

connecting lives connecting worlds

Business TV for hospitality

The hospitality sector and in particular in-room entertainment (IRE) has progressed rapidly over the last decade, fuelled by new ICT and Internet technologies. Hoteliers faced with 70% occupancy rates and tough competition are seeking to meet their guests requirement for a 'better than home' experience through enhanced features including premium content, interactivity and easier to access guest services and facilities, delivered via IRE and each guests' own smart devices.



Consumer drivers

Seeking a better than home experience

With modern pay-TV and pay-OTT services now viewed in the majority of homes; hospitality venues and particularly hoteliers are responding. A recent independent study confirms that 62% of guests want hotels to offer comparable TV services while 38% want a “Better Than At-Home” TV experience with more channels, more choices and a better picture via an intuitive and interactive platform. This means customers expect the ability to watch pay-OTT services like Netflix, access communication apps such as Skype and Facetime on the in-room TV, all alongside seamless access to services such as dining, concierge and housekeeping.

Across the entire hospitality sector, guests are demanding that service providers accommodate their desire to Bring Your Own Device (BYOD) from everything from concert tickets to the checkout. Consumer expectation of the IRE experience can be summarised in 5 key areas:

Five key drivers for hoteliers’ IRE that’s simple, low cost and future proof

As the largest component within the hospitality industry, generating 2015 revenues of \$550 billion, hoteliers also drive much of the innovation around TV and content services. The primary aim is to cater to the needs of guests, while meeting operational efficiency and boosting the potential for additional revenue generating activities. Across the approximately 20 million hotel rooms around the globe, the TV screen is a core requirement. For hoteliers, this means providing a selection of channels and simple, easy to navigate access to guest services along with pay-per-view content. The core requirements for hoteliers when choosing such a TV service is for it to be simple to deploy, offer a good return on CAPEX, provide low management overhead costs and

be able to adapt to new customer requirements with ease. In many cases, hoteliers purchase in-room TV services through service agreements with cable and satellite TV service providers offering a per-room agreement. Often, this includes a set-top-box with basic free to air channels and premium channels including sports plus optional pay-per-view content including films and adult content

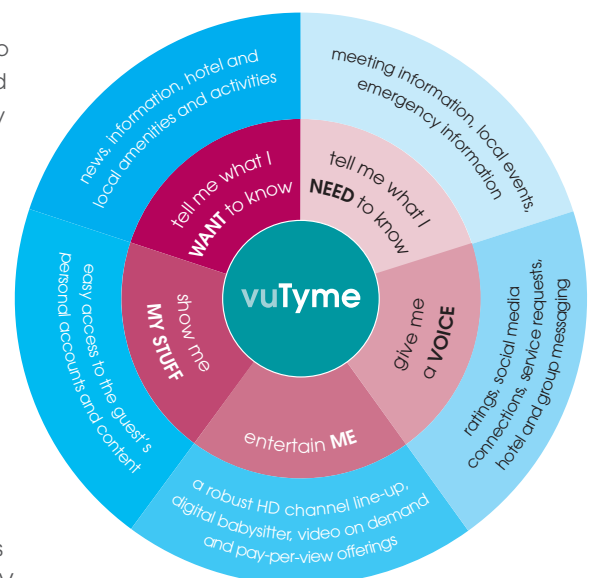


Figure 1: Key consumer requirements

1. In-room entertainment and interactive guest services, including multi-channel line-up and VOD

With around 70% of people now subscribing to cable/satellite pay-TV or pay-OTT services like Netflix amongst a mix of on average over 140 channels, the hotel experience needs to be able to meet, and in some ways exceed, the at-home equivalent. A multi-channel line-up including premium sports, popular nationally syndicated channels and content for younger children is considered the standard offering for leading hotel chains. The TV screen is increasingly integrated into guest and property management systems such as LG Electronics Pro:Centric and Oracle Micros and Fidelio systems to provide in-room information and additional functions such as fast checkout and in-room dining.

2. Support for guests' own device and access to internet services

With smartphone and 3G/4G access now prevalent across the majority of the middle-income population, hoteliers are increasingly providing options to integrate

services with guests' own personal smart devices. This extends from the offer of higher speed Wi-Fi access, to the ability to use special hotelier branded apps that provide additional hotel services, available directly via each guest's personal device. This has the benefit of extending the brand's footprint onto the valuable digital real estate of each guest and additionally offers targeted marketing possibilities.

3. Facility-wide digital signage for information, marketing and branding

TV screens are also found outside the guest room as a more flexible replacement for print signage across a site. This can be used for promotional activities for facilities such as restaurants and bars as well as in conferencing areas for informational purposes. As with traditional TV services, this usage of digital signage must meet the same requirement of ease of deployment, use and reliability as in-room screens.

4. Rapid time to market supporting all infrastructure and property management platforms

Hotels vary from ultra-modern, purpose built facilities to heritage venues

where guests value the rustic setting. Consequently, the underlying cabling and connectivity across each site, and even within the room, can have a wide range of variance. This means that the delivery of TV services and digital signage must be flexible enough to accommodate every type of wiring schema from coaxial, structured cabling to Wi-Fi. This also extends to guest management platforms of which there are over 20 applications used by 90% of the industry.

5. Integration with MSO platforms for low management and reliable as-a-service delivery

Although a value-add proposition, TV is not a core business for hoteliers. As such, delivery of the service is best met by specialists such as Multi Service Operators (MSO's) able to provide fiber connectivity, Internet, telephony and crucially, content. The best-case scenario for many hoteliers is a completely managed service delivered from a scalable and fault tolerant cloud that potentially generates profits through PPV charges without any complex on premise hardware or significant management overheads.

ADB's vuTyme solution is designed to deliver the features, flexibility and price required by the hospitality industry. ADB vuTyme is built on 20 years of continuous development to deliver Business TV and interactivity across cable, satellite, IPTV and new OTT services. vuTyme is a complete managed service platform that provides multiple hardware designs and software layers within a cost-effective cloud-based delivery model, so hospitality industry customers can avoid the complexity of implementing and supporting local infrastructure, while offering the ability to start small and scale in line with demand.

In addition, with ADB's ability to provide a complete end-to-end design, build and implementation service working closely with content and third party services providers, customers are able to reduce operational complexity and risk. Through this innovative approach, ADB's vuTyme is one of the Top 5 most-deployed hospitality interactive TV solutions globally, and

the 2nd most deployed platform in the US hospitality market. vuTyme powers TV content and services delivery in over 200,000 US guestrooms across the industry's top brands.

Premium content delivered everywhere

ADB works with some of the largest service and content providers in the world to offer vuTyme as part of an end-to-end solution offering hundreds of HD channels and premium content at the best possible rates, versus competitor solutions that attempt to aggregate content on their own. This complete solution includes certified compatibility with Oracle and other leading property management platform to deliver value added guest services to in-room screens.

Flexible and reliable hardware and software

vuTyme is available via a wide range of both ADB and third-party set-top boxes along with software only solution for SmartTVs that allow guests to easily plug in their own devices or screen cast content directly to the in-room TV. In addition, the software-based platform allows easy access to pay-OTT services like Netflix, Spotify, Hulu and others through a standards based HTML5 browser.

Support for facility wide digital signage

As a modular system, vuTyme allows hoteliers to create their own digital signage campaigns that mix still and video images. These are stored in vuTyme's library and played out through vuTyme STB's and connected screen across the facility based on an easy to use and highly automated management system. With vuTyme, hoteliers have the ability to flexibly switch any in-premise TV between digital signage and guest usage via a simple web-portal eliminating the need for expensive displays dedicated to digital signage.

End to end across any type of property without major CAPEX

ADB vuTyme provides an end-to-end, proven solution both in terms of technology and cloud-powered service delivery, with no costly head-end equipment in the hotel. The platform works across older coaxial and modern structured cabling (Cat5/6) which makes vuTyme a truly scalable solution for a hotel or chain of any size, large or small.

vuTyme

Goes beyond the hotel room

Beyond hoteliers, VuTyme is providing an innovative solution for the wider hospitality sector including bars, restaurants, gymnasiums and stadia. Hospitality TV solutions use the same core technology deployed across 200,000 hotel rooms with tailored features that adapt to local customer requirements.

Premium sports and content on the 'big screen' for bars

Through working closely with major cable and satellite operators as well as a international network of system integration partner community, ADB can provide a one-stop shop for enabling fully licensed premium sports content across any size

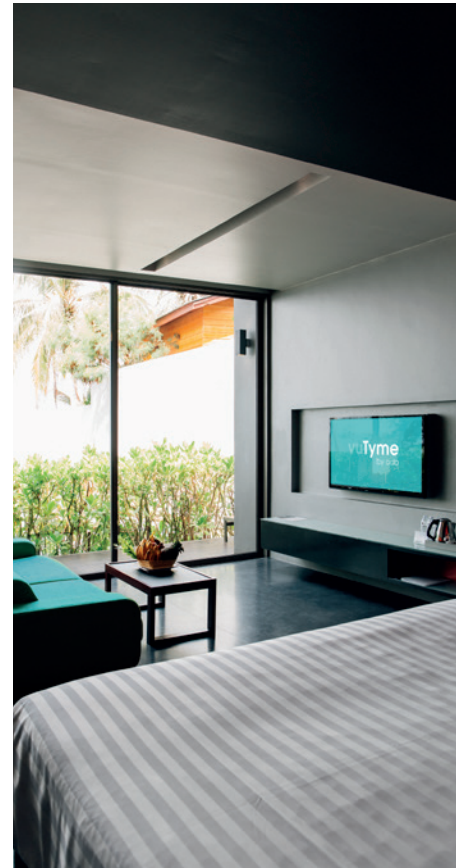
facility without the complexity or cost of local head-end equipment.

Digital signage within public areas such as restrooms and gymnasiums

vuTyme supports small to large scale digital signage including mixture of informational graphics, live linear content, and pre-recorded video for both revenue generating digital advertising and branding delivered via a cloud-based management platforms. As an open platform, vuTyme works seamlessly with many Indoor Billboard Advertising platforms.

Integration with public video systems at stadia and conference centers

By using standard IP and video codec technology, vuTyme acts as the perfect platform for managing the flow of local video content generated by a hospitality service provider to visitors across a facility. This can mix broadcast channels, local informational video and signage and specialist feeds, such as instant replay or 'action cams' in stadia environments.



ADB has a 20 year heritage, successfully delivering over 100 million devices to service provider customers across the world, including leaders across the hospitality sectors. We deliver connected solutions that marry the technical challenges of TV, interactive media, IP connectivity and consumer experience to meet the hospitality industry specific requirements of our customers. ADB is embracing the future of the connected world. Alongside our proven vuTyme, our innovative Internet-of-Things platform provides a stepping stone to help our customers take full advantage of the next wave of opportunities that connect smart appliances with internet technologies and enable exciting new hospitality services.

Connect with us

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