$54.99 /mo	\$54.99 /mo	\$60.00 /mo	\$64.98 /mo	\$70.00 /mo
see offers worth \$45	see offers worth \$71	see offers worth \$11	see offers worth \$45	see offers worth \$71	see offers worth \$45
+ 43 more channels	+ 71 more channels	+ 86 more channels	+ 77 more channels	+ 71 more channels	+ 136 more channels
3 streams	2 streams	2 streams	4 streams	unlimited streams	4 streams
14 devices	15 devices	10 devices	14 devices	15 devices	14 devices
notes	notes	notes	notes	notes	notes
3 Sling TV offers	1 Hulu offer	1 fuboTV offer	3 Sling TV offers	1 Hulu offer	3 Sling TV offers
\$10 Off 1st Month	Includes Hulu Basic	Free Trial	\$10 Off 1st Month	Includes Hulu Basic	\$10 Off 1st Month
Free Fire TV Stick	2 device offers	2 device offers	Free Fire TV Stick	2 device offers	Free Fire TV Stick
Free Antenna	Fire TV Stick	Roku Stick	Free Fire TV Stick	Fire TV Stick	Free Fire TV Stick

enter email address to receive alerts Alert Me

# Core National English Streaming Plan \$39.99/month

Get All of Our Core English Live Stream TV Channels



Core Plan \$39.99

All Vidgo streaming plans are subject to our [Terms of Service](#).

Log In



From your mobile device or computer, go to:  
**crackle.com/activate**

And enter this activation code:

**JCAJF**

*This screen will automatically update when activation is successful.*

Get A New Code



The Free Streaming Service STIRR Now Offers 88 Live Channels

The logo for the streaming service STIRR is displayed in a large, bold, black font against a bright yellow background. The letters 'S', 'T', and 'I' are in a clean, sans-serif style, while the 'R's are stylized with rounded, bubbly shapes.

CORDCUTTERSNEWS.COM

**The Free Streaming Service STIRR Now Offers 88 Live**

A small, white circular icon containing a lowercase letter 'i', which is a standard symbol for an information or help button.

- **Streaming player Roku, Fire TV Stick, Android box**
- **Internet connection**
  - **WiFi**
  - **25 Mbps recommended**
  - **Have WiFi password for your network available**
- **How many TV's**
  - **Simultaneous streams**
  - **Activate accounts, free, paid, trials**
  - **Typical 1 TB Data Limit/Month**
  - **NO CHARGE TO ACTIVATE ROKU DEVICE**

- **An hour on highest quality (4.7 Mbps) would consume 2.1GB of data.**
- **An hour on best quality (3.7 Mbps) would consume 1.66GB of data.**
- **An hour on high quality (2.8 Mbps) would consume 1.26GB of data.**
- **An hour on medium quality (1.2 Mbps) would consume 540 MB of data.**
- **An hour on low quality (800 Kbps) would consume 360 MB of data.**
- **We find most [Sling TV](#) subscribers use best quality, so they consume about 1.66GB of data every hour. That means you could watch just over 602 hours of Sling TV every month or about 20 hours of video every day in a 30-day month.**

BASIC

ADVANCED

- ADVANCED Home
- Setup Wizard
- WPS Wizard
- Setup
- USB Functions
- NETGEAR Downloader
- Security
- Administration
- Advanced Setup
  - Wireless Settings
  - Wireless AP
  - Port Forwarding / Port Triggering
  - Dynamic DNS
  - VPN Service
  - Static Routes
  - Remote Management
  - UPnP
  - IPv6
  - Traffic Meter**
  - USB Settings
  - LED Control Settings
  - VLAN / Bridge Settings

Traffic Meter

Apply Cancel

Internet Traffic Meter

- Enable Traffic Meter
  - Traffic volume control by No limit
    - Monthly limit
    - Round up data volume for each connection by
  - Connection time control
    - Monthly limit

Traffic Counter

Restart traffic counter at 00:00 am On the 1st day of each month

Traffic Control

- Pop up a warning message
  - Mbytes/Minutes before the monthly limit is reached
- When the monthly limit is reached
  - Turn the Internet LED to flashing white/amber
  - Disconnect and disable the Internet connection

Internet Traffic Statistics

Start Date/Time: Wednesday, 01 Jan 2020 00:00  
 Current Date/Time: Saturday, 04 Jan 2020 08:23  
 Traffic Volume Left: No limit

Period	Connection Time (hh:mm)	Traffic Volume (Mbytes)		
		Upload/Avg	Download/Avg	Total/Avg
Today	--:--	5671	2876	8547
Yesterday	--:--	73285	22468	95754
This week	--:--	141742 / 20248	56377 / 8053	198120 / 28302
This month	--:--	141742 / 4724	56377 / 1879	198120 / 6604
Last month	--:--	20547 / 684.91	585175 / 19505	605722 / 20190

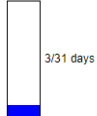
Refresh Traffic Status

NETGEAR Router R6400 - Google Chrome

Not secure | 192.168.1.1/traffic\_status.htm

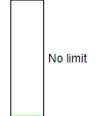
**Traffic Status**

Counting Period



3/31 days

Amount Used



No limit

0 (Mbytes)  
0 (Mbytes)  
0 (hours)

Poll Interval:  (secs) Set Interval

Restart Counter Now

 Internet >

Internet Preferred 150

[Cox email](#)

[Refresh modem](#)

[My wifi](#)

[Upgrade service](#)

[View data usage](#)

 TV >

Contour TV


[Channel lineup](#)

[TV listings](#)

[Refresh cable box](#)

[Watch tv online](#)

[Upgrade service](#)

 Homelife >

Homelife Automation


[Insurance certificate](#)

[Cox homelife app - iOS](#)

[Cox homelife app -](#)

[Android](#)

[Upgrade service](#)

 Phone >

Cox Voice Premier

[Call history](#)

[Phone settings](#)

[Phone messages](#)

[Upgrade service](#)

# My Data Usage

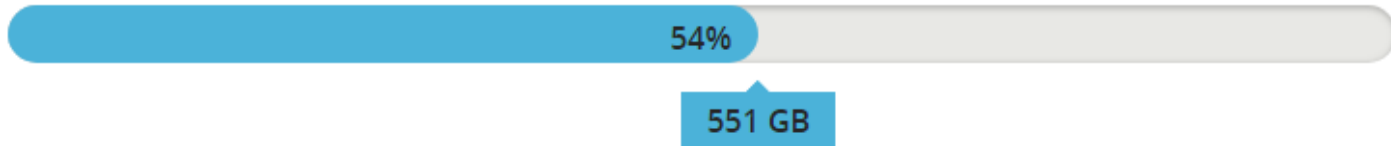
The data usage meter allows you to monitor your household's current and historical data usage. To opt-in for text message alerts and update your email address, please visit [Notification Preferences](#).

## Usage by Modem

### My Modem

Usage Cycle: 12/03/19-01/02/20

Data Plan: 1024 GB



Service: Cox High Speed Internet - Preferred150 Package

Usage as of: 12/30/19

# Roku Ultra

- If you haven't used the remote in 4 hours, a message will display asking you if you're still watching. If there is no response the channel will stop streaming and save your network bandwidth

**Settings -> Network -> Bandwidth save On/Off**

# Roku Ultra

- Captions Mode: When turned on use of the replay button will display captions during the replayed portion.
- If you miss a line or it is unintelligible you can use the replay button on the remote and read the dialog in the captions displayed.

**Settings -> Accessibility -> Captions Mode -> Off/On always/On replay**



## **Top 10**

The Roku Channel: <https://channelstore.roku.com/details/151908/the-roku-channel>

Pluto TV: <https://channelstore.roku.com/details/74519/pluto-tv>

Tubi: <https://channelstore.roku.com/details/41468/tubi-tv>

CBS News: <https://channelstore.roku.com/details/27536/cbs-news>

PBS Kids: <https://channelstore.roku.com/details/23333/pbs-kids>

Fox News: <https://channelstore.roku.com/details/2946/fox-news-channel>

Crackle: <https://channelstore.roku.com/details/2016/sony-crackle>

NBC News <https://channelstore.roku.com/details/9581/nbc-news>

NewsON: <https://channelstore.roku.com/details/71845/newson>

ABC News: <https://channelstore.roku.com/details/54065/abc-news>

# Frequently Asked Questions

What is Netflix?



How much does Netflix cost?



Watch Netflix on your smartphone, tablet, Smart TV, laptop, or streaming device, all for one low fixed monthly fee. Plans start from \$8.99 a month. No extra costs or contracts.

Where can I watch?



How do I cancel?



What can I watch on Netflix?



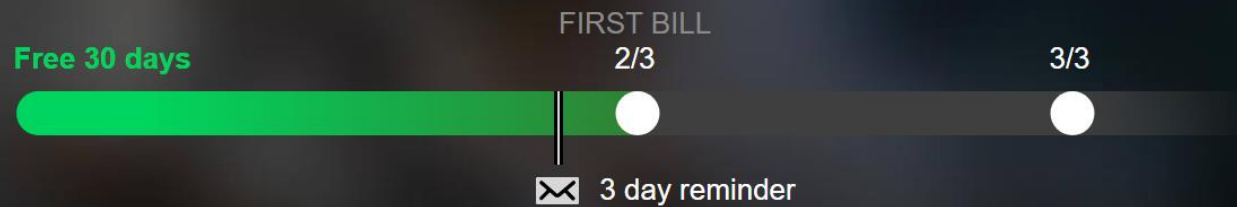
How does the free trial work?



[TRY 30 DAYS FREE >](#)

**NETFLIX**

# All of Netflix. Free for 30 days.



We'll email you a reminder three days before your trial ends.  
Cancel anytime before 2/3 and you won't be charged.

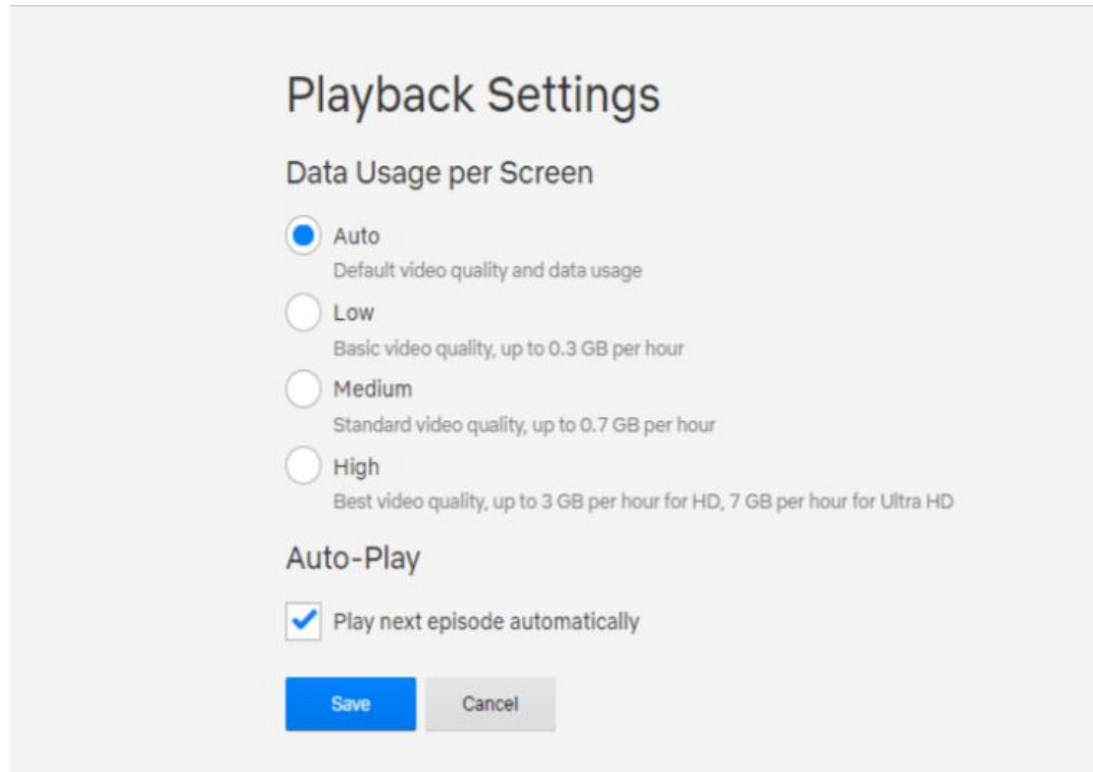
Email address

**TRY 30 DAYS FREE >**

Ready to watch? Enter your email to create or access your account

- **Key Plays:** This new feature will allow YouTube TV subscribers to watch a condensed version of DVRed sporting events. Instead of watching a two-hour basketball game or a three-plus-hour football game YouTube will automatically create a custom list of the must-see plays from the game, which allows you to watch the important points in a fraction of the time.

# Adjust Netflix settings

A screenshot of the Netflix Playback Settings interface. The title "Playback Settings" is centered at the top. Below it is the section "Data Usage per Screen" with four radio button options: "Auto" (selected), "Low", "Medium", and "High". Each option has a brief description of its video quality and data usage. Below this is the "Auto-Play" section with a checked checkbox for "Play next episode automatically". At the bottom are two buttons: "Save" (blue) and "Cancel" (grey).

Playback Settings

Data Usage per Screen

Auto  
Default video quality and data usage

Low  
Basic video quality, up to 0.3 GB per hour

Medium  
Standard video quality, up to 0.7 GB per hour

High  
Best video quality, up to 3 GB per hour for HD, 7 GB per hour for Ultra HD

Auto-Play

Play next episode automatically

Save Cancel

You can control the quality of your Netflix streaming on your Roku, whether you want to see things more clearly or stay within a data cap. Log in to Netflix's website, then go to **Account > My Profile > Playback Settings**.

A collage of various entertainment content including cartoons, movies, and sports. The background features several panels: a cartoon panel with characters, a Disney movie panel with a boat, a sports panel with soccer players, a movie panel with a woman's face, and a movie panel with a man's face. The text is overlaid on this collage.

**hulu**

**Disney+**

**ESPN+**

Get the best movies, shows, and sports for  
**\$12.99/month**

Bundle and Save 25%

# How to: Using your Roku



How to add and remove channels



How to personalize your home screen



The Roku mobile app



Roku Feed



Roku voice search



Hotel & Dorm Connect



How to use private listening

## Managing channels

How do I use the Roku Channel Store to access my favorite movies, TV shows and more?

How do I add channels to my Roku® streaming device?

How do I get The Roku® Channel?

How do I set up my subscription channels on a second Roku® streaming device?

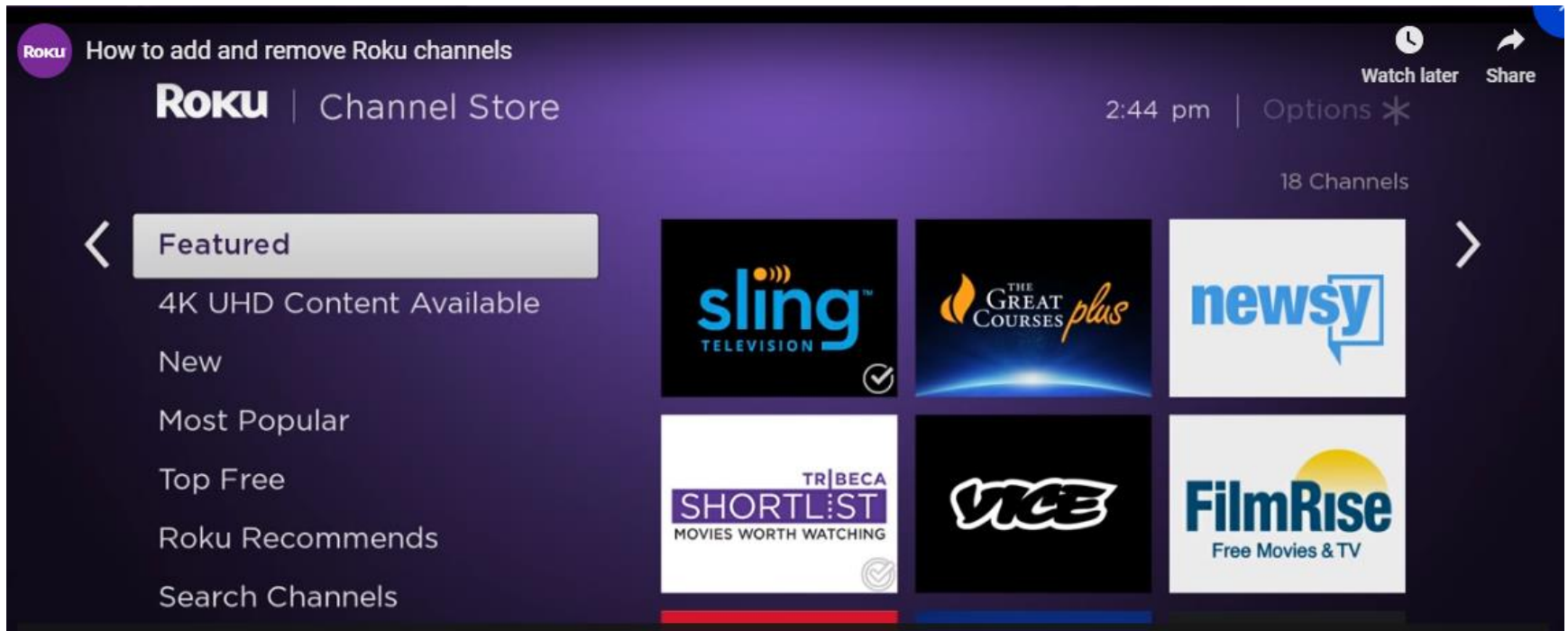
How do I move channels on my Roku® streaming device?

How do I remove channels from my Roku® streaming device?

How do I add a non-certified channel to my Roku® streaming device?

<https://support.roku.com/category/200889378--how-to-using-your-roku>

# Add channel





# Add

## Manage account

### [Add channel with a code](#)

Enter an invitation code to add a non-certified or beta channel to your account. Don't have code? There are thousands of entertainment options in the [Channel Store](#).

### [Manage your subscriptions](#)

View and manage your Roku-billed subscriptions.

### [View & activate free trial offers](#)

View and activate exciting offers from Roku Partners

### [Guest Mode](#)

Got visitors? This mode lets your visitors log in to enjoy their own subscription channels on your Roku device.

### [View your purchase history](#)

See past purchases and invoices.

### [Default apps](#)

Set the default app handling your voice requests

### [Deactivate account](#)

Close your Roku account and unlink your devices.

<https://channelstore.roku.com/browse>

Search channel



HGTV GO



The HGTV app keeps you connected with your favorite HGTV shows live and on demand. Watch favorites...

+ Add channel



Food Network GO



Watch Food Network anytime with access to live TV and full episodes of your favorite shows such as...

Installed



Investigation Discovery ...



Watch full episodes and Live TV from ID, anytime, anywhere. It's FREE with your TV subscription....

+ Add channel



PBS KIDS



PBS KIDS features more than 1,000 videos from over a dozen top PBS KID television series, including...

+ Add channel

**Will need to login to your respective account on first use and activate with code provided by Roku**

Select your default app. This application will be used to fulfill your voice requests.

### Music

When you ask for music by artist, genre, or title, this app will handle your request

- Auto
- Pandora
- iHeartRadio
- TuneIn

### Radio

When you ask for radio by station, genre, or title, this app will handle your request

- Auto
- iHeartRadio
- TuneIn

### Podcasts

When you ask for podcasts by author, genre, or title, this app will handle your request

- Auto
- iHeartRadio
- TuneIn

Done

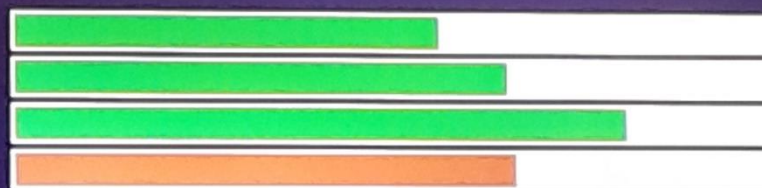
AP: ALS

Signal strength: 31

Antenna 1: 60

Antenna 2: 75

Glitch/sec: 1013



Channel: 8 RSSI: -24 dBm noise: -55 dBm SNR: 31 dB

Joins: 1 tries: 1 reconn: 0 aps: 7 rate: MCS15

**TX: frames: 109198**

**RX: frames: 1145046 glitches: 14610174**

**CP: 0x43**

**Error: 0(0) Prior: 60(0)**

**P2P: channel: 8 tx: 8713 rx: 4330 glitch: 2026 cca: 3388**

**P2P-1: ant1: -67 ant2: -63 snr1: 7 snr2: 7 rate: OFDM\_12M**

- Resets
- Cancel

**Roku** | Secret Screen

10:24 am

Version: 469.20E04807A Build date: 20191223 18:14  
S/N: YJ00AA010999, Device ID: KX998A010999  
channel store server: api.roku.com (US)  
Software update server: beta  
Ethernet MAC: 8c:49:62:04:e9:b7  
Wireless MAC: 8c:49:62:04:e9:b6  
IP Address: 192.168.1.23  
Uptime: 12 hr 35 min 55 sec  
Power Lifetime: 12.6 hours  
UID/GID: 501/501

- Factory reset
- USB test
- Cycle channel store server
- Cycle software update server
- Update software
- Cancel

AP: ALS

Signal strength: 35

Antenna 1: 59

Antenna 2: 73

Glitch/sec: 65



Channel: 8 RSSI: -26 dBm noise: -61 dBm SNR: 35 dB

Joins: 1 tries: 1 reconn: 0 aps: 6 rate: MCS15

TX: frames: 152039

RX: frames: 956829 glitches: 2561589

CP: 0x43

Error: 0(0) Prior: 60(0)

P2P: channel: 8 tx: 12761 rx: 23955 glitch: 131 cca: 2204

P2P-1: ant1: -54 ant2: -53 snr1: 18 snr2: 16 rate: OFDM\_12M

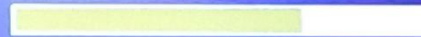
• Resets

• Cancel

**Roku** | Platform Secret Screen

10:26 am

Temperature: 85 C



CPU Speed: 700 MHz Voltage: 850 mV

IP: 192.168.1.23 via SSID: ALS Ch: 8, N: -65, RSSI: -26, SNR: 35

ozwpan: 10.00.01.02.13-b (auto-upd) max: 4

Pairing: off (auto)

Remote 0: RC412 (A9) D6:57 = 2.01.19.108/3F Batt: 100% (3.18V) (asleep)

(Hold \* to speak, or press A for 20 sec.)

- System Operations Menu
- RF Remote Menu
- Wireless Secret Screen
- View Remote Button Presses

Cancel

# **Roku** | Channel Info

11:02 am

- 4K Spotlight - Version 2.7 • build 3**
- ABC - Version 4.4 • build 138**
- ABC News - Version 2.2 • build 1051**
- AccuRadio - Version 2.7 • build 43**
- Acorn TV - Version 3.15 • build 191127**
- Adobe Access DRM Plugin (AAXS) - Version 1.0 • build 25**
- Aquatic Life - Version 13.0 • build 90000006**
- AT&T TV - Version 3.17 • build 2050101**
- Bang.com - Version 1.0 • build 0**
- Beauty Star Network - Version 28.6 • build 1**
- Bloomberg - Version 2.1 • build 0**
- Bravo - Version 7.4 • build 1**
- Brightline Direct Microsite - Version 1.0 • build 22**
- BritBox - Version 3.0 • build 387**



Home (5x) FF FF FF RW RW



Secret Menu #1

Home (5x) U R D L U



Secret Menu #2

Home (5x) U D U D U



Wi-Fi Menu

Home (5x) FF PP RW PP



Platform Menu

Home (5x) FF D RW D



Antenna Menu

Home (5x) RW RW RW FF



Bit Rate Menu

Home (3x) U U R L R L R



Developer Menu

Home (3x) U U L R L R



Channel Info

Home (5x) R L R L R



Network Menu

Home (5x) U RW RW FF FF



Reboot Device

- <https://www.theinvisibleblog.com/2016/02/hulu-has-contra-code-secret-screen-for.html>
- <http://www.rokuguide.com/private-channels>
- Private Channels and codes
- <https://blog.roku.com/hidden-gems-2018>

ENJOY  
Don't brick yo' Roku!

Information Only – Use at your own risk

# OTHER OPTIONS

- **OTA – Over The Air Antenna**
  - **Indoor/Outdoor**
  - **Stream via WiFi to multiple TV's**
    - **Amazon Recast TV**
    - **Tablo**
  - **NBC, CBS, ABC, FOX, PBS**
  - **Uncompressed**
  - **No Data Limit**



- **AirTV2 with OTA Antenna**
  - **Integrate with SLING App**
  - **Stream to other devices – WiFi**
  - **HD - DVR**



# Playon.tv

- **Record Streaming Videos.  
Watch Offline.**
- Record and download streaming movies and shows from Netflix, Hulu, Amazon, The CW and more.

# Notifications

✓ Mark All as Read

✕ Clear All

   Notification Center

▼ Notification Type

Date

Clear

## New Recordings

 1




A Wing and a Prayer

12/30/2019



 Play

 Cast


 Send to iTunes

Narrated by William Baldwin, the lunknown story of WWII aviators who carried out a secret, illegal operation in 1948 to prevent a second Holocaust.



Above the Rest (1:20:41 hours) has been added to your folder [Tuhl](#)




 My Account

Featured


Channels

Device Guide


 Notifications

 New Recordings

 Subscriptions

 Media Library


 Recordings


 10 That Changed Ame...


 Absentia


 Absolute Deception


 All In The Family

 Amazon Prime Video

 Ask This Old House


 The Bannen Way


 Between Brothers


 Bob Hearts Abishola

 Broken Horses


 Brothers


 Chicago Fire


 Crackle

 Dancing with the Stars


 Dead Man Down


 Dolly Parton\_ 50 Years...

 Going From Broke

 + New Folder

# Notifications

 Mark All as Read

 Clear All

## Cast to a Device



Choose a device to cast to:

 Roku Streaming Stick

 Roku Streaming Stick




 Roku 3 - 1GU473033842

 Office Roku

 Jeff's Fire TV stick

Cast

Cancel

   Notification Center

Notification Type

New Recordings

 1



A W

Narrated by William Baldwin, the lunknown story of WWII aviators who carried out a secret, illegal operation in 1948 to prevent a second Holocaust.

 2



**Above the Best (1:20:41 hours) has been added to your folder [Tubi](#)**

You can play this recording or cast it to your TV

12/30/2019



 3



**The Aviator (2:50:06 hours) has been added to your folder [Tubi](#)**

You can play this recording or cast it to your TV

12/29/2019



Sebitt's Creek episode 5 - 0500 - has been added to your folder [Season 5](#)

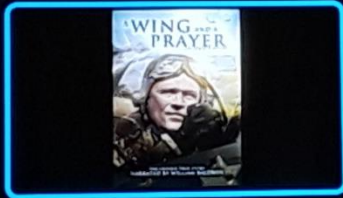
Clear





04 | 63

04 | 04



**A Wing and a Prayer**  
1h - Narrated by William Baldwin...



**\$5 a Day**

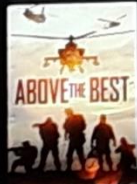


**\$ellebrity**



**3 Days to Kill**  
1h 51m - A dying CIA agent des...

**A Wing and a Prayer**  
Narrated by William Baldwin, the lunknown story of WWII aviators who carried out a secret, illegal operation in 1948 to prevent...



**Above the Best**  
1h 22m - This fascinating doc ex



**Adult Beginners**  
1h 29m - A man finds unexpect



**Afterglow**  
1h 53m - A romantic quadrangle



**And So It Goes**  
1h 31m - When a prickly malter i

**PLAYON**



Tubi • \$5 a Day

\$5 a Day  
Play

### Enable Ad Skipping

This PlayOn video was recorded with AdSkipper. Would you like to skip commercials?

No thanks

Yes please!

Cancel

Chri  
dad  
Eye,  
reluc

1h 35m

beat  
The  
his

LG



Episode 1 of Peter Gunn

**Thanks for your attention**

**Questions?**