

Spectrum TV App

Organizations need more than traditional TV. They require a streamlined, flexible way to deliver live TV, streaming content and premium programming across one location or many — without the complexity of legacy equipment, multiple vendors and ongoing login friction.

Spectrum TV App (STVA) is a business TV solution that simplifies how organizations deliver, manage and scale TV and streaming experiences across locations. Whether you're operating a sports bar, restaurant, hotel lounge, healthcare facility or multi-location business, STVA helps create a consistent, engaging viewing experience.

The app also reduces the operational burden associated with traditional TV deployments and offers the flexibility to easily add screens, locations and high-value content without reworking your environment.

Choose your STVA

Build the STVA solution around your organization's needs. Use the solution with your existing internet service. Or combine STVA with Spectrum Business Internet® to enhance what's possible, including adding EverPass¹ for premium sports and entertainment, such as NFL Sunday Ticket and Peacock Sports Pass,² that keep customers coming back.

	Best for organizations that want	Solution includes	Benefits
Start with STVA	A flexible, app-based TV solution	• Live TV programming network packages. • Compatibility with existing internet service and streaming device.	• Simplifies business TV. • Reduces hardware. • Easy to deploy and scale.
Enhance with Spectrum Business Internet	A more seamless management experience	• Everything in STVA. • Auto access authentication. • Web-based content scheduling. • Optional Xumo integration.	• Eliminates login friction. • Simplifies content management. • Unifies live TV and streaming.
Add EverPass	Premium sports and entertainment	• Everything above. • Access to premium offerings such as NFL Sunday Ticket and Peacock Sports Pass.	• Attracts more customers. • Enhances game-day experiences. • Expands programming options.

1. EverPass is a registered trademark of EverPass Media, LLC.

2. Peacock is a trademark of Peacock TV, LLC.

Built for simplicity

Traditional business TV environments often require multiple providers, separate streaming platforms and ongoing credential management. STVA helps reduce that complexity through auto access technology. When connected to internet service from Spectrum Business®, authorized users can access content without having to repeatedly enter their usernames and passwords. STVA also helps with day-to-day administration and allows staff to focus on higher-value business priorities.

Modernize the entertainment experience

STVA's capabilities help businesses enhance content delivery while simplifying the viewing experience for staff and customers. You can move beyond legacy TV systems and fragmented streaming environments without sacrificing flexibility. Whether supporting a single location or a distributed organization, the solution scales as your business needs grow.

One provider. One platform.

STVA brings TV, streaming access, connectivity and support together under one provider, helping reduce the complexity that often comes with managing multiple vendors and services. Rather than coordinating separate providers for internet, TV programming and streaming services, businesses can work with a single partner to address deployment, support and ongoing management. The result is a more consistent experience across every location.

Why Spectrum TV App

Spectrum Business brings a nationwide network backed by 100% US-based support, available 24/7, ensuring reliable performance when it matters most. Serving as your one trusted provider for TV, internet and voice services, we can help you minimize vendor complexity, reduce hardware, streamline operations and focus on creating exceptional experiences.

[Learn more](#)

Product highlights

- Frictionless access to TV and streaming content.
- Flexible viewing experience across business locations.
- Unified entertainment from a single provider.
- Expanded access to premium sports and entertainment.

Product value

- Eliminate login friction and credential-management challenges.
- Modernize legacy TV environments with app-based streaming.
- Enhance customer experiences with premium content options.
- Scale consistently across locations as your business grows.
- Increase game-day traffic and strengthen fan loyalty.

Key features

- Auto access authentication with internet from Spectrum Business.
- Xumo for business supports only STVA (news, sports and entertainment) and EverPass (sports only) apps.
- Installation, support and service from Spectrum Business.

For clarification purposes, the Spectrum TV App (STVA) does not in any way alter the applicable restrictions nor licensing related to the use of Spectrum Business TV Services.

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