

ANYTIME, ANYWHERE VIDEO DRIVES GUEST SATISFACTION



The way people watch TV has dramatically changed, driven by new technology and more content than ever before. Hoteliers can satisfy evolving guest preferences and improve their experience by offering video streaming in addition to traditional TV service.

With video streaming, guests can use their own devices and watch TV on their own terms. It's anytime, anywhere TV that allows guests to watch:

- What they want — live TV or on-demand programming.
- How they want — on their own devices.
- Where they want — throughout the property.

Hoteliers that seize the opportunity to meet guests TV viewing demands can increase guest satisfaction and differentiate their property.

Anywhere, anytime TV is a growing trend

Video streaming is changing how people watch content and spend time online. The online viewing trend is undeniable, with average weekly streaming minutes growing from 81.7 in 2019 to 142.5 in 2020.¹ Research also shows that video accounts for 63 percent of mobile traffic, and its set to grow to 76 percent by 2025 — with much of this traffic driven by increased video streaming.² When it comes to hotel stays, 60 percent of today's travelers now expect smart TVs and content streaming capability inside the guest room,³ and 88 percent of hoteliers offer or plan to offer these services in the near future.⁴

While programming preferences may vary from guest to guest, video streaming has universal appeal. According to research from Nielson, viewers of all ages have embraced the platform, in particular consumers ages 55 and up, whose usage now comprises 26 percent of all streaming minutes viewed, up from 19 percent in 2019.⁵ That means with streaming video, hoteliers can please more guests. It is a cost-effective amenity to add to your TV services that works across your property and is delivered over an IP connection.

Give guests choice and control

In a world where 78 percent of U.S. households subscribe to a video on-demand service, your hotel must keep up with how guests prefer to consume content.⁶ Providing access to live and on-demand content — including familiar shows, sports, news and movies — gives guests the flexibility, simplicity and control they want from their in-room TV experience.⁷

Video streaming delivers a wide variety of live and on-demand content on guests' terms.

How to simplify delivery of enhanced video experiences

When considering adding a video streaming service, look for a provider that can:

- Provide a variety of channel line ups, live TV and thousands of on-demand movies and shows through a single service.
- Offer 24/7/365 U.S.-based support.
- Offer HDTV, data and voice solutions to reduce the complexity of vendor management.

Hotels that meet online viewing shifts can position themselves as an innovative choice, one that is adopting new technology ahead of competitors. In fact, 72 percent of hotel guests would return to a property that offers the technology they prefer.⁸ By adapting to your guests' needs, hoteliers have a new avenue to build guest loyalty.

A better guest experience starts now

Desire for video streaming capabilities continues to rise. Hotels that can meet the need for high-value, enhanced entertainment are better positioned to satisfy guests and differentiate their property.

Learn how Spectrum Enterprise can help you improve guest experiences with video streaming.

[Learn more](#)

1. ["The Nielsen Total Audience Report: August 2020,"](#) Nielsen, Aug. 2020.
2. ["Ericksson Mobility Report,"](#) Ericsson, June 2020.
3. ["Customer Engagement Technology Study 2020: What Do Guests Want Now?,"](#) Hospitality Technology, Feb. 10, 2021.
4. ["Lodging Technology Study 2021,"](#) Hospitality Technology, Feb. 16, 2021.
5. ["The Nielsen Total Audience Report: August 2020,"](#) Nielsen, Aug. 2020.
6. ["78% Of U.S. Households Have an SVOD Service,"](#) Leichtman Research Group, Aug. 28, 2020.
7. ["What to Look for in a Hospitality TV,"](#) Hotel Tech Report, Sept. 9, 2020.
8. ["2019 Customer Engagement Technology Study,"](#) Hospitality Technology, 2019.

About Spectrum Enterprise

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