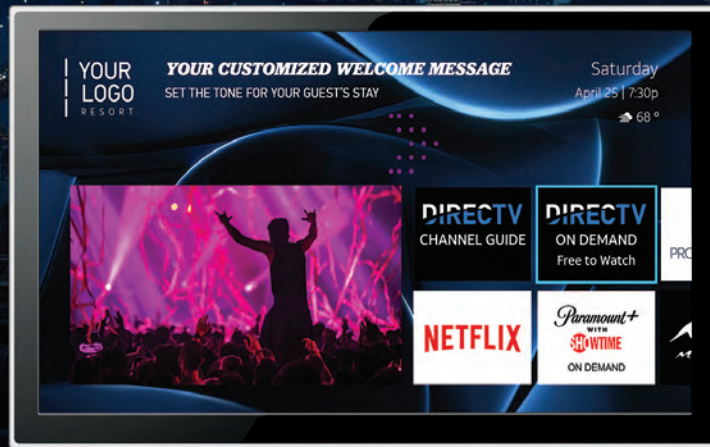


5 QUESTIONS HOTELIERS SHOULD ASK ABOUT IN-ROOM ENTERTAINMENT

Strive to offer guests the same entertainment experience they enjoy at home.





GUEST ENTERTAINMENT HABITS

In April 2024, DIRECTV HOSPITALITY commissioned a custom research study surveying 1,200 Americans 21+ who spend at least five nights a year in hotels. The results show that live TV remains a primary source of entertainment for travelers.

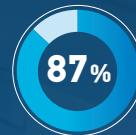
The study also revealed that for hoteliers to meet guests' expectations for in-room entertainment, they have to offer a variety of content from a broad range of networks.

KEY FINDINGS

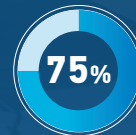
According to DIRECTV HOSPITALITY's AVP of Market Development Kim Twiggs, the value of the guest room TV as a screen and a hub for traveler entertainment remains significant, considering new capabilities offered by technology providers.

The Advanced Entertainment Platform (AEP) was designed specifically to provide traditional DIRECTV® service alongside over-the-top, app-based content. By channeling a guest's entertainment experience through the guest room TV, hotel operators can provide quick access to guest entertainment while providing property information and engagement options using a customizable home screen, unique promotional channels and more.

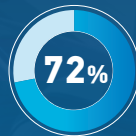
"Guests crave the choice of either watching live TV or having the option to stream their content because it allows them to conduct their stay on their terms," says Twiggs. "This level of control is personalized, choice-driven and creates a home-like environment in the guest space."



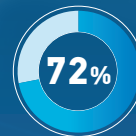
watch live TV in their hotel rooms



have the TV on during their stay



watch streaming TV



watch premium channels



watch free video on demand



stream music



Five questions hoteliers should ask while seeking an entertainment solution:

1. DOES IT MEET GUESTS' NEEDS?

Just how important is quality TV programming to hotel guests? When it comes to in-room entertainment, guests want access to the same services they enjoy at home and are willing to pay more for it: 61% of business travelers, 61% of leisure travelers with children and 45% of Loyalty Club members would pay more for easy access to local, live and on demand TV, and music. Additionally, 68% of business travelers, 70% of leisure travelers with children and 58% of Loyalty Club members would switch hotels for those same features.

As consumers undergo these types of decision-making processes in choosing a hotel and what they're willing to pay for, it's important to offer entertainment solutions that help meet these needs.



2. DOES IT HELP DRIVE REVENUE GROWTH?

TVs in hotel rooms can serve not just as sources of entertainment but as hubs for information, allowing hoteliers to advertise their amenities and locations for future stays.

DIRECTV's Advanced Entertainment Platform (AEP) features a user-friendly, interactive guide with a customizable home screen that can be branded for a particular hotel. With the click of a remote control into the Property Information App, guests can find out the hours of operation for hotel restaurants, bars, spas, fitness centers, swimming pools and more. Hoteliers can publish their menus and available services digitally, essentially eliminating the need for printed materials in guest rooms.

**SPORTS
CONTINUE TO
BE OF INTEREST
TO GUESTS:**

**63% OF
BUSINESS
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ROOM.**

There are other ways to use entertainment to help drive incremental revenue. By promoting special offerings on-site versus competitive venues, hoteliers can increase the usage of amenities, help drive revenue and improve the guest experience. That's especially important when hoteliers are investing in entertainment packages such as NFL SUNDAY TICKET via EverPass, which allows guests at the hotel restaurant or bar to watch out-of-market football games, or watch Pay-Per-View events such as UFC fights.

3. DOES IT SAFEGUARD GUESTS' PERSONAL INFORMATION?

At some hotel chains, guests can input their login credentials to gain access to streaming services. Many consumers may not be aware that the typical hotel's property management system wipes clean any sensitive information once guests check out, and some guests may not view that system as fail-safe. In addition to their personal information, guests may be concerned about charges for Pay-Per-View movie rentals and other purchases racked up under their name by previous room occupants. With DIRECTV's AEP entertainment technology, guests can easily access a wide range of content without usernames and passwords, including Paramount+ with SHOWTIME®, Music Choice® and DIRECTV's expansive on demand content library.

"DIRECTV is outpacing technology in the hotel space with our AEP product by diminishing the complexity of multiple logins for multiple services and revolutionizing in-room entertainment with one aggregated, consistent experience," Twiggs said. "This is an ideal platform for brands to differentiate themselves and to make full use of available guest entertainment technology."

68% OF CONSUMERS SAY IT'S TOO MUCH TROUBLE TO LOG INTO THEIR CONTENT IN THE GUEST ROOM





4. IS IT AFFORDABLE?

Hoteliers may find themselves with limited budgets for technological upgrades and improvement projects. Yet sticking with outdated in-room entertainment solutions carries its own risk, especially for smaller chains and independent hotels, as guests come to expect a broader range of entertainment options in guest rooms.

“It’s easy to put off making upgrades because of other challenges surrounding us, whether that be supply chain, inflation or other reasons, but we can’t always wait for issues to resolve. We must lead and be the change,” commented Twiggs. “Equipment prices shouldn’t be a barrier to delivering a premium experience, so DIRECTV helps offset costs with offers that help subsidize DIRECTV equipment at no additional cost. This investment in driving guest satisfaction is ultimately an investment in a hotel’s longevity.”

Additionally, seek out providers whose technology is compatible with existing TVs. **DIRECTV’s AEP** product can be used with consumer-grade smart TVs and doesn’t require more expensive hospitality-grade Pro:Idiom TVs.

5. DOES IT CONTRIBUTE TO A TOUCH-FREE ENVIRONMENT?

The pandemic has made the public more aware of the surfaces they touch every day, and the TV remote control is among the most frequently touched objects in hotel rooms. **AEP from DIRECTV** offers an easy-to-clean remote control featuring antimicrobial additives. Guests also have the option to cast content from their devices to in-room TVs via a casting feature available as an add-on to AEP, which helps reduce the number of in-room touch points.

46% OF CONSUMERS REGULARLY CAST TO THE GUEST ROOM TV

CONCLUSION

Consumers are no longer satisfied with the bare minimum when it comes to in-room entertainment options. Their appetite for consuming entertainment in various ways and on their own terms are driving their hotel choices and are key components of a rewarding guest experience.

Hoteliers looking to upgrade their in-room entertainment systems should consider a wide range of factors, including opportunities for revenue growth, safeguarding guests' privacy, affordability, concerns over health risks from high-touch surfaces and content that meets guest needs.

The Advanced Entertainment Platform from DIRECTV offers hoteliers a cost-effective way to upgrade their in-room entertainment systems, while addressing these concerns, helping enrich the guest experience, and building brand loyalty.

Call **1.844.955.2052** to learn about DIRECTV® service and equipment subsidies available for your hotel.



Source: HUB Entertainment "Guest Media Research" Survey conducted April 2024 with 1,200 U.S. consumers 21+ who stayed five or more nights in hotels within the past 12 months. Paramount+ with Showtime ©2024 Paramount. SHOWTIME and related marks are trademarks of Showtime Networks Inc. Paramount+ and related marks are trademarks of Paramount Pictures Corporation. Music Choice™ is a registered trademark of Music Choice, a Pennsylvania general partnership. NFL, the NFL Shield design and the NFL SUNDAY TICKET name and logo are registered trademarks of the NFL and its affiliates. ©2024 DIRECTV. DIRECTV and all other DIRECTV marks are trademarks of DIRECTV, LLC. All other marks are the property of their respective owners.