

Enrich the student experience by offering streaming video services



In residence halls around the country, students enjoy their favorite TV shows, movies, documentaries and other streaming content day and night. Most of them expect the same quality and vast programming selection that they get at home and the ability to watch on any of the many devices they own.

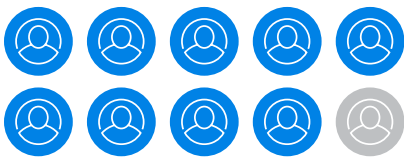
The digital natives on campus today don't know life without computers, tablets and the internet. Connected since birth, this generation has contributed to the successful rise of newer, more flexible technologies such as streaming video.

Gone are the days of cramming into a dorm room or gathering in community rooms to huddle around the television to watch shows at a specific time. With the ease of untethered viewing that comes with online streaming, students are able to consume more TV programming when and where they want.

According to fall 2020 Student Monitor market research data, almost three quarters (71 percent) of student TV viewing involves streaming services.¹ The data paints a picture of a college student who has an overwhelmingly strong preference for streaming services. Nearly 9 out of 10 students (88 percent) are either “very” or “somewhat” interested in exclusively streaming online programming.

With this change in viewing habits, colleges and universities must enable the high-quality online streaming that students want or risk being labeled old school.

Nearly 90 percent of students are interested in exclusively streaming online programming.²



A simple entry point for streaming services

As more students gravitate toward using streaming services, colleges and universities are turning to providers like Spectrum Enterprise to help enable them on campus.

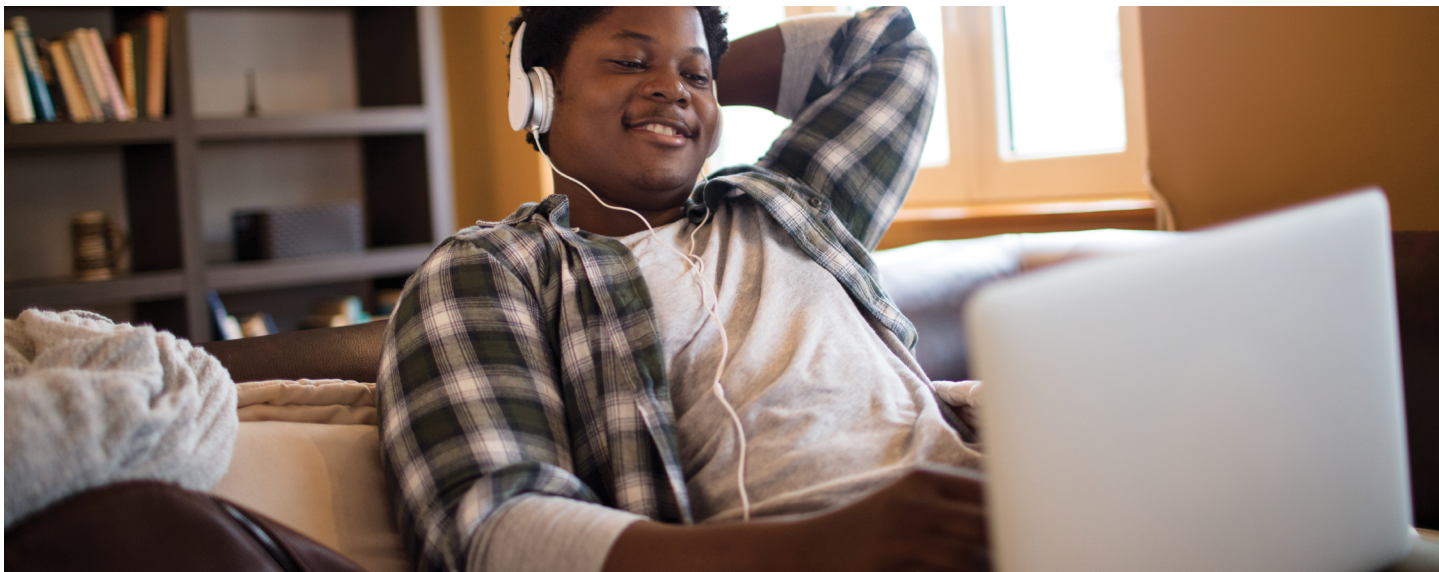
SpectrumU from Spectrum Enterprise is a video streaming service offering live TV and on-demand content that students can access anytime, anywhere on campus. SpectrumU is not susceptible to weather-related disruptions like satellite-delivered programming, which helps to keep students engaged, informed, entertained and satisfied.

Compared to other options, SpectrumU does not require head-end or transcoding equipment. It's IP delivered and does not require the school to purchase or maintain any equipment.

With SpectrumU, students can start watching their favorite shows and movies quickly and easily. Students simply connect via the SpectrumU app or a browser, enter their school's email domain and login using their existing university credentials. SpectrumU offers the most preferred programming channels, along with an expansive on-demand library that contains the shows and movies students want. Students can also access up to 80 TV channel apps (such as Bravo, DisneyNOW, ESPN, etc.) using their university credentials.

Is your network ready?

To support students' current viewing habits, you need a high-quality WiFi infrastructure. Learn how Spectrum Enterprise can meet your WiFi needs on our [website](https://enterprise.spectrum.com/spectrumu).



No separate subscription is required and there are no extra charges.* With the optional cloud DVR feature, students can record up to 20 live TV programs so they can watch their favorite shows anytime.

Additionally, SpectrumU comes with 24/7/365 phone, online and local certified technician support, providing peace of mind to campus IT teams.

The key benefits of streaming services

Colleges and universities are challenged today to find low-cost, digital friendly ways to enhance the student experience to gain a competitive edge. SpectrumU helps meet that challenge.

When it comes to technology, the colleges that deliver reliable streaming increase student satisfaction and develop a forward-thinking reputation.

Institution benefits:

- **Superior student experience:** Deliver the video programming students want to watch, via their preferred device, anytime and anywhere on your campus.
- **Low capital expenditures:** SpectrumU is IP delivered and does not require any head-end or transcoding equipment.
- **Exceptional service:** SpectrumU comes with 24/7/365 phone, online and local, certified technician support.

Student benefits:

- **Anywhere access:** Wherever they are on campus, via the device of their choice, students can enjoy live TV with expansive channel lineups that include local channels and regional sports networks, as well as access to up to 80 TV channel apps.
- **Ease of use:** Students can restart or pick up where they left off while watching any of the up to 40,000 on-demand movies and shows. The automatic sequencing feature also makes it easy to watch an entire series of shows.
- **Flexible viewing options:** 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.



Watch and experience
the power of SpectrumU
in this [video](#).

- **Fast access to programming:** Viewers enjoy fast and easy keyword search, guide filters and sorting features.
- **High levels of personalization:** Students can use the service's "favorite" functionality to create personalized guide menus for themselves.
- **Live shows anytime:** Recording capabilities make it possible for students to watch their favorite live programs whenever they want.

With its wide variety of live TV, entertainment, news and sports programming, including the on-demand movies and shows students expect, SpectrumU creates a personalized viewing experience that lets colleges and universities exceed student expectations.

Learn more about how your higher educational institution can stay ahead of student TV viewing trends and enrich the student experience by offering streaming video services from Spectrum Enterprise.

[Learn more](#)

1. "Lifestyle and Media Studies Findings - Fall 2020," Student Monitor, 2020.
2. Ibid.

* 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.

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