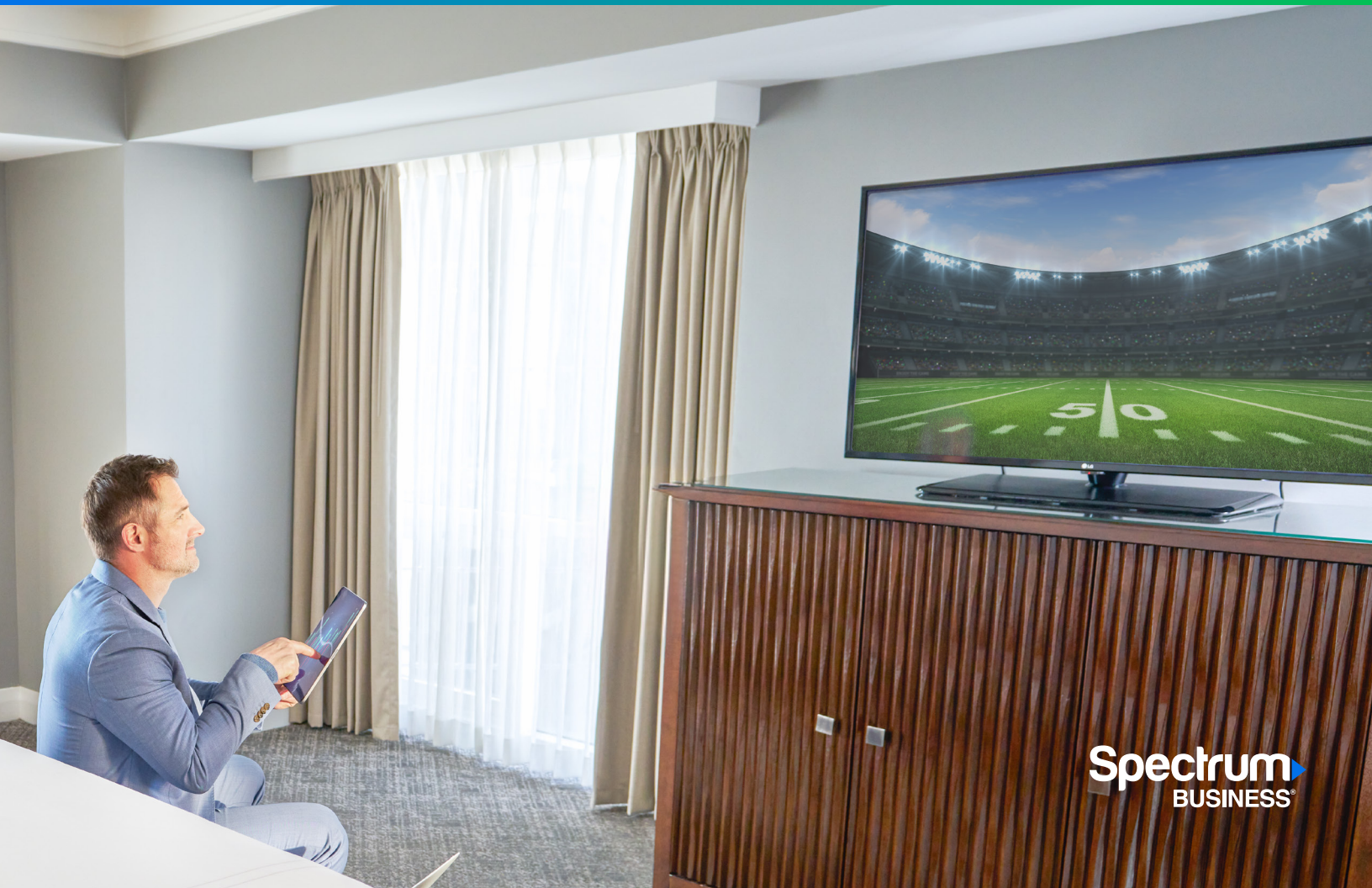
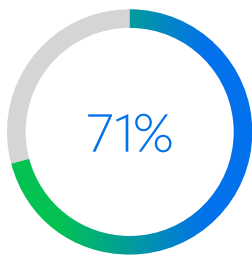


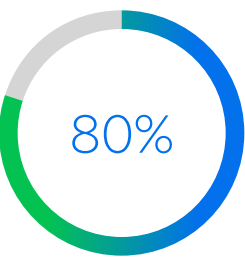
# In-room casting for hoteliers, simplified

Differentiate your hotel and delight guests with modern entertainment technology from Spectrum Business®





of guests prefer streaming over pay-per-view in hotel rooms.<sup>3</sup>



of U.S. travelers are watching video content in their rooms — about five hours of streaming per stay.<sup>5</sup>

Competition within the hospitality industry is fiercer than ever. Hoteliers vie with each other to drive bookings and make their properties stand out. At the same time, there's an urgent need to meet guests' rising expectations for entertainment.

When it comes to entertainment, 80% of U.S. travelers are watching video content in their rooms, amounting to approximately five hours of streaming per stay.<sup>1</sup> As guests have gotten used to TV streaming at home, they expect to find a similar experience in their hotel room. According to the 2025 State of Hotel Guest Tech Report, 71% of guests favor streaming over in-room pay-per-view services.<sup>2</sup>

Enhancing their stay, casting lets guests enjoy a viewing experience that reminds them of home, watching their favorite streaming services on a large TV screen in their room instead of a small phone or tablet. For many hotels, resource constraints like budget, bandwidth and in-house expertise contribute to difficulties implementing casting. In this executive brief, you'll learn how adding casting capabilities to the Spectrum Business Moviebeam service can improve the guest experience and free up time for hotel staff.

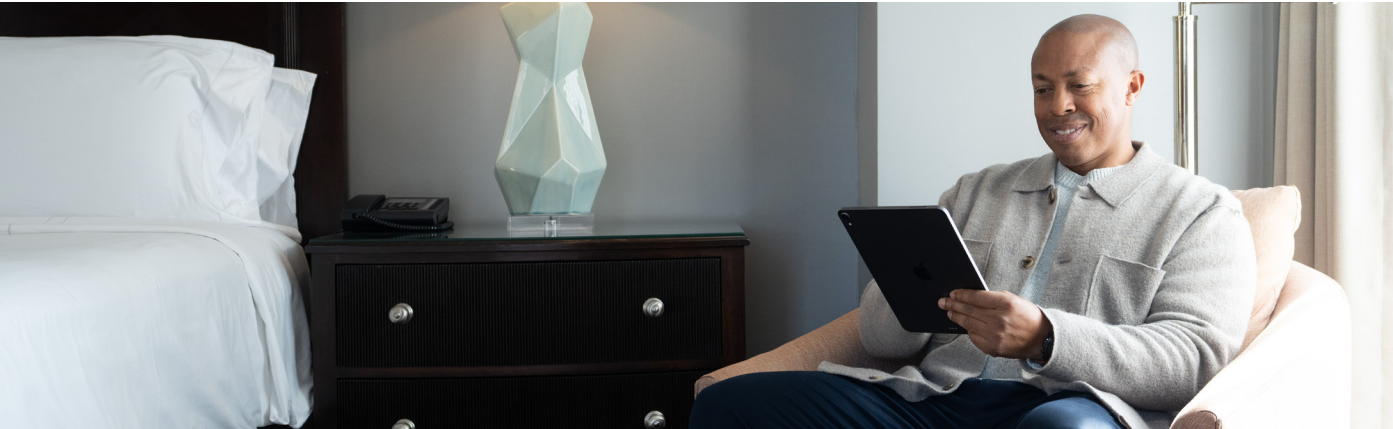
### Delight guests with the comforts of home

Nearly eight in 10 U.S. households subscribe to one or more streaming services.<sup>4</sup> When those subscribers travel, they crave a "home away from home" entertainment experience and take their personalized content on the road, whether through a laptop, smartphone or tablet. However, it's important to note that while guests want to stream content, casting is not typically performed at home. Therefore, it's imperative that the casting experience be as intuitive and simple as possible.

Moviebeam casting offers guests a simple-to-use solution that doesn't require entering any personal credentials. Instead, guests scan a QR code or visit [tvcast.io](https://tvcast.io) on their device and enter a provided code to securely connect and begin casting. There's no need for log-ins. No apps to download. And no need to use the remote to input usernames and passwords letter by letter. Whether it's Netflix, Hulu, Disney+ or another preferred app, casting technology gives guests immediate access to the shows they love.

Moviebeam even provides a direct phone number guests can call 24/7/365 to troubleshoot tech and casting issues. That means fewer calls to the front desk, freeing up staff's time to focus on other property needs. Moviebeam handles automated firmware updates and other security measures, leaving one less worry for hotel IT managers.

- **Accelerate digital transformation:** Reduce funding constraints with a single platform with no capital expenditures.
- **Elevate guest experiences and satisfaction:** Transform your guests' digital experience, allowing them to checkout, order food, make service requests and book appointments.
- **Engage, inform and entertain guests:** Deliver interactive services and concierge information, on-demand content, streaming apps, casting and hundreds of channels.
- **Improve competitiveness:** Differentiate your property by adopting contactless guest services and in-room experiences.
- **Improve operational efficiency and reduce costs:** Streamline and automate routine guest requests to free up staff.
- **Drive revenue:** Provide greater convenience for booking and ordering via the TV to increase the use of paid services.
- **Promote your brand:** Customize a welcome screen to help strengthen hotel branding and customer loyalty.



## Differentiate your property with the entertainment guests want

Let your guests have control of what they watch. With Moviebeam casting, guests can stop, start and resume their favorite streaming shows or music at their leisure. As a bring-your-own-content technology, casting offers a huge opportunity for hoteliers to stand out in the crowded hospitality landscape. Yet, many hotels are lagging behind guest expectations. As a result, personalized, innovative in-room entertainment, like Moviebeam, is becoming one of the most important aspects of the guest experience that differentiates hospitality brands.

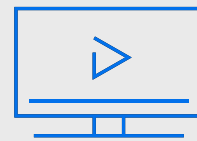
For hoteliers that have been relying on the same video solutions for several years, Moviebeam casting provides entertainment that can help increase guest loyalty and set your property apart.

The Spectrum Business service is delivered over fiber to the premises, making it highly reliable and not susceptible to weather-related disruptions. We also offer local account executives and technicians and 100% U.S.-based support, available 24/7/365.

[Learn more](#)

1. ["The Next Road of Digital Transformation in the Hospitality Industry,"](#) PhocusWire, November 15, 2024.
2. ["The State of Hotel Guest Technology Report 2025,"](#) Hotel Tech Report, August 12, 2024.
3. Ibid.
4. Ana Durrani, ["The Average American Spends Over 13 Hours a Day Using Digital Media — Here's What They're Streaming,"](#) Forbes Home, March 27, 2023.
5. ["The Next Road of Digital Transformation in the Hospitality Industry,"](#)

Moviebeam casting is as quick and easy as 1-2-3



**1. Turn on the TV.** On-screen instructions explain how to cast.



**2. Scan a QR code or go to [tvcast.io](#)** and enter a four-digit code to pair a personal device.



**3. Select the casting icon.**

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