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Pulling the Cord is Worth While

“Dad, I wanna watch Disney Channel!” these were the words my younger self would chirp coming home. With perky pigtails, peachy cheeks, and a smile ear; I arrived home from a long day of 2nd grade playing, crafting, and learning. An exhausted, fatherly hand would raise up the magic wand of television, also known as the remote, and begin the endless clicking of a cheap plastic button. I recall entering into a daze as my dad went back and forth and back and forth searching for the channel, causing my cheerful grin to fade into an impatient lip bite. By the time we finally found the channel, a painful frown lingered on my face because there was nothing on that met my high child standards. We were paying more than \$100 a month for cable and yet I felt like there was nothing worth watching on TV. This wretched service is not worth the investment; nonetheless International Business Times conducted a survey in 2015 that 83% of American households continue to pay for cable. Pull the cord. Having TV cable is no longer a necessity. We live in a generation that has developed more cost efficient and customer satisfying streaming services. Now our world has the freedom and instant magic of Amazon Prime, Hulu Plus, and the all mighty Netflix!

First, though not known extensively for their streaming service, Amazon Prime is a great medium for fulfilling the needs for a casual media consumer. Picture this: while you peer out the window into the gloomy sky, your brain receives signals about brief flashes of light, roars from a

distance, and aggressive pitter-pattering above. Typically you would be out going on adventures, but days like this keep you trapped at home with arms tightly crossed, left foot rapidly tapping, and a face painted with boredom. Why pay so much for cable when you only really have the time and energy for it on special occasions? Instead, allow Amazon prime to satisfy your needs through their full selection of entertainment. Compared to paying about \$100 a month for cable this option is only \$100 a year. Providing a silver platter of popular, award-winning, and critically acclaimed movies, shows, and original series. Their series *Transparent*, a plot on exposed secrets leaking out one after another about this one family, received a Golden Globes award just last year. Amazon Prime caters to the preferences of viewers by laying out numerous different pilots of potential original series. The increasing popularity of some of these pilots through customer reviews continues their run. As a perk, you'll also get insanely fast shipping on packages in addition to the inexpensive freedom of choosing more comical or dramatic films you will fully enjoy.

Hulu Plus is a service that is favored by those who are addicted to keeping up with their current television shows because most services do not release TV series till several months or even years later. You've slapped papers to fly up ten feet into the air, bumped shoulders left and right, even shoved old ladies' groceries to spills just to get home and watch that new episode of *Game of Thrones*. For those who argue that they need their cable to be able to watch their favorite show's weekly airings, there is no need for panic. Hulu Plus will serve you by supplying countless new episodes across equally countless serializations twenty-four hours after they have been aired. You will be able to keep up with your beloved shows and still also be able to binge and explore all sort of other genres. In addition, do you remember the annoyance that boiling

within your soul every time a suspenseful scene got cut by vexing cereal commercials about a silly rabbit who never learned? Calm that boiling inside with the amazing experience of being commercial free. Hulu Plus is only \$7.99 a month with a dramatic drop of commercials compared to regular TV or \$11.99 without any at all. You no longer will need to wait through numerous fifteen minute breaks; less time and money wasted.

Netflix is well known for supplying their consumers with the most outstanding and diverse selection of shows, movies, and originals for the best offer. They give a range from action packed Marvel movies to underrated independent films to educational documentaries and foreign films. Netflix has also produced over a hundred original movies and shows found on no other streaming platform. Popular series such as *House of Cards* and *Orange is the New Black* are offered for only \$7.99 a month without a single advertisement interrupting. The cinematic experience from the moment you open up their service on your computer or TV screen will put you in awe. The iconic apple red Netflix illuminating within the pitch black movie screen slowly will reveals rows and columns of genres for you to explore; a satisfying organization one would only find at a private library. The experience is so reminiscent of actually being in a movie theater you are tempted to salivate to memories of the sound and smell of melted butter popping and sugary slurps of icies that numb the roof of your mouth. Netflix programming also analyzes your viewing history and suggests excellent alternatives. You never have to worry about finding something good on television, and you will surely discover something new.

Cable has robbed us from our salaries and pay checks, but the solution has been found. There are now time and cost efficient options such as Amazon Prime, Hulu Plus, and Netflix. My family owns all three of them and I have not felt any urge to go running back to that old lifestyle

for even a second. I've been able to explore so many more thrilling stories and visuals without wasting time looking for something worthy of my now high young adult standards or getting interrupted by ads. There is a freedom given to us so graciously, and it is time to take it by pulling that cable cord!