Cable companies make cutting the cord difficult

By Timothy Stenovec, Huffington Post

Your options for how to watch TV continue to grow, but cable companies could make you pay dearly if you want to “cut the cord.”

Sony and Dish have recently launched services that allow you to watch live TV streamed over the Internet without subscribing to a cable or satellite package, and Apple is rumored to be working on its own live TV product that will be available this fall. HBO and Showtime will offer standalone streaming services later this year that will allow people to subscribe to the premium networks without paying for TV packages.

The slew of new offerings could prompt some of the millions of households that don’t pay for traditional TV to start buying subscriptions to new services. The new options could also spur others to cut the cord – that is, to ditch their expensive set top boxes in favor of paying Sony, Dish or even Apple, instead of their cable provider, to watch TV.

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