

# Amazon Prime Video: A Flexible Streaming Service

Have you gotten on the Amazon Prime Video trend? Streaming services are increasingly a household entertainment staple, and Amazon Prime Video is one of many up-and-coming popular streaming options. With several new upgrades and customization options for sports lovers, this streaming service can undoubtedly hold its own against competitors like Netflix and Hulu.

Whether you're looking for an affordable option for watching NFL and other sports content, classic movies to rent that aren't found on other streaming services, or just want to check out the top-rated original content featured on the service, Amazon Prime Video has a robust catalog that meets any need.

With many streaming services offering different content, choosing one (or several) can sometimes be tricky. Read on for all the features, benefits, and drawbacks of this popular streaming service.

## What Is the Price for Amazon Prime Video?

One of the most significant benefits of this service is that it doesn't cost extra if you already have an Amazon Prime subscription. The popular subscription service, which includes benefits such as Prime Video and Amazon Fresh, is \$13 a month or \$119 per year.

You may be wondering, is Prime Video different than Amazon Prime? With Prime Video coming as an included service when you sign up for Amazon Prime, many users may not have to subscribe to an additional service just to stream video.

However, if you don't have Amazon Prime, you can still sign up for Prime Video! At \$9 per month, the service comes in at a slightly lower price point than popular streaming services like Netflix, Hulu, and YouTube.

A huge perk of this service is its 30-day free trial, which is much longer than the average streaming service free trial. Most streaming services have a 7-day free trial only, but Amazon Prime Video generously extends that to 30 days. The substantial Amazon Prime Video free trial allows you to figure out whether this streaming service is the right one for you.

Keep in mind, however, that certain features require additional subscriptions. Amazon Prime Video also may offer premium content—like popular movies and newer TV shows—but only at a rental or purchase cost.

# What Does Amazon Prime Video Offer?

Many people are initially drawn to Amazon Prime Video for its original content, such as *The Marvelous Ms. Maisel*, *The Man in the High Tower*, Tom Clancy's *Jack Ryan*, and more. These original shows and movies are well made, extremely popular, and very binge-able. Because these Amazon Prime Video TV shows are original content, you can't find these series anywhere else.

A serious strong point of the service is its selection of indie, b-roll, and hard-to-find films and TV shows. Some documentary series, such as *National Parks Exploration Series*, *Time*, and *The Secrets of the Dead Sea Scrolls*, are all only found on Amazon's platform. And if you are a huge b-roll or indie movie buff, look no further. Amazon Prime Video has one of the best selections of underrated, corny, delightfully campy B movies in the business.

Despite these offerings, Amazon Prime Video struggles with popular content compared to competitors like Hulu or Netflix. Many current shows will premiere on Hulu long before they make it to Amazon Prime Video. Netflix carries an impressive catalog of classic TV shows and movies alongside its original content.

However, it does make up for some of its drawbacks with the availability of premium content available to rent or buy. Combining the elements of video rental stores of the not-so-distant past with streaming services makes for a flexible viewing experience. Have a favorite movie that isn't available on any other platform? You can probably buy or rent the film on Amazon Prime Video. Most rentals range from \$2.99 to \$4.99, and purchases can range from \$5 to \$18.

## Amplifying Amazon Prime Video with Sports Subscriptions

By far, one of the best new features of Amazon Prime Video is the recent addition of optional and customizable sports content. From premium sports subscriptions to live Thursday Night Football, Amazon Prime Video quickly becomes a top contender in the sports streaming subscription game.

In addition to streaming live NFL Thursday Night Football coverage for free with your subscription, Amazon Prime Video also has limited live events, found in the Live & Upcoming tab. Even better, the Xray feature allows you to view live stats, commentary, and more while you watch your favorite team.

If you're a baseball fan, you can also add on the MLB package for \$24.99 a month. This gives you access to all the league games in a given season so that you can keep up with the latest games. And, if you're a golf fan, you're in luck! Amazon Prime Video offers PGA Tour Live for only \$9.99 a month on top of the initial subscription fee.

## Technical Specifications

As far as streaming service interfaces go, Amazon Prime Video doesn't exactly come out on top. Though the web interface is easy to navigate with a cursor or touchscreen, move the service onto a Smart TV app, and it quickly becomes a less-than-ideal user experience. With a small and slightly clunky search bar that is prone to lagging, the service could definitely be more user-friendly.

As with most other streaming video subscriptions, Amazon Prime Video is supported by a wide variety of platforms. You can stream the service on popular platforms in addition to Amazon's own Alexa and Fire TV devices.

Prime Video is currently available to stream on:

- Xbox 360 and Xbox One.
- PlayStation 3 and 4.
- Casting devices, such as Google Chromecast, Apple TV, Roku, and Amazon Fire TV.
- Smart TVs.
- Blu-ray players by LG, Panasonic, and Sony.
- Set-top boxes such as Tivo and Dish Network.
- Android and iOS tablets and smartphones.
- Web-browsers, such as Google Chrome, Safari, Internet Explorer, Firefox, and more.

An essential part of any streaming subscription consideration is often how many devices and users are allowed on the account. With Amazon Prime Video, how many devices can you stream at once? If you have a larger household, the streaming options provided by Amazon Prime Video may be just what you need.

Amazon Prime Video allows you to watch 3 streams simultaneously, and you can create up to 6 different user profiles on one account. However, keep in mind that if you're watching the same content, only 2 devices on the account can stream at the same time. Additionally, Amazon Prime Video gives you the option to set parental controls for children.

While the user interface may not be the smoothest of the streaming service crowd, Amazon Prime Video does the job well. It may also be helpful to experiment with different platforms in your home to see what works best for you. Keep in mind, if you have an Alexa or Echo device, it performs phenomenally, allowing you to direct your shows with just your voice!

## Pros and Cons

As with any significant purchase or subscription, it's important to know what might benefit you and what might not. We've compiled a list of pros and cons to help you make the most informed decision possible about your next streaming service.

## Pros:

- Critically acclaimed original content rivals other popular streaming services.
- Renting options for hard-to-find classics and popular content.
- Access to NFL's Thursday Night Football included with the subscription.
- No additional subscription needed for Amazon Prime Members.
- Its 30-day free trial is much longer than other services.
- Easily customizable for sports fans, with multiple popular league channel options.
- Many different platforms support the service, including Roku, Apple TV, and Chromecast.

## Cons:

- Popular and new content selection is not as robust as other streaming services.
- The price point for non-Prime members is on the higher end for what you get.
- The interface can be challenging to use, especially if using a Smart TV remote.

## Conclusion

Amazon Prime Video is a robust streaming video service that deserves your attention. If you're looking to stream Thursday Night Football, acclaimed original content, or classic movies, Amazon Prime Video has it all.

If you're already an Amazon Prime member, it's a no-brainer—you already have it as part of your subscription! And if you're considering subscribing as a standalone package, make sure to weigh all of the pros and cons of this popular streaming video service. It can be an economical TV alternative for sports fans that provides extra features for your viewing experience.

Whether you're thinking of adding to your existing streaming service lineup or you're dipping your toes in the streaming service game for the first time, Amazon Prime Video is a fine choice to consider.