



Table below is how we were using the Internet *prior to* COVID versus how we are using it now.

Fiber Internet Users: Light, Average Higher-than Average, or Heavy usage		Prior to COVID 2019 and up to March 13	In a COVID Era After March 13, 2020 to PRESENT	HOW WE USE HOME INTERNET / WI-FI
<div>Light Users 50 / 50 Mb</div> <div>Average Users 100 / 100Mb</div> <div>Higher-than Average Users 250 / 250 Mb</div> <div>Heavy Users 500 / 500 Mb</div>		X	X	<b>Surfing</b> - email, shopping, social media, news/weather, researching products & places, etc.
		X	X	<b>Listening Pleasure</b> - streaming local radio stations, Apple Music, Spotify, Pandora, podcasts, audiobooks, etc.
		X	X	<b>Share Internet with family and friends</b> - allow visitors to connect to your Wi-Fi
		X	X	<b>Smart Home Appliances</b> - smart speaker (Alexa, Google, smart thermostats, smart light bulbs, refrigerator, grills (i.e. some Traeger grills)
		X	X	<b>Streaming Occasional Movies to Rent</b> - Netflix and Amazon Prime
	Few were.		X 80% of U.S. consumers subscribe to 1 streaming app, up 73% from 2019. <sup>1</sup>	<b>Streaming Video and LIVE TV</b> - Hulu, YouTube TV, FuboTV, AppleTV+, Espn+, Disney+, etc. <sup>2,3</sup> <i>The Launch Dates of Popular Streaming Service &amp; TV Network Apps</i> <b>AppleTV+, November 2019   HBO Max, May 2020   Discovery+, Jan 2021</b> <b>Disney+, November 2019   Peacock (NBC), July 2020   Paramount+, March 2021</b>
	Few were.		X Many more had to. Some companies still allowing.	<b>Working from Home</b> - sending and receiving large files, uploading images, Zoom, WebEx or video conferencing (webinars, other training, meetings, etc.)
			X	<b>Learning/Teaching from Home</b> - families with a school-age student, university student, or households with both or maybe you were/are the teacher/professor who instructed or is still instructing a virtual classroom. Now that students and teachers are better at it, schools are remote learning during weather-related cancellations (i.e. blizzard) or other events like a class needing to quarantine or there is an uptick in COVID cases, opting for learning from home versus losing a school progress of students missing classes.
			X	<b>Increase Number of Family Members and/or Devices Being Used Wi-Fi Simultaneously</b>
			X	<b>Video Calling or Conferencing</b> - Face Time, Zoom, WebEx, Hangouts, Whats App, etc.
	X	X	X	<b>Gaming</b> - PlayStation, Xbox, Twitch TV, Minecraft, League of Legends, Battlenet, etc.
	X	X	X	<b>Home Security Systems</b> - video door bells, security cameras, etc.
			X Few - New trend	<b>Smart Home Gyms/Fitness Equipment</b> - smart treadmills, smart fitness bikes, etc.
<p>[1] "Digital Media Trends 14th Edition," Deloitte, (June 23, 2020)   [2] <a href="https://statista.com/topics/1594/streaming">https://statista.com/topics/1594/streaming</a>   [3] <a href="https://statista.com/statistics/778912/video-streaming-service-multiple-subscriptions">https://statista.com/statistics/778912/video-streaming-service-multiple-subscriptions</a></p>				

## Humans Out Grow Things

Babies to adults, we grow and out grow things... clothes, shoes, toys, and more! Once we reach adulthood, we may our think "out growing" stops, but it continues.

## We Out Grow Things Because Of A Need or A Want To Do More

As adults, we may grow out of our first 2-door car and upgrade to a 4-door sedan or SUV, to have more room for kids or friends to ride along. Or upgrade to a bigger, more powerful vehicle to do more, like haul more or bigger things. This happens with a lot of things.

## You Can "Out Grow" Your Home Internet Too

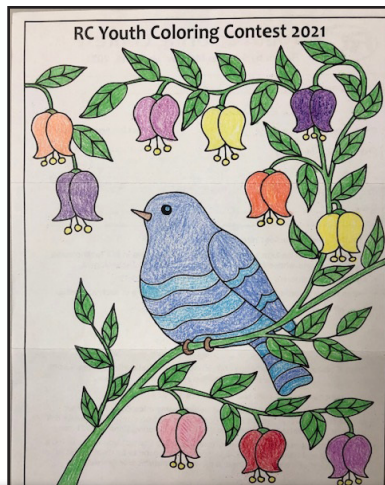
The internet speed you need depends how your use the internet daily. If your online activities, users and/or devices have increased, the speed may not be enough to keep up you, causing frustration in a lag and buffering. Households are dynamic and any changes within a home, like "cutting the traditional TV cord" to stream *Hulu* full-time, adding a 2nd gaming console, or working from home, will increase your need for speed. (See table above.) Additional users, like kids back from college or someone learning from home will also increase your usage. If you are within a RC Fiber area, increasing your speed can be easy and upgrading to 250Mb/250Mb or 500Mb/500 Mb is now even more affordable. Call RC Technologies to learn more today!



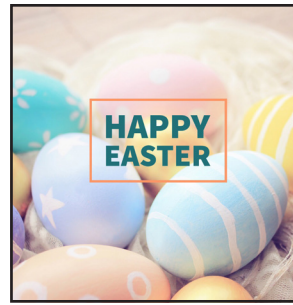
Joy can be spread  
in a lot of little ways.

This month,  
one of  
RC Technologies'  
patrons  
brought joy  
and reminded us  
that sometimes  
you don't have to  
"out grow"  
like coloring.

We would like to  
thank the  
"mystery" patron  
for submitting  
their coloring page,  
delighting us, and  
adding joy to our hearts.



Child's Name: Just for fun!  
 Parent/Guardian: Covid 19 - bored!  
 Child's Age: 75 Grade: \_\_\_\_\_ Select t  
 Phone Number (required): \_\_\_\_\_



RC Technologies  
wishes everyone  
a Happy Easter!

Enjoy the  
season of Spring,  
and all the gifts it brings.

**\*\*\*\* Notice \*\*\*\***

The Federal Communications Commission (FCC)  
has mandated new 10-digit dialing requirement  
for South Dakota telephone customers.  
Beginning in October 2021, customers  
will need to dial the 605 area code  
for all LOCAL calls placed.  
Customers may begin using this  
local 10-digit dialing method immediately.

The Universal Connectivity Fee found on your telephone bill  
every month has increased from 31.8 to 34 percent for the second quarter of 2021.



## Winners of the 2021

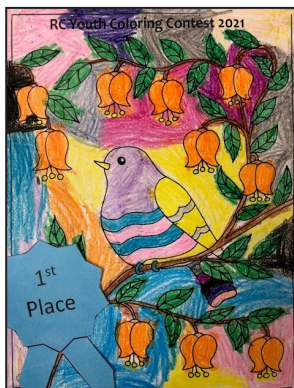


TECHNOLOGIES

## 2021 Youth Coloring Contest



### Ages 3-5



**1st Place**  
Isbella P. Age: 4  
Summit

**2nd Place**  
Eden H. Age: 5  
Wilmot

**3rd Place**  
E. N. Age: 5  
Sisseton

### Ages 6-9



**1st Place**  
Nora S. Age: 8  
Watertown

**2nd Place**  
Harper H. Age: 9  
Wilmot

**3rd Place**  
Addison L. Age: 9  
Corona

### Ages 10-12



**1st Place**  
Jada C. Age: 12  
Wilmot

**2nd Place**  
Lorn H. Age: 11  
Wilmot

**3rd Place**  
Adria B. Age: 12  
New Effington



Your Source for All Thing RCTv

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## Streaming More Video? You're Gonna Need More Internet.



Last year had many people stuck inside their homes with the only 'fun thing' to do was watch TV.

With so much time at home, it may have had you scrolling up and down channels of your traditional TV guide and thinking to yourself "there is so much to watch and nothing to watch" at the same time. Then you went to your Netflix or Amazon Prime accounts, and even there you might have felt you exhausted your options, so you decided to explore other streaming apps. If this was you, you were not alone.

With the excitement of the launch of the AppleTV+ app and its Exclusive and Originals, and the Disney+ app with access to *Disney* classics, *Pixar*, *Marvel* movies, *Star Wars* and *National Geographic*. With great programming and enticing *free* trial offers, it didn't take much for big fans of both brands to try the apps out in late 2019 and early

2020 and many more deciding to the new apps out to during COVID. It was another way to *virtually escape* with video and from the dreadful COVID day to day.

With COVID and many more streaming services entering the market (i.e. *Peacock*, *Discovery+*, *Paramount+*, etc.) it introduced many more people to the online activity. With a wide array of video streaming content being offered, families could be at home at the same time, but give themselves a break from each other, by streaming whatever shows enjoyable to them, in their own space, and on their own phone, laptop, chromebook, tablet, or other device.

Based on surveys conducted by Deloitte pre-COVID and during COVID, "80% of U.S. consumers subscribe to one streaming app, up 73% from 2019." Many people have continued subscriptions, some added, and few people have cancelled apps, COVID accelerated it. Subscribers pay for an average of four services, up from three pre-COVID.<sup>1</sup>

### More Streaming Means More Internet Speed

Besides gaming, streaming is the next largest data-consuming online activity. If you're streaming, you'll need more internet to have a good experience. If you have 50 Mb /50 Mb internet at your home with one or two TVs, plus your other devices, you're probably experiencing some frustration with lag and buffering. The video you are streaming requires a certain level of Mbps (megabites per second) based on the video format you received whether it's Standard Def, High Def, 4K UHD. Most streaming is HD streams up to 6.0 Mbps **per TV** and 4K UHD its **25 Mbps per TV for 4K UHD content**. Amazon Prime, Hulu, Netflix, Vudu, YouTube TV have streaming content in both HD and 4K.

Add one TV or multiple TVs, along with devices such as a personal computer, laptop, your kid's school lap, dad's iPad, smart speakers, wireless appliances (doorbells, earbuds, etc.) in addition, 2 or more cell phones, your household is hitting the 50 Mb/50 Mb or 100 Mb/100 Mb ceiling daily. Not to mention, a family member attempting to game on top of that.

Good news! RC Technologies does have a solution. For current fiber customers, the solution can be more immediate with just a call. In Wilmot and Summit exchanges still on copper, faster fiber optics is on the way, you may be seeing contractors in the area starting the process. Call RC to inquire about higher internet speeds in your area now within budget!

[1] Digital Media Trends Survey 14 edition, Deloitte, <https://www2.deloitte.com/us/en/pages/about-deloitte/articles/press-releases/digital-media-trends.html>

# Spring Premieres

## Thursday, April 1st

*Manifest*, 7 p.m., NBC (5)

*The Moodys*, 8 p.m., FOX (7)

*United States of Al*, 7:30 p.m., CBS (3)

*Law and Order: Organized Crime*, 9 p.m., NBC (5)

*Chad*, 9:30 p.m., TBS (120)



nbc.com



## Friday, April 2nd

*Ready to Love*, 8 p.m., OWN, (87)

*Pooch Perfect* with Rebel Wilson, 7 p.m., ABC, (9)

*WeWork: Or the Making and Breaking of a \$47 Billion Unicorn*, Hulu (streaming)

## Sunday, April 4th

*My Grandparents' War*, 7 p.m., PBS, (11)

*Screen Actors Guild Awards*, 8 p.m., TBS/TNT, (120/122)

## Wednesday, April 7th

*Kung Fu*, 7 p.m., The CW, (17)

*Home Economics*, 7:30 p.m., ABC (9)

## Thursday, April 8th

*Rebel*, 9 p.m., ABC, (9)

*Everything's Gonna Be Okay*, 9:30 p.m., Freeform, (110)

*No Activity*, Paramount+ (streaming)

## Tuesday, April 13th

*Our Towns*, 8 p.m., HBO\* (500) \*Premium Channel

## Wednesday, April 14th

*Bargain Block*, 8 p.m., HGTV (90)

## Thursday, April 15th

*Younger*, Paramount+ (streaming)

## Friday, April 16th

*Big Shot*, Disney+ (streaming)

*Fly Like a Girl* (Hulu)

## Sunday, April 18th

*Couple Therapy*, 9 p.m., Showtime\*(530) \*Premium Channel

*Academy of Country Music Awards*, CBS, 7 p.m. (3)



## Thursday, April 22nd

*Rutherford Falls*, 7 p.m., NBC (5)

## Sunday, April 25th

*Oscars*, 7 p.m., ABC (9)

## Monday, April 26th

*Sesame Street: 50 Years of Sunny Days*, 7 p.m., ABC (9)

## Wednesday, April 28th

*The Handmaid's Tale: Season 4* (Hulu)