

Thinking About Cutting the Cord in Madison?

If you're tired of cable bills and want a smarter way to stream local news, sports, and entertainment in Madison and Dane County, CUE Broadcast might be the answer. Launched by local entrepreneur Tony Herman, this service lets you watch everything you love—plus free your monthly fee by referring friends.

1. CUE Broadcast: Smart, Simple, Local

CUE Broadcast is a streaming service available on Roku and other devices for **\$59.99/month**. It includes live TV, sports, and on-demand content—without the long-term contracts or cable company's upselling tactics. ([How it works on Roku](#))

2. Madison Connection: It's Built by Locals, for Locals

Madison-based Tony Herman—who's well-known in the community as a ski instructor, website designer, and marketing pro—developed CUE Broadcast with our local market in mind. He put it together so Madison viewers get flexibility and value without dealing with Big Cable.

3. Refer 3 Friends—Pay Nothing

Here's the clever twist: with CUE's "Get 3, Yours is Free" program, if you refer three people who sign up and stay active, **your subscription is free** for as long as they remain subscribers. ([Refer & get CUE free](#))

4. Why It Matters for Dane County Viewers

Streaming habits continue to rise in Dane County, especially as local media options shift and evolve. Madison viewers want access to UW–Madison sports, local news, and regional shows. CUE bundles those with national content—all without the cable clutter.

Meanwhile, Dane County recently broke ground on a new [34,000-square-foot communications facility](#), emphasizing local service and connectivity. CUE could complement that shift by empowering residents with on-demand access to content they care about .

5. The Roku Advantage

With the new Roku app, CUE subscribers can stream directly from their TV platform—no need to cast or connect third-party devices. That simplicity means fewer frustrations and more binge time. ([Learn more about Roku integration](#))

6. Who Should Sign Up?

- **Cable-cutter families** who still want local games and news.
- **Renters and students** who move often and want flexible options.
- **Budget-conscious households** looking to lower bills without sacrifices.

7. How to Get Started

1. Visit [the CUE Broadcast sign-up page](#).
2. Create your account and start your free trial.
3. Get your unique referral link and invite 3 friends.
4. Watch CUE for free as long as those accounts stay active!

8. Can You Watch Badgers Games with CUE?

Absolutely. One of the top questions Madison-area fans ask is whether CUE lets you watch **Wisconsin Badgers football and basketball games**. Many of those games air on **Big Ten Network (BTN), FS1, and FS2**—all of which are included with CUE Broadcast.

That means you don't have to miss big matchups, conference rivalries, or postseason play. Whether it's a packed Camp Randall showdown or March Madness opener, CUE makes sure you're tuned in without cable or a sports bar tab.

Even better, you can stream games on your **TV, laptop, tablet, or phone**—so if you're tailgating, traveling, or stuck at work (we won't tell), you've still got access.

Final Word About Cutting the Cord in Madison, WI

If you're looking for a local-first streaming service that supports Madison content, saves money, and rewards you for spreading the word, CUE Broadcast checks the boxes. With its referral model, Roku ease, and local roots, it's one of the smartest moves for Dane County households thinking about ditching cable.

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