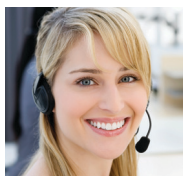


Connections

JANUARY/FEBRUARY 2023

We Really Believe in Real Service from Real People

While F&B offers modern communications technology, we take a somewhat old-fashioned approach to customer service. For example, a real person answers the phone when you call. You receive real help when you walk into our office with questions. And our technicians take a real interest in resolving issues real fast. We really want to please you!



Contact Us:

103 N. Main Street / PO Box 309
Wheatland, IA 52777

Office Hours: M–F 7:30 am to 4:00 pm

Office Closure:

Monday, January 2
New Year's Holiday

Phone Numbers:

Business Office:

(563) 374-1236 or (563) 574-1236

After-Hours Trouble:

(563) 374-1238 or (563) 574-1238

Internet Tech Support 24/7:

1-888-832-4322

Technology Solutions: (563) 374-1322

Visit Us Online: www.fbc-tele.com



Like Us on Facebook:

facebook.com/FBCommunications



Happy NEW GEAR!

The new year has begun, and your home may have new internet-connected devices in it. Maybe Santa brought your children new phones, tablets, or a gaming console. Or maybe you used holiday money to finally purchase the new computer or smart home devices you've been wanting.

The more devices you have, the more speed you need — to enjoy the best internet experience and avoid frustrations like buffering. We recommend at least our 250 Mbps plan for bandwidth-busy households.

**CALL (563) 374-1236
TO UPGRADE TO A NEW SPEED**



Helping Hands and Kind Hearts Enhance Communities

F&B feels strongly that it's important for everyone to give back to our community in some way — whether through volunteering, participation in community activities, financial donations, or a combination of the above.

Without such support, our less fortunate neighbors may struggle to access life's necessities for their families, from food and clothing to educational or health care resources. In addition, some of the treasured annual events we enjoy could not continue were it not for the volunteers who step up to the plate and make them happen. Giving back to our community make it a better place for all of us.

If you volunteer for local programs and organizations, you may find yourself working alongside employees of F&B. This is a reflection of their generosity as individuals as well as our mission as a company. Follow us on Facebook to learn more about our community efforts.

Binge-Dropped Entire Seasons vs. Weekly Releases of Shows

When the era of streaming began in 2013, Netflix disrupted traditional TV with its binge-dropped model. The entire season of *House of Cards* was released on the same day—a revolutionary strategy since audiences were accustomed to the weekly release of TV episodes. Subscribers could watch *House of Cards* and other early Netflix series in just a day or two, and binge-watching was born.

As the years went by and the number of streaming services grew, some of these services opted to move away from the binge-dropped model and return to the traditional TV experience of weekly releases. There are advantages and disadvantages to each model, for both subscribers and the streaming services.



With a binge drop, subscribers have the option of watching an entire series in a single weekend, which keeps the plot fresh as they move from episode to episode. Younger viewers generally prefer binge drops. However, there's a downside for the streaming services in terms of customer loyalty. People can subscribe to a service, pay for a month, binge-watch the new series, and then cancel their subscription.

By contrast, a weekly release can keep subscribers engaged with a series for a longer period, which discourages cancellations of the streaming service and keeps subscribers paying the monthly rate. Older viewers tend to prefer a weekly release schedule, since they enjoy the familiar feeling of anticipating the next episode of their favorite show and making a weekly appointment to watch it.

Surveys of American audiences suggest that streaming shows released weekly are now more popular than binge releases, and streaming services have taken note. Disney+ and Apple TV+ favor a weekly cadence, while Hulu and HBO Max have used a combination of the two strategies, releasing multiple episodes when a series premieres before shifting to weekly drops.

Even Netflix, the binge-dropping pioneer, has altered its strategy and released some of its shows over the course of several weeks. Streaming services will no doubt continue to experiment in the hopes of finding a sweet spot for their release cadences.

Do you prefer a binge-dropped season or a weekly release? Whatever your preference, a high-speed internet connection can enhance your overall streaming experience. Call (563) 374-1236 to ask about a speed upgrade.