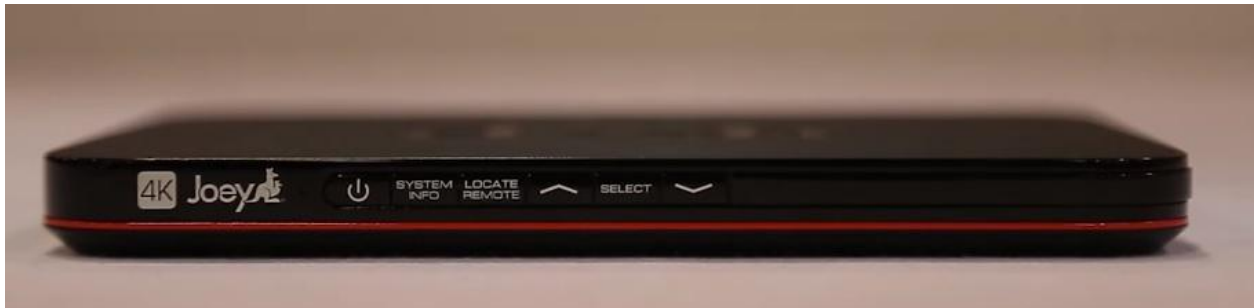


Satellite TV Remains A Strong Competitor To Streaming Services



The fact that [Netflix and other similar streaming services](#) continue to rise in numbers and success is undeniable. As people become more and more tech savvy, the move towards more modern viewing methods is inevitable.

However, that doesn't mean that traditional TV is on the verge of dying. Fear mongering in the tech world is incredibly common, particularly in today's world of instant gratification. We seemingly always expect our views and ideals to be readily enforced. To be more precise, satellite TV is still enjoying high levels of popularity for those who are not in favor of the many streaming services available. After all, the kind of content that streaming sites have to offer can be limited for some consumers. The key here is outlining the benefits of one approach versus the other.

Satellite versus streaming: a comparison

For instance, streaming provides users with a multitude of on-demand titles they can view on any digital screen, any time they choose. On the other hand, satellite TV offers

unparalleled access to sports channels as well as up-to-date runs of modern TV shows which are not readily available anywhere else.

In addition to that, the DVR experience has been embedded into the lives of many Americans over the years, to the point where it has now become an inseparable part of watching TV. Providers of satellite TV now try to [offer a wide variety of packages](#) that attempt to appeal to various target audiences.



DISH Network's Hopper, for example, has been brought up to modern standards by offering [HD recordings](#) and 2 TB of space in order to allow users to record virtually anything they would like within reason.

In fact, this is the only way that a considerable number of users would ever be able to catch up with their favorite shows, particularly because of the many problems with the US Internet infrastructure today.

While residents of large metropolitan areas usually enjoy fairly cheap access to the Internet with data caps ranging from abysmal to limitless, there are plenty of people who live entirely outside these comfort zones. It is not unusual to see residents of rural areas paying exorbitant Internet fees with incredibly low caps.

For those classes of people, Internet streaming is absolutely not an option unless they are willing to cough up some very large fees after they have gone past their caps. The only reasonable way they might take advantage of a streaming service is if they were viewing very few shows and movies which is far from an ideal solution.



Until Internet infrastructure improves and online streaming services can offer the same options as traditional television, satellite TV will not go anywhere. In fact, with many companies upping the ante and working hard to modernize their offerings, subscription numbers should remain relatively stable.

For TV lovers, unrestricted access to hundreds of different channels that appeal to the whole family will remain a very attractive option for a long time.

Conclusion

The issue at hand is not a case of superiority between both TV technologies. Viewers subscribe to any of these services based on preference, and the fact that there are many options to choose from makes all the difference.