

Amazon Fire TV Stick

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Television History

- Broadcast TV (Rabbit ears!)
- CATV (Community Access/Antenna TV)
- True cable
- First alternatives/competition (FiOS, Dish Network, DirectTV, etc.)
- Expanded web competition (YouTube, Netflix, Amazon Prime, etc.)
- Exploding streaming services competition

More Streaming Services

- **Amazon Prime**
- Sling TV
- Hulu
- Pandora
- Spotify
- Plex
- HBO Go
- Etc.!

Devices

- Smart TVs
- Phones/tablets
- Computers
- Roku, TiVo, MythTV
- Amazon TV Fire/Firestick,
- Game boxes
- DVD players
- Many others

Fun with Streaming

- Simple (connects to router)
- Wired or wireless (needs adequate Internet service)
- Inexpensive devices (first Roku \$100, sticks now about \$50), no monthly fee
- Improvements (faster, more channels, new features)

Amazon Fire TV Stick

- <http://www.amazon.com/dp/B00GDQ0RMG>
- Compare alternatives
- Connects to TV HDMI port
- Processor/memory/storage – a computer!
- Remote control and remote app; use voice
- Mirrors phone/tablet to TV, fling apps
- Games
- **Amazon Prime huge content pipeline**

Trends/Details

- Unbundling media channels (good/bad?)
- Automatic software updates (good/bad?)
- Weekly newsletter
- Support -- <http://tinyurl.com/qgwul98>
- Apps/games -- <http://tinyurl.com/qhmfmnh>
- VERY hard opening remote for batteries
- One more wasteful always-on power brick
– use power strip on/off switch!