

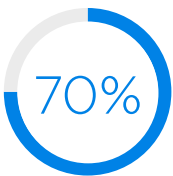
REDEFINE THE IN-ROOM EXPERIENCE

Increase guest satisfaction and loyalty with Moviebeam





TV is the hub of entertainment and interaction in the guest room. As a result, properties that seek to differentiate themselves must deliver an immersive in-room experience — one that meets guests' desire for contactless service.



of guests say smart TVs and content streaming are of moderate to extreme importance.³

Of all U.S. households, 78% subscribe to at least one or more streaming services¹ and 74% have at least one connected Smart TV.² When guests stay at your hotels they expect at least those same options and even more — such as high-quality connectivity and control over personalizing services. Solutions must now include streaming and casting capabilities, on-demand content and interactive guest services and must serve as a source of information that enhances the overall guest experience.

Spectrum Enterprise® combines its Fiber Connect Plus TV with the full-featured in-room experience of Moviebeam to create a customizable solution that meets the unique needs of your property and guests. This packaged solution helps exceed guest expectations and build loyalty by transforming the guest room TV into a comprehensive, interactive in-room technology platform.

Elevating the in-room experience

Guest demand for enhanced connectivity, instant service and interactive in-room technology solutions has risen significantly in recent years. Today, 96% of hoteliers are investing in contactless technology, with 62% noting a fully contactless experience is likely to be the most widely adopted tech in the industry in the next three years.⁴ And 73% of hotel guests say they are more likely to stay at a hotel that offers self-service technology to minimize contact with staff and other guests.⁵

Of guests, 95% believe the in-room TV set is suited to perform at least one contactless service feature.⁶ This reliance on technology has created a surge in the popularity of mobile integration and on-demand entertainment, transforming what guests want and expect during their hotel stay. Hotels must deliver options that meet these new demands if they want to create a truly exceptional guest experience.

Access services, amenities and on-demand HDTV

Moviebeam provides guests access to a full suite of hotel services and amenities right on the in-room TV. Guests can browse up to 50 categories of amenities and access information such as property maps, pool and gym availability, and restaurant hours all from their in-room TV. In addition, the Ticker app lets you notify guests in real time about specific hotel activities. For instance, you can promote the evening's entertainment or a popular dinner menu item and provide updates on weather, flight status and news.

Moviebeam also offers a wide variety of TV packages that include more than 200 preferred and premium channels and the ability to insert property-specific content. Guests can watch on-demand movies and streaming apps, including Netflix® and SHOWTIME®.

Give your guests control

Guests want more control over their travel experiences, particularly over what they view as their personal sanctuary, the hotel room. They want to be able to individualize their in-room experience to match their preferences. Almost all guests (95%) said the in-room TV is suitable for at least one type of service request, ordering room service or getting local and hotel information.⁸ Allowing guests to make service requests directly from their in-room TV helps improve loyalty and reduce dissatisfaction, as 50% of guests strongly prefer using the in-room set over a smartphone app to order or communicate with the hotel.⁹

Guests can request laundry and valet services and order in-room dining — customizing orders and making special requests. They can also view open time slots and book spa services or tee times without requiring long phone conversations to review all available options.

By employing guest-facing technology like Moviebeam, guests can submit digital housekeeping requests to fit their specific timing and needs, allowing you to simultaneously improve operational efficiencies and customer satisfaction.

Maintaining personal space is important to guests, with 73% more likely to stay at a hotel that offers self-service technology to minimize contact with the staff and other guests.¹⁰ And the days of waiting in line at the front desk are over, with 54% of travelers saying they would like to see contactless check-in and checkout permanently adopted.¹¹ Moviebeam seamlessly integrates with your property management system (PMS) so guests can utilize express checkout through their in-room TV, easily reviewing and paying their bill, which includes all charges in real time.



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Meet guest demand for personalization

Providing innovative technology that offers greater opportunities for personalization can be a key differentiator for hotels. One way to do that includes customizing a welcome page that greets guests by name as they enter their hotel room. This helps create a personal connection between the guest and the hotel brand. Also, for instance, if a guest has previously booked spa treatments, you can send a customized spa offer along with an exclusive coupon code via Moviebeam. Your guest will be delighted that you recognize their personal preferences, and you'll potentially lift revenues in the process with the booking of additional services.

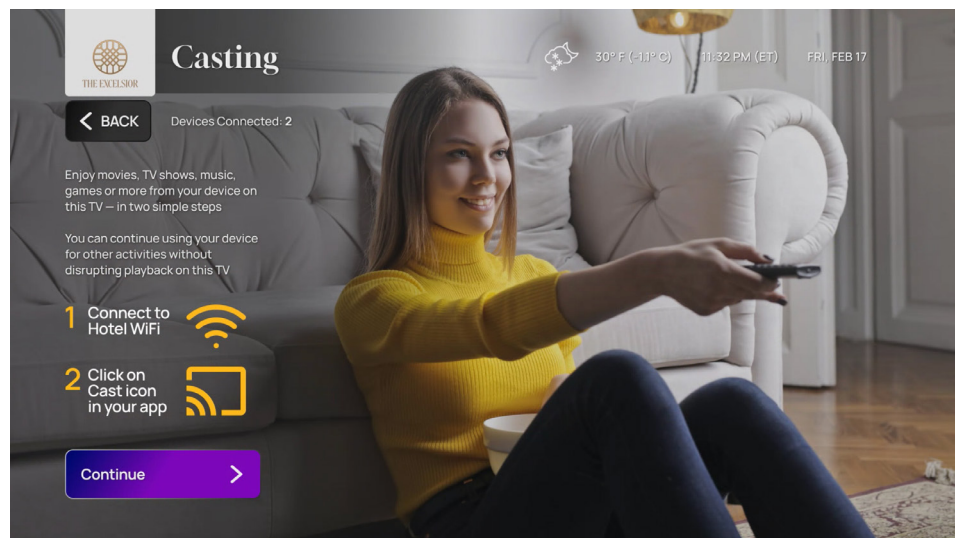
Interactive, digital concierge at the ready

Hotels can further bolster customer service with a convenient interactive concierge function. Research shows that 67% of guests are open to using a digital concierge.¹²

Moviebeam lets you remove unnecessary touchpoints in the guest room, like paper guidebooks and restaurant menus. Instead, the technology platform delivers a digital concierge service via the in-room TV. It allows you to highlight information about local attractions, historical sites, shopping, live performances and sporting events and even view menus from local dining venues.

Streaming and casting on guest terms

Streaming and casting services are poised to play a leading role in providing better in-room entertainment and increasing guest satisfaction. Research from market intelligence company Parks Associates reveals that more than 63% of U.S. internet households own at least one smart TV, and 87% of them have at least one streaming service.¹³ In addition, U.S. broadband households are consuming on average more than 18 hours of video content weekly on the TV.¹⁴ The majority of your guests want to access the same video streaming services in their hotel rooms that they do at home.



Guest Services interface: Allowing guests to make service requests directly from their in-room TV helps improve loyalty and reduce guest dissatisfaction related to delays in responses to service requests.

And as it turns out, people still prefer watch content on a TV. Streaming makes up 40% of U.S. video viewing on TVs.¹⁵ YouTube reports over 100 billion hours of watch time per day.¹⁶ So, rather than restricting guests' content viewing to a tiny mobile screen, create a much more enjoyable experience. Give guests the ability to stream videos and cast personal content from Netflix®, Amazon PrimeSM, YouTubeTM, HuluSM and more, directly on the big screen. Your guests will also be able to stream their personal playlists through music apps like Pandora® and Spotify®.

With the mass adoption of streaming services and at-home casting technology by consumers, the desire to cast personal content from devices to guest room TVs continues to grow rapidly. By leveraging a solution like Moviebeam, you can distinguish your hotel from your competitive set and boost guest satisfaction and loyalty.



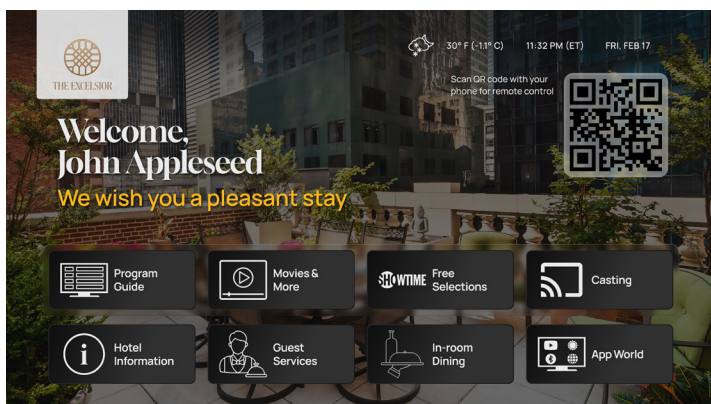
40%

of guests now indicate that the availability of wireless casting could affect their booking decision.¹⁷

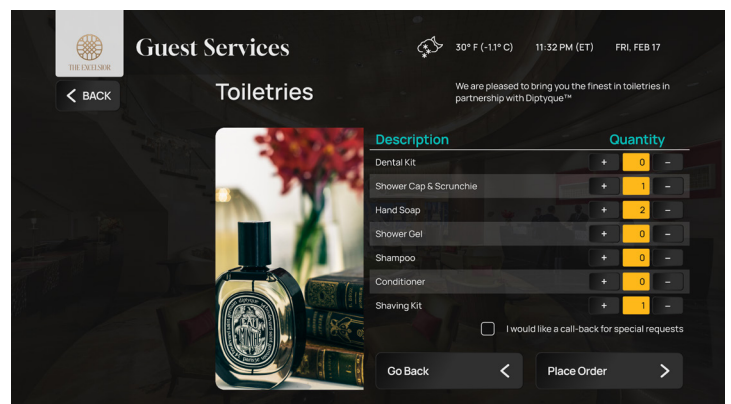
Avoid negative reviews

Reviews strongly influence booking decisions, with 81% of travelers always reading reviews before booking a hotel.¹⁸ One way to avoid negative reviews is to proactively ask for feedback. The Moviebeam customer feedback app enables guests to send hotel staff feedback from the in-room TV. Hotel management is instantly notified and can respond to any service issues before potential negative feedback goes public in the form of an online review.

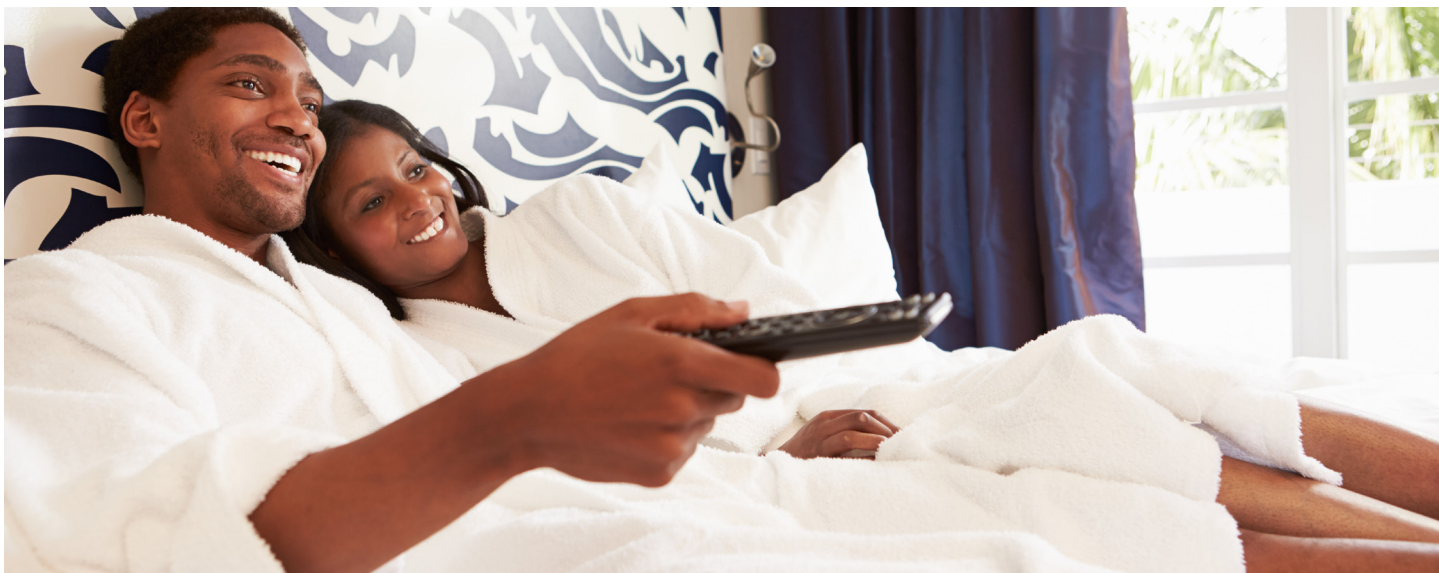
The use of immersive, interactive TV has a direct impact on hotel guest satisfaction and loyalty. Hotels that don't offer the level of in-room entertainment services that guests — particularly the growing millennial market — want may find themselves losing market share as those guests stay elsewhere. By utilizing Moviebeam, you can easily meet guest expectations and provide a consistent, seamless brand experience across all your properties. And because the solution relies on a dedicated fiber connection, you avoid service disruptions and outages experienced with satellite programming, which can leave guests disappointed.



Welcome interface: Show guests more appreciation with personalized messages upon arrival, creating a deeper bond with your property.



Concierge interface: Help guests get more satisfaction from their stay with easy access to their favorite activities, housekeeping and hotel services.



Choose the right TV provider

Although technology remains a challenge for hoteliers, it is a key differentiator for properties. Moviebeam offers an advanced solution that allows you to not only maximize your technology investment but also enhance the guest experience. It effectively satisfies guest demands by merging the personalized, in-room entertainment system they expect with the highly interactive service options they desire.

By partnering with Spectrum Enterprise, and choosing Moviebeam, you deliver a customizable solution for your hotel properties that includes:

- An immersive entertainment experience that seamlessly integrates with your PMS and allows guests to control their own experience through interactive digital services.
- The ability for guests to easily cast content from their personal devices — phone, tablet or computer — directly to the TV.
- A variety of channel packages and extensive on-demand content to meet your guests' needs.
- The ability to insert property-specific custom content to reinforce your brand and build loyalty.
- A reliable fiber network that is not susceptible to weather-related disruptions and outages.

The hotel in-room TV experience is evolving to become a complete technology ecosystem. With Moviebeam, you elevate your ability to meet guest demands for a dynamic, easy-to-use and reliable TV experience.

[Learn how](#) you can increase guest satisfaction, loyalty and revenue with an immersive in-room experience.

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3. Daniel Connolly, Jungsun Kim, and Robert Firpo-Cappiello, "[Customer Engagement Technology Study 2022](#)," Hospitality Technology, 2022.
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18. Tobias Roelen-Blasberg, "[Online Review Statistics Every Hotel Needs to Know in 2023](#)," Mara Solutions, December 19, 2022.

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#): [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.