

# MEET THE DEMAND FOR STREAMING CONTENT

Improve the student experience with a  
campus streaming video solution





of students are interested in watching TV exclusively online.<sup>3</sup>

In the race to attract the best students, universities and colleges nationwide need tools and platforms that entice digital natives who have been using computers, tablets and the Internet since they were toddlers. With 71 percent of their TV and movie viewing now taking place online, these students demand streaming content.<sup>1</sup>

Forward-thinking higher education institutions are using streaming video to improve the student experience and stay competitive in today's educational environment. Here are the top reasons why a video streaming service is moving from a nice-to-have perk to a necessity on campus.

#### Reason #1: College students prefer streaming content

Demand for streaming content in college dorms and other areas of campus is on the rise. In 2019, students were consuming an average of 13 hours of TV programming per week with two-thirds of viewing being streamed online. From April 2019 to 2020, the livestreaming industry saw a 99 percent increase in hours watched, and this was before the COVID-19 pandemic kept more people at home.<sup>2</sup>

With today's students more likely to tune into entertainment on their laptops, tablets or smartphones than a TV screen, you can be sure they'll be looking for a college that gives them the same or better content viewing experience than they're used to having at home. Students also want choice and control — something that they can get from a dedicated campus streaming solution that lets them watch their favorite shows at anytime from anywhere.

#### Reason #2: Competition among colleges is increasing

Institutions are battling each other to attract students. As the cost of higher education continues to rise, fewer students are either able or willing to pay the price. And competition among public and private institutions will only escalate as they need to attract students from groups that don't traditionally enroll in large numbers in order to keep a steady pipeline of students.<sup>4</sup> Institutions can set themselves apart by providing streaming video services that offer a more modern viewing experience to inform and entertain students in their dorms, classrooms and common areas.

### **Reason #3: Student experience is a key influencer of recruitment and retention**

The most successful institutions take a proactive approach in shaping student life on campus. Anywhere access to streaming video is an effective way to use technology to optimize the student experience.

We know college students are mobile, moving from dorms to classrooms to common areas on campus throughout the day and night. Most students expect to be able to access streaming video whenever they want to, and from any device. And with more WiFi-enabled devices making their way onto campus, those expectation levels are growing. Schools that deliver the video programming that students want via their preferred devices can enhance both student experience and satisfaction.

### **Reason #4: Streaming video is easy to set up and roll out**

Streaming video programming can be activated easily and affordably. Compared to options that may require the installation of intrusive systems, the tearing out of walls, or the complete revamping of an existing platform, streaming video services are delivered over an IP connection with no additional wiring. With some vendors the setup doesn't require expensive head-end or transcoding equipment. Schools also don't have to worry about any ongoing maintenance, storage or cooling requirements — or coax wiring or rewiring. Schools simply need to ensure they have sufficient network capacity and a high-quality WiFi infrastructure.

### **Meet the demand for streaming video with Spectrum Enterprise**

Whether looking to recruit top students, appeal to young adults craving video content, better engage students, or find an advanced way to deliver entertainment content across campus, more universities are turning to streaming video services for help achieving those goals. With the majority of students today primarily watching content on their computers or mobile devices, a streaming video solution provides institutions a distinct advantage.

## **Straightforward user access**

Students can access streaming video solutions from either an app (downloaded on their device) or a Web browser.

Spectrum Enterprise offers an advanced video streaming solution. Our service — SpectrumU — engages students through a wide variety of live TV, sports, music, premium channels and on-demand content. SpectrumU provides the channels students want in a choice of programming packages to best meet higher education institutions' needs.

SpectrumU features an interactive guide with keyword search, filters and sorting, in addition to the ability to create a personalized guide menu. And with the optional cloud DVR feature, students can record up to 20 live TV programs so they can watch their favorite shows anytime. Students can also access up to 80 TV channel apps (such as Bravo, DisneyNOW, ESPN, etc.) using their university credentials. No separate subscription is required and there are no extra charges.\* Simply put, SpectrumU delivers the functionality students demand.





Our highly flexible solution requires no on-premises or in-room equipment to purchase or maintain and provides reliable performance and exceptional value. Watch via iOS or Android mobile devices, as well as on tablets, laptops or desktops. It's also available on Apple TV, Chromecast\*\* and Roku devices. Delivered over an IP connection, SpectrumU lets colleges and universities entertain students in new ways by offering them what they want — video content their way.

Learn more about staying ahead of student viewing trends on our website.

[Learn more](#)

1. "Lifestyle and Media Studies Findings - Fall 2020," Student Monitor, 2020.
2. AJ Beltis, "5 Live Streaming Video Statistics for 2020," 3PlayMedia, Oct. 28, 2020.
3. "Lifestyle and Media Studies Findings - Fall 2020," Student Monitor, 2020.
4. Rick Seltzer, "What do demographic projections mean for colleges?," Insider Higher Ed, Dec. 15, 2020.

\* University must subscribe to the associated TV channel. Not all programmer apps are accessible with SpectrumU subscriptions.

\*\* If your school requires a webpage to complete the logon process for its network, you may not be able to use Chromecast.

### 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](https://enterprise.spectrum.com).

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