

# Hotel Guestroom Entertainment for Today's Tech-savvy Travelers

Providing a seamless, secure and personalized guestroom TV experience that increases guest satisfaction and maximizes profits.



**Beyondtv**<sup>®</sup>

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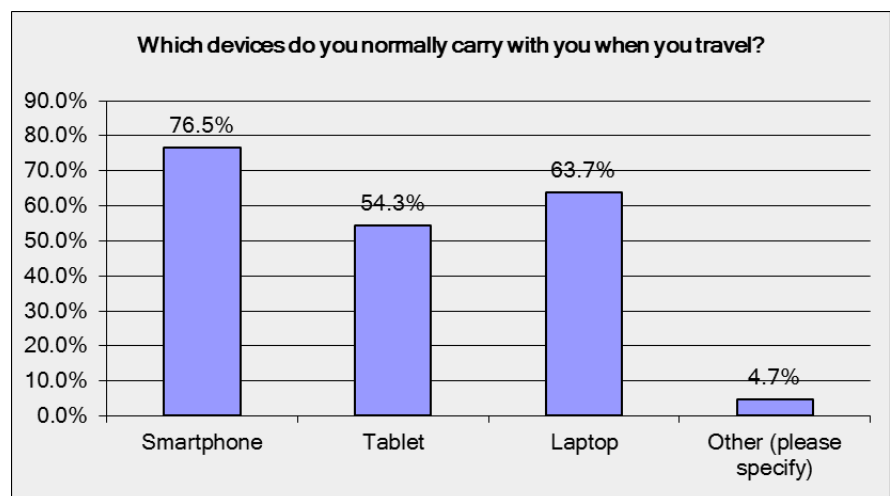
**Providing a seamless, secure and personalized guestroom TV experience that increases guest satisfaction and maximizes profits.**



*The sudden and explosive growth of BYOD and online streaming services has been nothing short of revolutionizing when analyzing how today's consumers seek out and acquire entertainment, either when at home or traveling. While living rooms have seen a radical change in the services and offerings tailored to meet the new demand for personalized entertainment such as Netflix, Chromecast or Apple TV, much of the hospitality industry has been clearly trailing behind in its ability to offer guests the same quality of entertainment that they have become accustomed to and now expect. As many hoteliers can undoubtedly attest, the result has been a dramatic decline in guestroom television and video-on-*

*demand usage, with guests simply opting to access their own entertainment on personal devices and circumvent any interaction with hotel services and televisions altogether. While the subsequent loss in video-on-demand revenue and promotional opportunities have been felt by many within the industry, hotels have been nonetheless hard-pressed to find solutions capable of recapturing guest interest and revenues in a way that is cost-effective and that takes demand for personalization into account. This white paper discusses how advancements in technology are providing hotels with the tools to finally match, and in some ways even surpass what can be offered by home streaming platforms. By adopting such innovations, trend-conscious hoteliers are finding that common ground can indeed exist, where guests can find personalized entertainment options, and properties can save on operating expenses while retaining the ability to earn additional profit.*

As virtually any hospitality expert knows, guests today overwhelmingly choose to travel with at least one, if not multiple personal smart devices. In a survey involving more than 500 guests and conducted by Hotel Internet Services, 75.91 percent of respondents indicated that they travel with a smartphone, 61.76 percent reported bringing a tablet, while another 68.07 percent stated that they carry laptops. From the same survey, more than half of respondents demonstrated an interest in being able to stream their own personal content such as Netflix or Hulu, to a guestroom television. With separate statistics indicating that at least 65 percent of households across the US now connect their televisions to the internet, such findings should come as little surprise. However, while guest homes have found an array of services available to support their evolving entertainment





needs, many consequently discover an abrupt disconnect in technological advancement when greeted by a hotel's antiquated video-on-demand (VOD) libraries; often resulting in the shunning of such offerings, and instead simply turning to their own streaming accounts on personal devices. This outcome has understandably seen VOD revenue streams dwindle. Given such trends, hoteliers are therefore faced with the ultimate choice of finding a solution that allows them to adapt to guest

preferences, or reside with the fact that using outdated entertainment services is no longer as lucrative, and may even be a financial drain, given the need to pay to maintain VOD libraries.

## Bringing Hotel Entertainment Up to Speed

As with many new services and products to be introduced to hospitality, the main factors leading to whether hoteliers adopt such offerings typically revolve around the issues of cost and ease of implementation. In regards to hotel entertainment streaming, recent technology advancements have answered this obstacle by finally providing the industry with solutions that allow guests to stream personal accounts on a guestroom television, yet without having to replace existing television sets with costly upgrades. Bridging the gap between the living room and guestroom entertainment experience,



innovations such as BeyondTV are providing hotels with an affordable alternative that can simply connect to virtually any television set, and instantly provide users with a window to viewing their own content on a much larger screen. While clearly able to continue interacting with such content on personal devices, the ability to do so on a widescreen television similar to one found at home, is perhaps reason enough for why 76.8 percent of respondents to HIS' survey indicated a preference to be able to interact with their content on their personal devices, if having to choose between such a functionality or the ability to continue accessing VOD services.

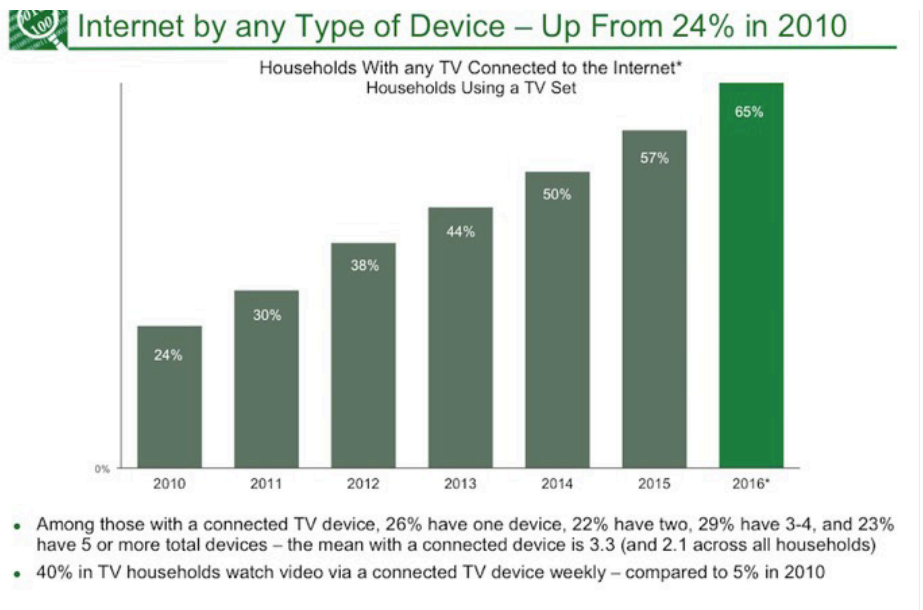


By implementing a solution such as BeyondTV, hotels are also able to take back some measure of control over a guest's entertainment experience, resulting from a property's ownership of the television set and internet network. Allowing guests to leverage the ability to access personal content on a television screen, hotels can significantly benefit from the use of a reasonably priced usage fee; offsetting the strain placed on bandwidth and finally providing properties with a viable alternative to plummeting VOD revenues. When considering their options to implement a solution that offers personalized entertainment, hoteliers must also consider the full spectrum of what guests look for when connecting and interacting online. Hotels intending to use personalized entertainment as an additional form of revenue, must be able to

reproduce the same experiences that guests find on personal devices, in order for them to find value. Properties utilizing BeyondTV for instance, not only can provide guests with a solution to viewing their own entertainment preferences, they can also open up an enhanced channel to engagement and communication via access to social networks such as Facebook, LinkedIn and Twitter. Using the same television, guests can also view personal photos, videos, access email or search online; finally providing them with a comprehensive entertainment hub that matches anything they have grown accustomed to at home.

## Going Beyond Smart TV

While some properties have had varying levels of success in reproducing some of the previously mentioned services with smart TVs, the fact remains that such a solution can be immensely costly to purchase for each individual guestroom, and also fail to provide any offsetting revenue stream. Furthermore, as technology inevitably advances, hoteliers will find themselves in the unfortunate position of having to upgrade such equipment every few years if they wish to maintain an appealing service. Replacing



such televisions also involve the need to retrain personnel on their operation, as well as incurring the added cost of integrating them into existing networks and systems. By instead opting to implement a smart solution that is separate from the actual television, hotels gain the advantage of significantly mitigating otherwise tremendous costs. Additionally, with the release of newer solutions, the ability to replace an external box is not



only cost-effective, but much less labor and resource intensive. A growing issue that more hoteliers are encountering, for example, is the desire of guests to plug their devices directly in the guestroom television; a situation that is sometimes troubling for properties, as such guests often unplug and disrupt hotel devices already connected to television sets. Instead of once again replacing televisions, hoteliers using external solutions can look forward to an affordable alternative to circumventing this issue. BeyondTV, for instance, is evolving to include an option where guests can directly plug devices such as gaming consoles, Apple TV, Roku, Amazon Fire, etc. into the box itself, eliminating any need to agitate existing connections with the actual television.

## Smart Hoteliers Choose Solutions with Smart Security

Perhaps the most critical differentiator between solutions such as

BeyondTV and smart televisions, is the ability to safeguard guest data and ensure total security at all times. While allowing guests to enter in personal account information, smart televisions provide virtually no protection, such as encryption or the ability to prevent subsequent television users from accessing previous user data. BeyondTV on the other hand ensures that users have complete peace-of-mind when transferring personal streaming account information. Each guestroom platform exists on its own private network so that sensitive guest information cannot be inadvertently shared or accessed by others. When working with HIS, such networks are designed without relying on open source SSL; instead operating on a closed source alternative that strictly segregates all of a guest's personal data from other online traffic, and ensuring that sensitive information can never be unintentionally shared or fall into the wrong hands.



Once a guest finally checks out, all personal data entered into BeyondTV is also automatically deleted. In order to provide guests with an even greater sense of security, BeyondTV also offers guests the option of manually deleting their information at any time with the click of a TV remote button. With security and privacy understandably on the mind of many guests, such safety features can be crucial when attempting to attract them into interacting with hotel services and promotions.

## Get the Most Out of Added Value Services

As with any service provided in a hotel, management must look for additional ways to create added value, and in turn increase revenues. As the industry continues to accommodate the rise of the silent traveler and rapid growth in the demand for faster, more convenient service, interactive television serves as a prime opportunity for hotels to restructure their service offering abilities, and cater to this highly influential demographic. Again offering a feature not found with smart TVs, BeyondTV uniquely provides hotels with the advantage of creating added value by serving as a portal to requesting hotel amenities, such as room service or making restaurant reservations. By simply selecting the option, guests can also request valet or concierge services without ever having to leave their room or explain their request to a representative. As the demand for immediate gratification and self-service continues to expand, platforms such as BeyondTV will undoubtedly serve as an effective method of communication, while making up for revenues lost from more traditional services.



## It's All About Giving Your Guests What They Want



With BYOD and internet streaming permanently changing the landscape of how guests interact with the world around them, hoteliers are in a position where they can now take full advantage of such change, and enhance guest satisfaction and loyalty, while maximizing the ability to earn additional revenue. Through cutting-edge solutions such as BeyondTV, hospitality professionals are finally able to close the gap between what guests experience with entertainment in their homes, and what they have increasingly come to expect when staying elsewhere. By working with a reputable service provider, hotels can ensure that they are able to provide such guests with cutting-edge functionality, while doing so affordably and with the ability to evolve as technology changes.



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