

Video Review: AT&T (CompareInternet.com)

Script: Internet Provider Review: AT&T Internet

	Video	Audio	Time
0		<i>Speaker uses a casual, warm voice as if speaking to a close friend. Pace is energetic. Moves along at the liveliest rate possible without sounding rushed.</i>	
1	<i>Medium shot: Speaker sitting in the most casual setting possible. Best would be a living-room set for relaxed authenticity and the casual style trending now on YouTube and video marketing reviews in general. Optional jump zoom cuts in and out as in first 20 seconds featuring the female speaker in this example https://www.youtube.com/watch?v=obyD-yP9DA&t=13s</i>	VOICE: Hey everybody! Welcome back! Here's what you can expect from AT&T Internet Service. We give you the straight talk	
2	<i>GFX – Animated transition to CompareInternet.com logo slide Slide out</i>	here at CompareInternet.com.	0:09
3	<i>Medium shot of speaker with room for captions on lower half of frame</i>	We'll cover	
4	<i>GFX: Captions slide in under speaker's face with: Availability Pricing Speeds Reliability Customer Experience Captions out.</i>	availability, pricing, speeds, reliability and customer experience. Let's start with availability!	0:16
5	<i>GFX: AT&T logo slide with U.S. footprint map https://www.att.com/idpassets/images/support/pdf/ATT-21-State-Wireline-Footprint.pdf</i>	AT&T serves over 100 metro areas in 21 states!	
6	<i>Caption in over slide: AT&T Fiber Caption out</i>	AT&T Fiber Internet is an industry-leading choice, which we'll explain more in a second! But you can't get it everywhere yet.	0:28
7	<i>Caption in over slide: Copper based service: IPBB/DSL Caption out Slide out</i>	AT&T's other type of internet service is called IPBB and is a more advanced version of DSL.	
8	<i>Transition to medium shot of speaker, alternating with jump zoom close-ups if desired.</i>	With any service from AT&T, you're going to get strong infrastructure and tech	

		support. So, let's get to the big question—how's their pricing?	0:43
9	<i>GFX: Slide transition to AT&T logo with text "Pricing 4 stars" (with 4 out of 5 stars filled in as visual aid)</i> <i>Slide out</i>	For AT&T Fiber, you'll be getting a great deal. We give AT&T 4 stars for pricing because you'll get consistent low prices for really great internet speeds.	0:52
10	<i>Transition to medium shot of speaker, alternating with jump zoom close-ups if desired.</i>	For AT&T's copper service, prices are just OK. They're about average for copper-based internet. But overall, AT&T is going to give you just about the clearest pricing around. Why? because there are	1:06
11	<i>Caption over speaker: No data caps</i> <i>As speaker points fingers across chest to humorously bracket the caption.</i>	No data caps! That means no unexpected monthly overage charges!	
12	<i>Slide in second caption: No equipment fees</i> <i>as speaker makes other outward gesture, maybe hands palms-up</i>	No equipment fees	
13	<i>Slide in third caption: No required contracts</i> <i>Speaker makes third outward gesture, then drops hands casually again after "no required contracts"</i> <i>Captions out</i>	And no required contracts. That means no early termination fees if you cancel service!	1:17
14	<i>Continue medium shot of speaker with optional jump to close up</i>	Onward and upward! How about reliability and performance?	
15	<i>GFX: Slide transition to AT&T logo with text "Reliability and Performance 5 stars" (with 5 out of 5 stars filled in as visual aid)</i> <i>Slide out</i>	AT&T is one of the few ISPs to get 5 stars in this category. You'll get 99% connection reliability from AT&T Fiber	1:30
16	<i>Transition to medium shot of speaker with optional jump zoom cuts on subject transitions (like "Plus" in the last sentence of this #16 segment.)</i>	and even their copper-based internet still has AT&T's big workforce and expertise to back it up. Plus, AT&T Fiber is offering the	
17	<i>GFX – Animated transition to AT&T Fiber speeds slide</i>	fastest speeds in the industry and still getting faster. We're	

	<i>Slide out</i>	talking major gigabit speeds, already 5 GIGS in many places and headed to 10 GIGS!	1:48
18	<i>Transition to medium shot of speaker with optional jump zoom cuts</i>	There is NOTHING you can't handle when you have multigig speeds like that. And AT&T is expanding fiber as fast as possible, which means if you have copper-based internet right now, you can hope for fiber in the next few years.	2:02
19	<i>Continue medium shot of speaker with optional jump zoom cuts</i>	Into the home stretch! You still need to know about equipment and installation.	
20	<i>GFX: Slide transition to AT&T logo with text "Equipment, Installation, and Bonus Features 5 stars" (with 5 out of 5 stars filled in as visual aid)</i>	AT&T gets 5 stars here too! They provide you with a quality modem/router combo at no charge. You can get pro installation for \$99, but you can also self-install your internet for free.	2:17
21	<i>Transition to medium shot of speaker with optional jump zoom cuts</i> <i>On the word "these," speaker holds up hammer and screwdriver with a smile.</i>	Yes, even your fiber internet can be a self-install. Whoa, it's free! Just be aware you'll need to be comfortable with <u>these</u> .	2:26
22	<i>GFX: Slide transition to AT&T logo with text "Customer Experience and Support 5 stars" (with 5 out of 5 stars filled in as visual aid)</i> <i>Slide out</i>	Finally, let's talk about customer experience and support. We awarded them 5 stars for two reasons. First, AT&T ranks highly in national surveys of customer satisfaction.	2:37
23	<i>Transition to medium shot of speaker</i>	Second, they have a really robust customer support framework, with live chat, phone assistance, and community forums. And the kicker? 24/7 tech support! That can save your sanity sometimes when you need something fixed for work or school!	2:52

24	<i>Transition to close-up of speaker</i>	Alrighty! Here's the whole thing summed up for you!	
25	<i>GFX: Slide transition to AT&T logo with overall rating of 4.75 stars at top and all sub-ratings beneath (with stars filled in as visual aid)</i>	AT&T's overall rating is a whopping 4.75 stars when you average out all their offerings. With strengths across the board, we recommend AT&T highly as an ISP.	3:07
26	<i>Transition to medium shot of speaker</i>	If you can get AT&T Fiber, grab it. If there's no fiber yet in your area, AT&T copper service is still a very solid choice. Just make sure you look around at your other options if you're choosing between copper IPBB and another internet type.	3:22
27	<i>Transition to close-up of speaker</i>	That's the scoop on internet from AT&T! Come back and see us any time at CompareInternet.com.	
	<i>GFX: Slide transition to Compare internet logo Optional upbeat music but only if it doesn't sound like synth stock music – should sound real</i>	And look around our site! We've got lots of great resources to help you find the best internet provider for you.	3:34
	<i>Transition to medium shot of speaker waving or making natural parting gesture of choice</i>	See you around! <i>(or some other sign off that feels natural, casual and friendly)</i>	3:36