



ADB Releases Independent iTV Research Findings as '2016 In-Room Entertainment Preferences Study'

- **Best-in-Class Research reveals which Interactive Television features are important to guests and hoteliers**
- **Searchable Interactive Program Guides (IPG), Over the Top Services (Netflix, Amazon Prime Video, Hulu etc.), Screencasting, Group Messaging, and the ability to Pause Live TV top the list of IRE services important to hoteliers and guests**

October 12, 2016 – Geneva, Switzerland and Broomfield, Colo. – ADB today announced a new White Paper that reveals critical research about what hoteliers and guests deem important in a hotel's in-room entertainment offerings, specifically relating to the guestroom TV experience. Titled the "2016 In-Room Entertainment Preference Study", this report reveals eye-opening conclusions, including the fact that hoteliers consider several IRE services to be more important than guests do.

The three-tier research project, commissioned by [ADB](#) and conducted by The Consultancy at Pointer's Ridge, is now available by clicking [here](#). The ADB team will be available to discuss the insights contained in the whitepaper at the **Hotel Technology Next Generation (HTNG) Conference** in Barcelona, Spain October 25-27.

"ADB is pleased to present these in-room entertainment metrics," said Chris Dinallo, SVP Business TV for ADB. "This is a ground-breaking piece of research that provides direct and actionable intelligence from the two most important constituencies in hotels about what is most important to them in the IRE arena. Specifically, we wanted to learn how closely the hotel TV experience should mirror what guests have at home; whether they prefer to view their own content in the hotel (Bring Your Own Content, BYOC); how guests prefer to watch BYOC (do they connect to the TV and how, or use their own device, BYOD); and what they expect to find in the guest room of tomorrow. We asked similar questions of hoteliers, and then compared the data.

"The findings from this study are very enlightening," he said.

Two thousand demographically-balanced hotel stayers representing stays at luxury, upscale, midscale and economy tiers were surveyed for this project. The survey instrument was developed on a strong foundation of Hotel Industry Executive Interviews and Consumer Focus Groups, where participants were asked in-depth questions about how they use the hotel in-room TV today, and what they want or foresee in the future of hotel in-room entertainment solutions. Respondents were then asked to rate the appeal of current programming and services and propose new in-room entertainment features.

Here are just some of the findings:

Tier 1: The Hotelier Viewpoint

One of the first observations is that hoteliers and guests value IRE services differently. Hotel executives tend to weigh most services more strongly than guests. Hoteliers all rated Interactive Program Guides (IPG), Searchable IPG, Over the Top Services (Netflix, Amazon Prime Videos, Hulu, etc.) and Screencasting (the ability to show OTT



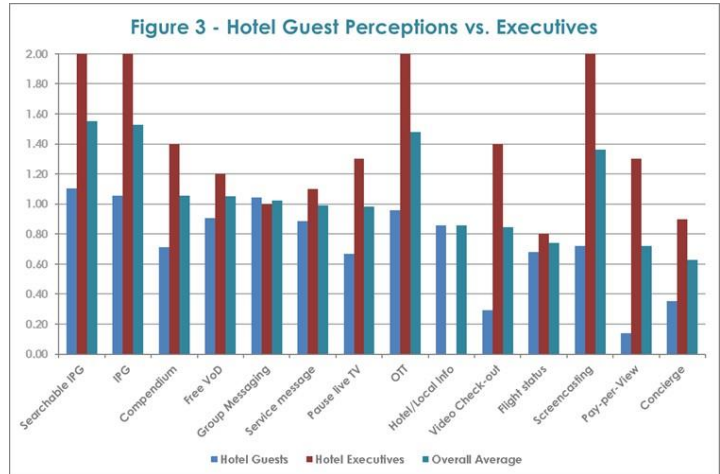
displays and other services from guests own devices via the TV screen) highly. Hoteliers also see Video on Demand and Pay-Per-View programming to be of high importance.

Other strong hotelier opinions included:

- A robust PMS interface is a must-have for many of these services.
- Guests want a home-like TV experience in the room.
- Guests really want to stream their own content to the hotel room TV.

Tier 2: The Qualitative Guest Viewpoint

A key observation among guests is that the in-room TV experience is important, but not important enough to drive the choice of hotel by itself. While guests also put a high value on IPG (searchable or otherwise), OTT and Screencasting, they do not see it as important as hoteliers. The same holds true for VOD and PPV. On the other side, guests say that hotel and local area information channels are important, while hoteliers see less value. It's important to note that guests, particularly Millennials, really do want to view their own content on hotel room televisions.



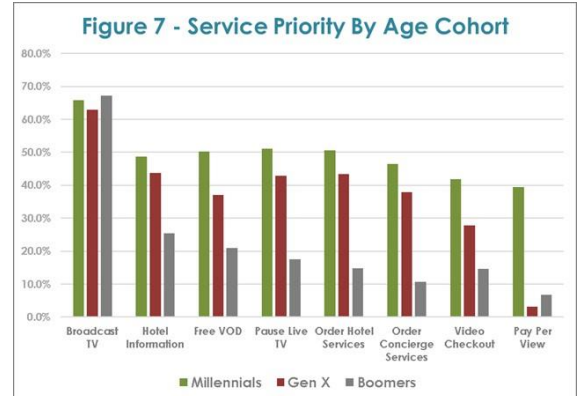
Tier 3: The Quantitative Guest Viewpoint

Guests were very vocal about what they want from an IRE experience. The following are verbatim quotes in response to open-ended questions on the consumer survey:

- “Most hotels don't have any good channels or any way to know what channel is what.”
- “More hotels should allow you to connect your own personal media device to the TV for viewing.”
- “[IRE systems] need to be updated to reflect the changing tastes in TV (500+ channels as well as digital media receivers like Roku and Chromecast).”

Researchers learned that age groups prioritize IRE service differently. When compared to older age groups, 73% of Millennials consider TV “Very Important” vs. 54% of older guests.

They also discovered that Millennials assign a higher priority to almost all services compared to the other groups, with Boomers showing a pretty steep drop in preference compared to younger travellers. This insight shows that a hotel built to service the Millennial traveller needs a robust and feature-rich IRE offering.



Finally, “Guest Messaging” revealed itself as an emerging technology. The survey explored guest perceptions about (1) feedback on service requests and (2) the ability



for a meeting planner to send targeted messages to their group members only. Survey respondents overwhelmingly said they want to be contacted. The preferred contact medium, especially for Millennials, was the hotel room TV and text message.

How would you prefer your hotel communicate with you about issues such as letting you know your housekeeping or other service request has been fulfilled, etc? [Choose all that apply]					
Answer Options	What is your age?			Response Percent	Response Count
	Millennials	Gen X	Boomers		
Display on my hotel room TV	46.3%	38.5%	33.6%	40.1%	812
Text me	37.9%	29.7%	18.1%	29.2%	590
Both display on my hotel room TV and text me	56.1%	51.6%	39.3%	50.2%	1016
Don't contact me at all	4.5%	5.1%	11.0%	6.9%	139
Other (please specify)	1.7%	3.4%	10.9%	5.3%	107
<i>answered question</i>					2024
<i>skipped question</i>					80

When it comes to mobile technology, guests carry an average of 1.71 smartphones and 1.49 laptops in the traveling party. Millennials, however, carry more devices than other age groups, an average of 2.48 smartphones and 2.22 laptops per travel party, pulling up the averages. They carry more tablets, too. When asked “Which, if any, of these devices do you connect to/watch over your hotel room TV?” the surprising finding was that 57.4% of guests are attempting to connect their own devices to the in-room TV (via a cable or streaming device).

- Most guests, across all age groups, have accounts with Netflix, YouTube, Amazon Prime, and Hulu.
- Currently, 62.1% of Millennials, 52.2% of Gen X and 17.2% of Boomers are using their own devices to stream media while at the hotel.
- Guests would PREFER to watch streaming media via the hotel room TV (Millennials more so than older guests): 37% of Millennials would prefer to enter a passcode into the TV; 23.9 % of Millennials would prefer to use Chromecast, Roku or a similar device; 26.2% of Millennials would prefer to use an HDMI cable or the like; and 27.6% of Millennials would prefer to stream their media wirelessly to the TV.



ADB used the findings from this study to reinvent its iTV platform called [vuTyme](#). Built with these specific hotelier and guest requirements in mind, vuTyme is quick to install, simple

to manage, easy to customize with branded features, and offers the lowest capital and operational expenditures of any competing solution. vuTyme also offers Searchable IPG, OTT services access like Screencasting from BYOD, direct-to-guest messaging through the TV and more. Hosted in the Cloud, vuTyme requires no hotel head-end equipment and minimal in-room devices. The only hardware on-site is a compact set-back box which is discretely mounted behind the TV.

ADB will showcasing the vuTyme solution at the **HTNG Conference**. Alongside demonstrations of the platform, ADB will be able to share further insights from the “2016 In-Room Entertainment Preferences Study.”

To download a copy of the full whitepaper, click [here](#).

PRESS RELEASE



For more information on vuTyme, visit www.vuTyme.com. To pre-schedule an appointment with ADB during the show, email info@adbglobal.com.

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About ADB Business TV

ADB's Business TV solutions are built on 20 years of continuous development and innovation, delivering advanced TV solutions for businesses across cable, satellite, IPTV and now over-the-top (OTT) services. We provide solutions that meet today's complex hospitality and Healthcare TV and guest experience platform demands, marrying global TV, interactive media, and IP connectivity to enable a better in-room customer experience,

Headquartered in Denver, Colorado, with offices throughout Europe and North America, ADB's hospitality solution is one of the top five most deployed hospitality interactive TV solutions globally and the second most deployed platform in the US. Our technologies power TV content and services delivery in over 200,000 US guestrooms, across the industry's leading brands. We are deployed in more than 2,500 hotels and hospitals in the US.