



THE Connection

IT'S A STREAMING WORLD

As GBT switched all its customers over to our StreamIT platform, many wondered why we were doing that. You can check out the article on the next page to help answer that question, but as many know, hours upon hours of our lives are now consumed by videos we stream (*"stream" = video we watch and receive via an Internet connection*). We get it; you start watching one video and all of the sudden it's an hour later, and that one short video turned into thirty! To the right are some interesting statistics on just **how much** we stream video today per www.nielsen.com.

30
MILLION

YouTube has more than **30 million** users per day who watch a **billion hours** of video every day.



Netflix accounts for 1/3 of all video streaming and 19.1% of all Internet traffic in the U.S.



19.1%



1.13
TRILLION

Music and music videos were **streamed 1.13 trillion times** in 2021.

33.7% 

33.7% of all TV usage in the U.S. is streamed and growing by the second.



\$10,000,000,000



How this affects the TV Environment.

In case you get dizzy counting the number of 0's above, that figure is \$10 Billion. If you're wondering what \$10 billion has to do with TV, that's the amount the 5 TV networks/outlets including Amazon, CBS, ABC/ESPN, Fox, & NBC will pay the NFL in 2022, yes, *just for the upcoming season*, to air the games. Below is a breakdown of what each Network will pay the NFL this year for the rights to broadcast NFL Football.

If you haven't figured it out yet, what drives the price of your TV service month-after-month and year-after-year is sports programming whether you watch it or not. Except for Amazon joining the network market which we will address next, the other four Networks are all considered local stations, meaning if you want your local news, you also are going to help pay for the football programming that is broadcast on these channels.

Now let's get into that Amazon deal. Since Amazon signed an exclusive deal for Thursday Night Football, if you want to watch these games, you will need to subscribe to Amazon Prime Video, another \$8.99 per month. If you're a Chiefs fan, and haven't realized

their second regular season game is on Thursday, September 15th, unless they allow the local channels to carry it, the only way you will be able to watch the game is with an Amazon Prime Video subscription.

We know that our hypothetical scenario of how much your monthly TV bill goes towards NFL football doesn't consider revenue the NFL receives from advertising, etc., but if you don't think professional and college sports is what drives the TV increases every year that are passed on to customers, you are sadly mistaken. Not to mention like many other things in life, business is often a copycat game, so if the NFL is making deals with Streaming platforms like Amazon and that is the only way to watch programming, you can bet many other networks and TV platforms will follow. Or maybe the NFL is copying what has already been done with programming that can now only be seen on ESPN+, Disney+, and all the other + Streaming channels out there.

All of this leads to a couple of things everyone should come to expect in the TV environment. As networks make these Billion Dollar deals, we can only expect TV prices to continue to increase. The decision GBT made to switch our TV offering to a streaming platform was made to help teach our customers, as it looks like streaming will become more prevalent eventually probably replacing the traditional way of watching video as many of us grew up knowing.

A PRETTY PENNY FOR PAT

With about 77 million homes in the U.S. that pay for TV service, if you do the math, that means the average U.S. household pays approximately \$10 per month just for NFL programming (that's based on 12 months even though the NFL only airs games for 6 months). If the average monthly TV bill is \$100/month, that means 10% of your bill goes to paying for NFL football whether you watch games, support a team, are a 'Mahomie', or not.



BY THE NUMBERS:

What each Network will pay the NFL this year for the rights to broadcast NFL Football.

\$1.0
BILLION

Amazon

exclusive rights to
Thursday Night
Games

\$2.1
BILLION

CBS

Sunday afternoon
AFC games

\$2.7
BILLION

ABC/ESPN

Monday Night
Football & 2
Saturday Games

\$2.2
BILLION

Fox

Sunday afternoon
NFC games

\$2.0
BILLION

NBC

exclusive rights
to Sunday Night
Football



Gear Up for Game Day

NEVER MISS A PLAY WITH THESE STREAMIT TIPS

WatchTV Everywhere- Nothing is worse than having to go flip burgers during the big play, or missing a touchdown because you had to tinkle... yes, we've all been there. With StreamIT TV's WatchTVEverywhere, you can take the game with you no matter what room in the house you go! WatchTVEverywhere allows you to view the game right on your smartphone, iPad, or laptop.

Play/Pause - Say you need to grab some nachos in the kitchen - well, the power of streaming TV lets you pause the game anytime you want and pick back up when you're ready. (*Pro Tip: if you pause the game in advance you can fast-forward through all of those annoying commercials!*)

NFL RedZone: Are you a real NFL die-hard? Catch all of the action and more with NFL RedZone only through StreamIT TV. NFL RedZone brings you every touchdown from every game, every Sunday afternoon during the regular season and acts as the perfect Fantasy Football companion. *Stay tuned: next month we'll open NFL RedZone 2022-2023 up for subscribers.*

IMPORTANT DATES

AUG.

03

Rush County Fair / Hotdog Feed

13

Bazine Picnic / Watermelon Feed
Timken Picnic / Watermelon Feed

14

Directory Photo Contest
Entries Due

Directory Photo Contest: Every year GBT holds a contest to choose the new cover for our Directory. The contest pays \$100 to the winner and is open to all GBT customers and their families. 10 photo limit. Photos need to be taken in the GBT service area. Please include name and where the photo was taken on all submissions. Submit questions and photos to marketing@gbtlive.com.



NEW TO TEAM BLUE

GBT is excited to introduce you to our newest team member, Shane, who took the position as our Director of Operations.

Tell us about yourself.

I was born in San Diego, my dad was in the Navy, but grew up on a farm in Logan, KS. After High School I went to Goodland to study Communications Technology. I currently live in Victoria with my wife. I am excited to be working back in the area to be close to my two daughters.

I have been in telecommunications my entire career and have been in many different positions within the industry, from being a lineman and senior lineman at a large name company, to a Plant Operations Manager at a family-owned company. I was in the Central Office when we first adopted fiber Internet and headed Research and Development. I've truly been full-circle.

I've worked with Internet all the way from dial up to where we are now. It's always changing and always improving. I think about it all of the time and it keeps me up at night - in a good way.

What are you looking forward to most with your job at GBT?

I'm very encouraged with the talent I've seen so far at GBT. I'm also looking forward to implementing practices to make our services better for GBT as a company and the end user.

TV buffering?
Websites loading slow?
Emails not sending?

It's time to upgrade your Internet experience!



Visit www.gbta.net/promopage or call 785-372-4236



Existing customers:

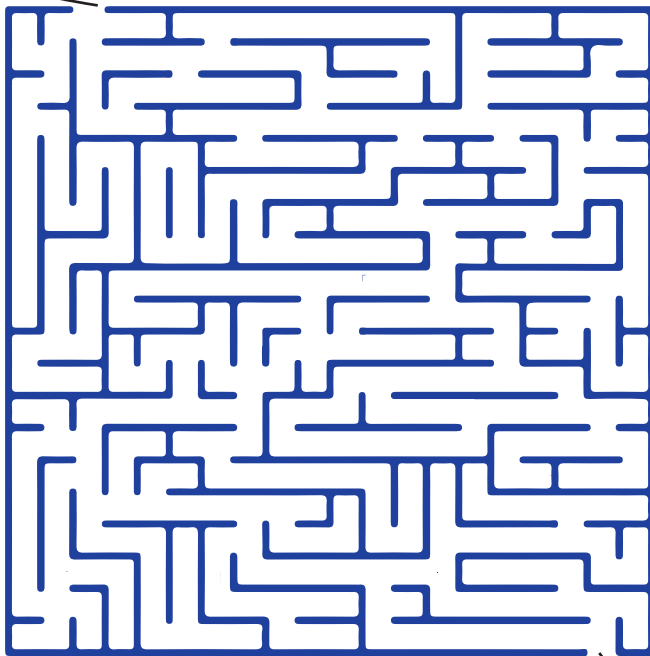
Upgrade your Internet speed

SAVE
\$100

GBT Hunting:

C.O. (Central Office)

GBT is bringing Fiber to 5 communities in 2022 and we need your help! Throughout the year, you have helped us bring Fiber from our Headquarters all the way to St. John, Larned, Rural Bison and Rural Burdett. This month we are on our last community - rural Garfield! When you complete the puzzle, email gbthunting@gbta.net and say "I helped bring Fiber to rural Garfield" to be entered to win a \$10 bill credit! Congratulations to Carol Hamblin for winning last month's game!



Recipe of the Month:



Bite-Sized Fruit Pizza Cups

These are for sure to be a hit at your next get-together. Perfectly bite-sized and oh-so delicious!

"Crust" Ingredients

Store-bought sugar cookie dough mix (or your own homemade sugar cookie dough recipe)

Frosting Ingredients

½ cup unsalted butter softened
8 oz cream cheese softened
1 teaspoon vanilla extract
¼ teaspoon salt
4 cups powdered sugar

Directions:

For Cookie Cups: Preheat oven to 350 degrees. Make sugar cookie dough according to sugar cookie mix directions. Scoop dough into mini muffin pan, and very lightly compact the dough to fill each slot about half full. Bake for 10 min. or until edges appear slightly golden. While cookies are still in the muffin pan and warm, take your thumb and press an indentation in each cookie (this will hold the frosting and toppings). Let cookies completely cool then remove from pan.

For Frosting: Beat together butter and cream cheese. Add vanilla. Beat in salt and powdered sugar.

Pizza Cup Assembly: Frost with a dollop of frosting and fruit of your choice. Enjoy!



785-372-4236
www.gbta.net

Ellis
101 W 9th | Open: Mon., Wed., Fri.
8 am - 12:30 pm; 1:30 pm - 5 pm

Ness City
114 W. Main | Open: Mon.-Fri.
8 am - 5 pm

St. John
602 N US Hwy 281 | Open: Mon.-Fri.
8 am - 1 pm; 2 pm - 5 pm

Larned
122 W. 5th | Open: Mon.-Fri.
8 am - 11:30 am; 12:30 pm - 5 pm

Rush Center
103 Lincoln St. | Open: Mon.-Fri.
8 am - 5 pm



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