

7 characteristics to look for in an in-room entertainment solution





Hotel guests expect in-room entertainment that offers a convenient, seamless and easy-to-use experience. They want to be able to access their favorite content in a variety of ways, from live and local channels to streaming apps. In fact, travelers voted that streaming services on the guestroom TV is the top technology feature (59%) to add the most value to future hotel experiences.¹ However, all hotel entertainment systems are not equal — especially in the era of discerning, tech-savvy guests.

Finding a cost-effective solution that still provides guests a seamless experience and robust features, doesn't have to be daunting. To stand out from the competitive set, look for a solution that offers these seven features:



Tip: an interactive, user-friendly program guide should make it simple for guests to browse an expanded channel line-up.

1. Comprehensive programming and package options

A broad selection of core and premium HD channels is the backbone of in-room TV. Even in the era of streaming video, many guests still look for a wide selection of traditional programming options.

A variety of programming options can engage, inform and entertain viewers. Choose package options that include sports, international, regional, seasonal and other specialized programming to suit your property and guests.

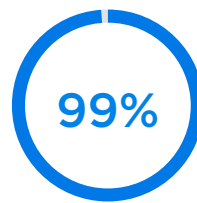
2. Large on-demand content library

Video on demand (VOD) rentals remain important when determining the ideal in-room entertainment experience. Guests want more viewing choices, not fewer, and VOD rentals can be an attractive offering to close any gaps in programming. In addition to paid VOD, the right entertainment solution can be programmed to offer a number of free on-demand content options.

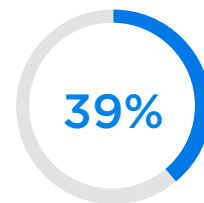


3. Streaming and casting functionality

The rise of streaming services and the proliferation of mobile technology present an opportunity for savvy hoteliers to offer an entertainment solution that caters to guest preferences.



of all U.S. households pay for at least one or more streaming services.²

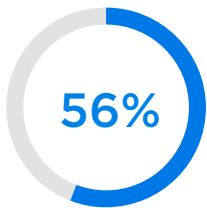


of total TV usage was streamed in July 2023.³

>3 hours/day

Americans spend an average of three hours and nine minutes a day streaming digital media.⁴

The option to access streaming services — without entering personal credentials or downloading apps — is important. Any in-room entertainment solution that does not offer frictionless streaming and casting limits significant opportunities to drive guest satisfaction, loyalty and more bookings overall.



56% of consumers say they will become repeat buyers after a personalized experience.⁵

4. Fast-forward, rewind and pause capabilities

Programming options aren't enough on their own. Guests expect capabilities similar to what they have at home and on their personal devices when on the go. The ability to pause, rewind and fast-forward content of all types — especially live TV — is essential to a fully controllable, home-like viewing experience.

5. Branding, customization and promotional opportunities

Hoteliers should not overlook branding and revenue opportunities within the in-room entertainment solution. Branding opportunities offer hotels the ability to provide a consistent experience for every guest, across multiple properties. Consistent branding increases guest retention and brand loyalty, maximizing return on investment (ROI). Capabilities to look for that provide the ability to maximize ROI include:



Branded user interfaces and customized menus to drive brand equity.



Integrated promotions for on-site retail, restaurants and experiences.



The ability to insert custom and/or personalized content, such as a welcome screen.

Personalization drives revenue - 80% of business leaders report an increase in consumer spending by an average of 38% when their experience is personalized.⁶



6. Flexibility and scalability

"One size fits all" doesn't work for long if you intend to grow revenue. Consider whether your entertainment solution has the flexibility to add more channel packages, on-demand content and other options.

Scalability and adaptability are important characteristics of the overall technology infrastructure behind in-room entertainment, too. Because technology changes quickly, hoteliers should choose a provider and solution that are flexible enough to quickly add or modify technology offerings.

7. Standardized experience across brands/properties

Finally, the right solution will standardize the guest experience across multiple properties. This offers cost-saving and branding advantages: the overlapping or redundant costs of using multiple source providers at different properties can stack up, and guests are more likely to return to properties that offer predictable high-quality experiences. Standardizing the HDTV experience and associated branding across and within your properties ensures compatibility and quality control.



Setting up your property for success

An in-room entertainment solution that's cost-effective, offers all of these features and gives guests an engaging in-room experience leads to improved satisfaction scores, higher guest retention and ultimately increased revenue.

[Learn more](#) about TV solutions from Spectrum Enterprise® to discover the right solution to meet your needs.

1. ["Hospitality Experience Survey 2023."](#) Gensler Research Institute, May 2023.
2. Ana Durrani, ["Top streaming statistics in 2024,"](#) Forbes, February 2, 2024.
3. ["Streaming grabs a record 38.7% of total TV usage in July, with axquired titles outpacing new originals,"](#) Nielsen, August 2023.
4. Ana Durrani, ["Top streaming statistics,"](#)
5. ["The State of Personalization 2023,"](#) Twiliosegment, May 2023.
6. Ibid.

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