

IDEA # 18: PAY PER CHANNEL

We have "Pay Per View" so why not pay per channel? How many times do you sit down on the comfy couch, sink into the cushions, grab your ice-cold beverage and hot fresh yummy slice of pizza. Bam. All ready to enjoy a nice night of TV. Then you reach for the remote and power up...

Click, click, click, click... NOT ONLY WILL YOU GET THE POWER STEAMER BUT YOU WILL GET 5 BAGS OF FREE CAT LITTER IF YOU CALL NOW!

Click, click, click, click... EXPLOSION, and CAR CHASES, MORE EXPLOSIONS, GUNS FIRING, I' LL BE BOK.

Click, click, click, click... OMG WTF LOL WHAT?!?! EVER, SHA, PSH, CAT FIGHT, RAWR, DRAMA LAMA.

Click, click, click, click... FINANCIAL NEWS BORING BORING BORING MORE FINANCIAL NEWS.

"There's nothing on."

Click, Click, click, Click...

"wait... a minute"

Shhhh, you have to be very quiet to catch the koala bear in it's natural habitat, just watch as she eats leaves... crunch, crunch, crunch...

"Now THAT's entertainment!"

Something like that, am I right? Then you think to yourself. I pay HOW much for all this??? In the back of your mind something flickers in your head... an image of the bill. You cringe.

So here's my question. WHY is it that we pay all this money for 19392910103829102 channels? But we only watch 4. So I propose that we pay per channel.

THAT's preposterous and unheard of!

Yea well, I don't care. I think instead of this monstrosity of cable packages that they should just have individual channel prices. So let's say an individual only wants MTV, TLC, BBC, CCTV (Those are British) and maybe Animal Planet. Then they can go online to their cable provider and check only those boxes. On their TV sets only those channels will show up.

Please check the channels you want. Then any time you want you can uncheck or check channels and you will only get billed that month for the amount of days you had that channel.

Right? AND THEN... on your bill, you only pay like 50 cents a channel per month.

I'm all about this and I think it needs to happen someday. Doesn't that just sound like it would work WAY better??? I mean also think about it. Maybe you only want a channel for 3 or 6 months out of the year because there's only one show you watch and the rest of the time you NEVER watch that channel!

One even better, would just be shows and no channels. We are kinda getting there. But maybe just pay per show. Or just pay a flat rate and you can watch any show you want on the list. Kinda like how Netflix already is, or on demand.

Wait. I suppose this idea already kinda exists. Damn! OH well. I already typed it. I'm not un-typing it. And you already read it. So you can't unread it. Or like the joke in the TV show Chuck was when someone said something to Chuck and Chuck was like:

"How do I unhear that? I can't unhear that! I need to unhear that."

Well there's my idea. Pay Per Channel. There, you can't unread it! How about this, I promise for my next idea to be much more fantastic and amazing and awesome. Deal? Ok.