

GUIDE

HOW TO EVALUATE TV OPTIONS



With so many TV vendors and solutions on the market, it can be difficult to know which one is right for your organization. While the ideal solution should be low maintenance and easy to install, you need a provider that has the resources and experience to offer reliable support when needed. Above all, your TV provider should enable you to provide an exceptional TV experience that meets and exceeds user expectations.

To ensure your TV option fulfills your needs, evaluate based on three central criteria: the quality of the provider, the breadth of their service and the attractiveness of their additional features. Assessing your options by these criteria will help you make an informed decision for your property.

Evaluating the provider

Stability and experience

Two of the most accurate indicators of a provider's merit are stability and experience. Not only is a well-established provider with a record of quality service significantly less likely to go out of business, but it will also have the ability to offer solutions commensurate with the size of your location, whether you have two TVs or 200. Experienced providers also generally offer a larger footprint, which is helpful if your organization includes properties spanning multiple locations or states.

Service and support

The right provider should be available 24/7/365 with support from local account executives and technicians to resolve issues and answer questions when you have them. Look for a vendor whose local technicians are very familiar with the equipment and can provide knowledgeable feedback and service.

Single source provider

If the convenience of having one number to call for multiple services is important to you, you might prefer to work with a single source provider. Beyond TV, single source providers can provide voice, data and managed services to simplify your IT management.

Look for a provider with a proven record of customer service and the resources to support and simplify your IT management.

The ideal TV solution is low maintenance, easy to install and provides a broad menu of programming options for an exceptional TV experience.

Attractive, personalized features help distinguish your organization from the competition, reinforce branding and help share important information.

Evaluating the TV service

Programming options

A superior TV experience requires a wide range of programming options. Consider a prospective provider's live and on demand offerings, number of channels, types of channels and packages. Flexible programming options give your locations the ability to customize their programming to meet the preferences of their viewers and increase the likelihood of a positive experience where viewers are satisfied, engaged, informed and entertained.

Delivery method and inside wiring configuration

The best providers offer a selection of delivery platforms to accommodate your property infrastructure, preferences and budget. Look for one that can work with different internal wiring configurations, from older coax networks to Cat 5/6 wiring. It's important to make sure that your delivery is not susceptible to weather-related disruptions, like satellite-delivered programming.

Equipment

The amount of equipment you need will depend on the type of service you select. Options include set-back boxes attached to each in-room TV; a box-less solution that works over existing wiring delivered directly to each TV; and no equipment with IP connection via personal devices. The ideal solution will feature less on-site equipment to purchase, store, power, cool and maintain.

Evaluating specific features

Features viewers want

When selecting a TV provider, it's essential to consider what features will be most appealing to viewers. Features like on-demand content, casting, streaming, an interactive guide and the ability to pause, fast forward and rewind live TV provide viewers with a homelike entertainment experience. Some solutions even provide users with the ability to create a personalized guide menu.

Integration capabilities

A TV solution that works well with third-party integrators may be important if you want to offer a customizable, interactive user experience. For example, hospitals might prefer an integrated TV solution to provide patients more personalized care, while hotels can facilitate check-out via the TV when an integrator connects with a property management system.

Custom content and branding

The ability to insert custom content and include your logo in the channel guide strengthens your branding and enables you to share essential information with viewers. For example, this can be helpful to promote special events and on-site amenities or to provide facility information.



Selecting the right TV option for your property is a balancing act, but finding the right TV solution is easier when you know what to look for.

The ideal TV provider should offer stability and high-quality service, starting with a clear, seamless installation process and 24/7/365 support. They also should have the resources to support your organization regardless of size. Meanwhile, your ideal TV solution should be easy to maintain, with a wide range of programming options and attractive features to enhance the entertainment experience.

While there are many factors to consider, it's important to evaluate which is right for you based on three criteria: provider, service and features. Knowing how these considerations apply to your enterprise makes choosing a provider a simple decision.

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