

Is streaming TV the new on-campus must have?

As universities compete to provide more value on campus and a richer digital experience, streaming TV is more than just entertainment — it's a must have for today's digitally native student.

College students are watching



13 hours
of video programming weekly¹

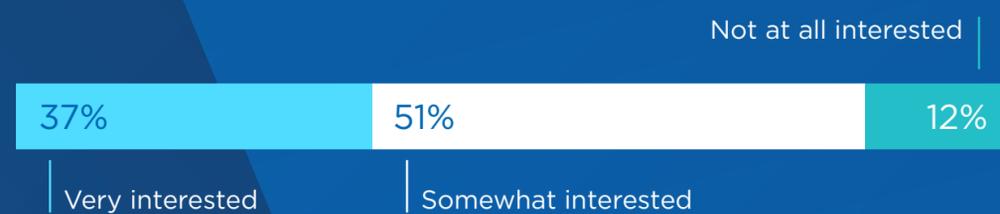
But their TV viewing habits are shifting to online²



71%
of students' TV and movie viewing
now taking place online

In fact, streaming video preferences show no sign of slowing.³

Student interest in watching TV exclusively online



Benefits for campus IT



Increase student engagement



Lower capital expenditures



Eliminate installation of additional infrastructure



Free IT teams for strategic initiatives

SpectrumU TV

Makes it easy and cost-effective to deliver an engaging on-campus TV experience.



Deliver quality TV services

99.99% performance guarantees
Not susceptible to weather-related issues



Reduce costs

Delivered over an IP connection means no equipment to purchase or maintain



TV available anytime, anywhere

40,000 on-demand movies and shows
Live TV with the ability to restart shows
Watch using personal devices

Sources

1. Student Monitor. Lifestyle & Media study, Spring 2019.

2. Ibid.

3. Ibid.