

Cable vs. Streaming Services



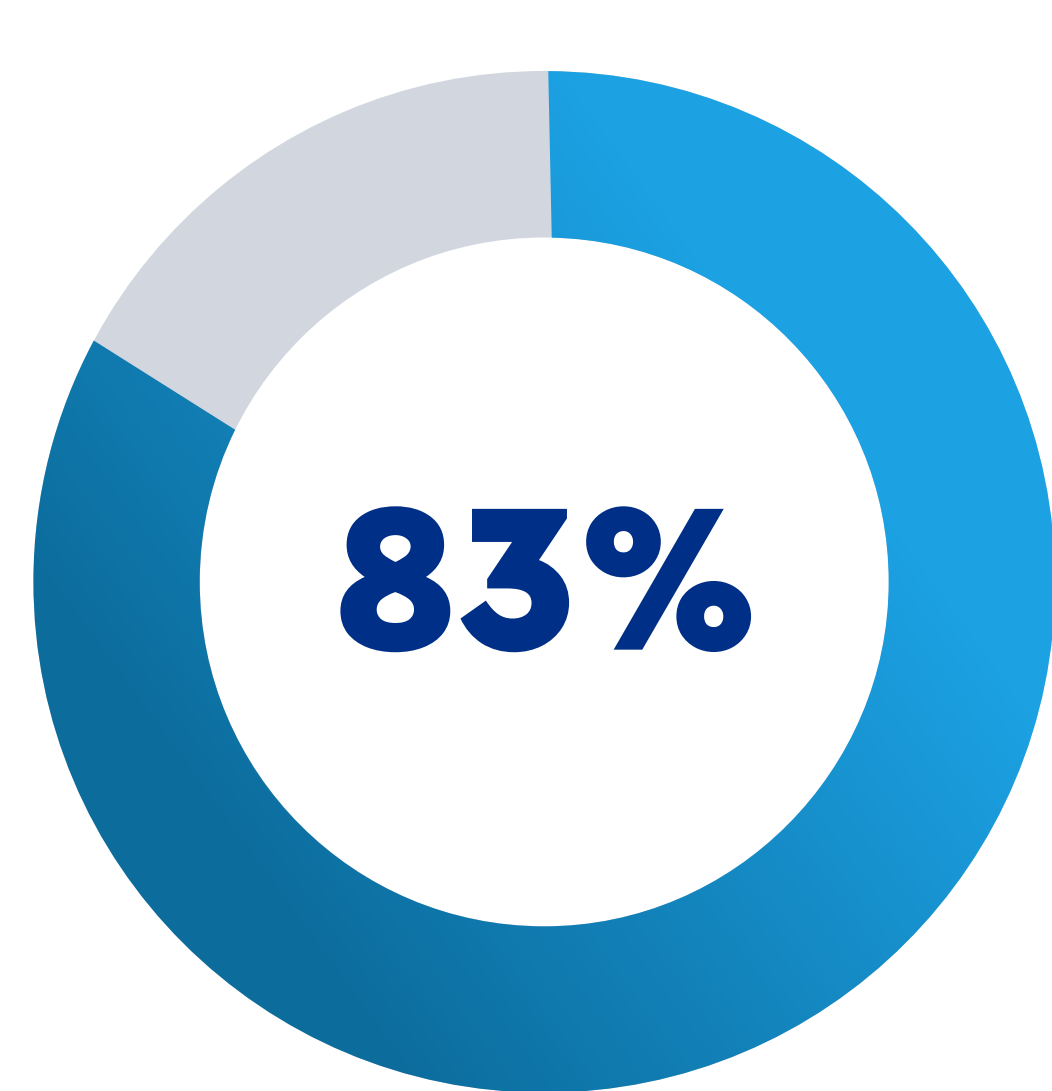
What's the Best Fit for Modern Hotels?

Today's guests expect the same on-demand convenience they enjoy at home, meaning streaming services have become just as essential as traditional cable. Your hotel needs a system that best fits modern guest expectations.

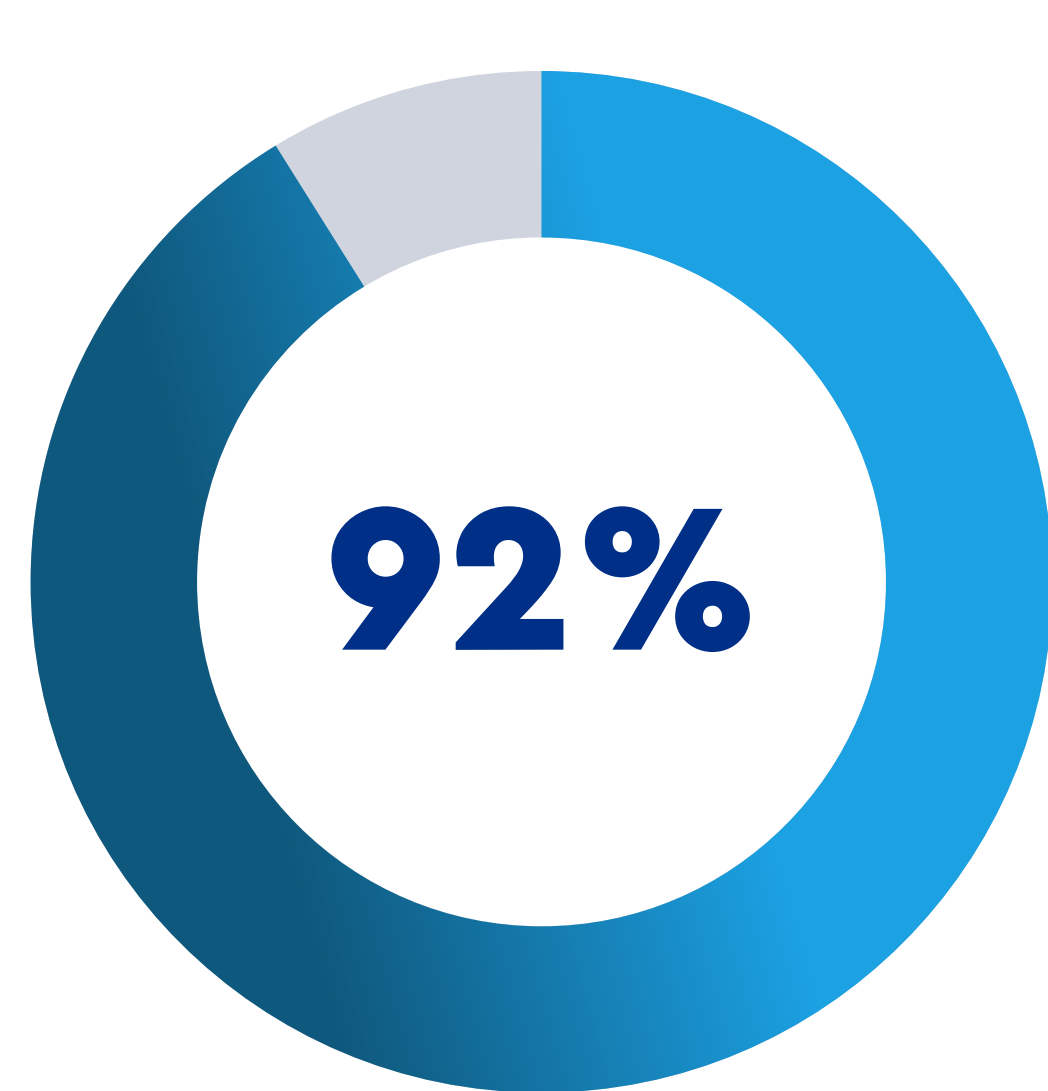
Cable TV vs. Streaming Services

Which Do Hotel Guests Prefer?

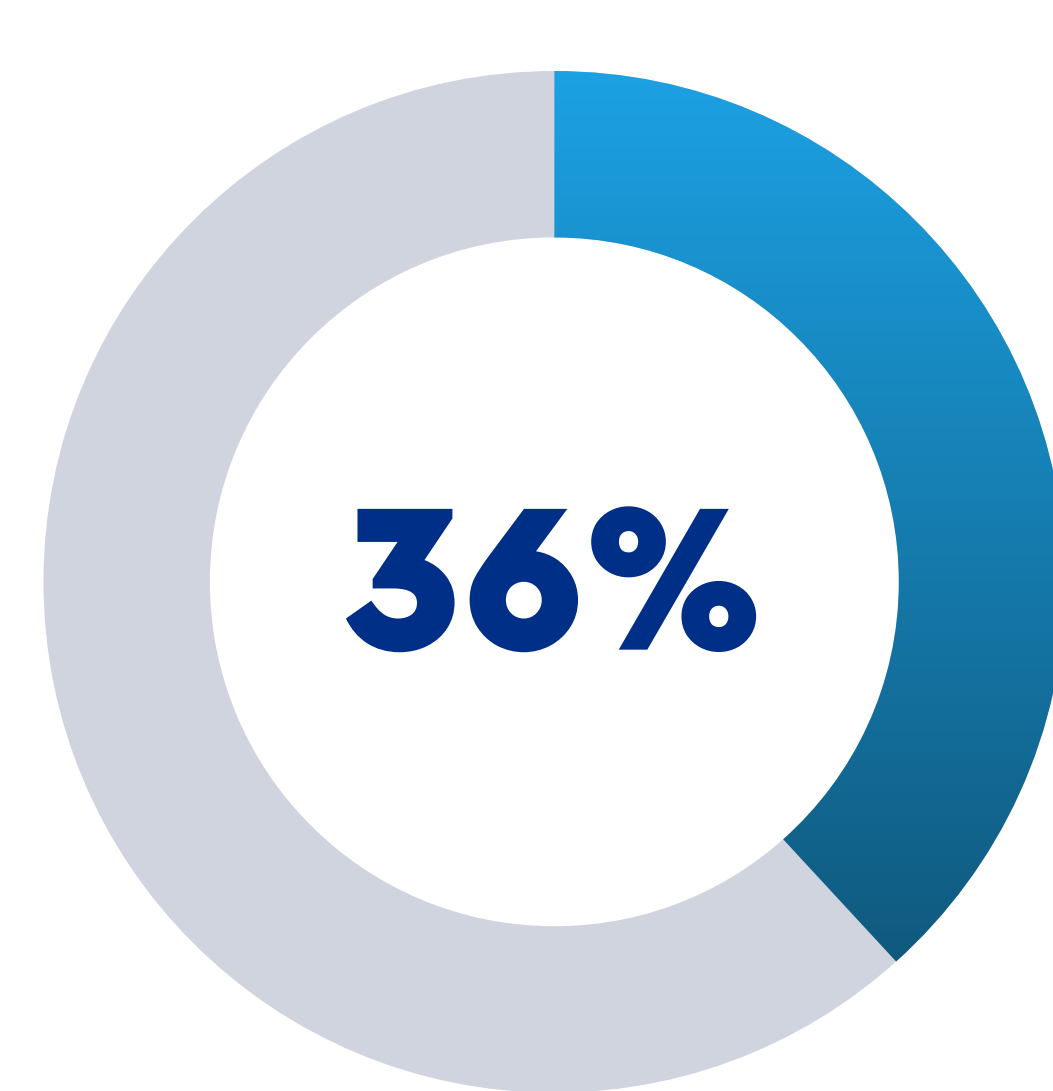
Based on numbers alone, most hotel guests prefer streaming services to cable television. Studies have shown that:



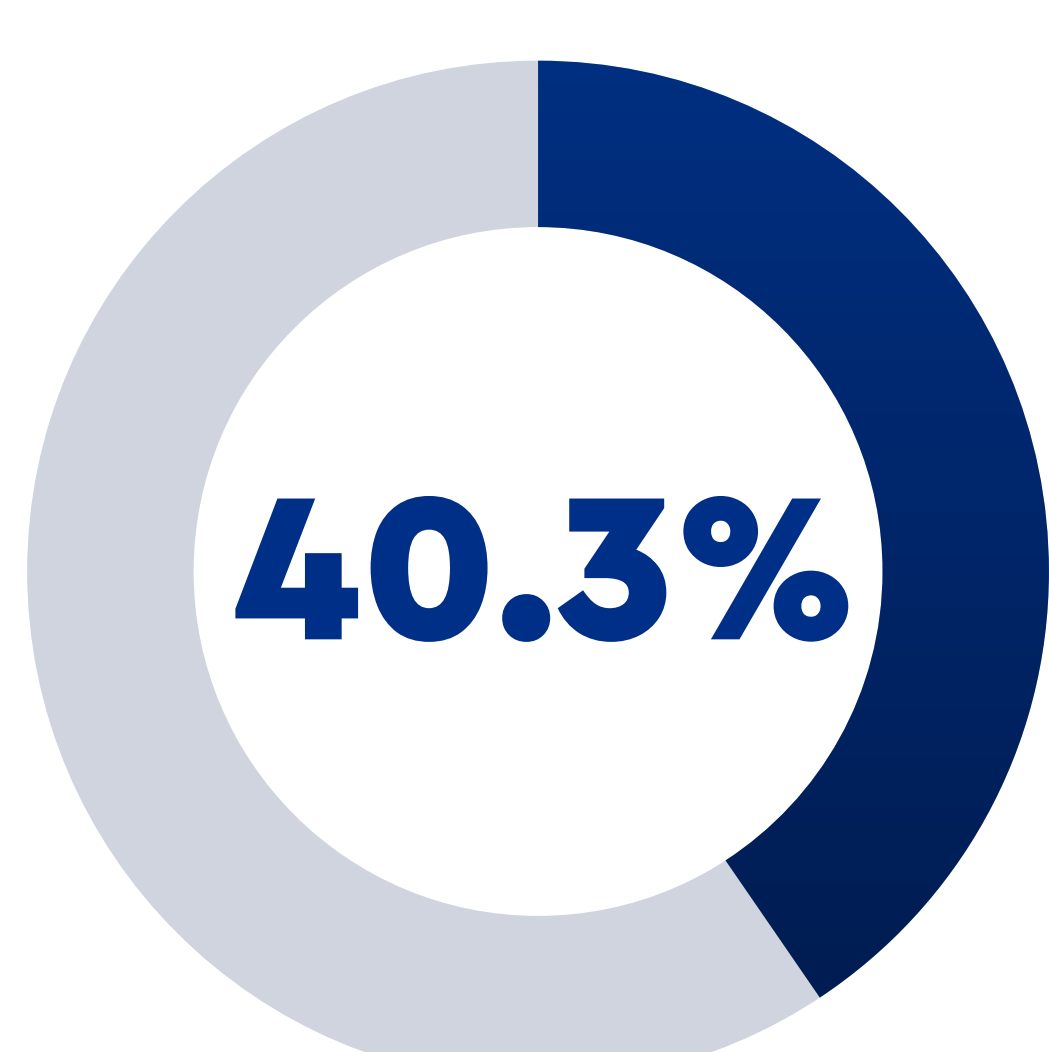
Of Americans say they watch streaming services



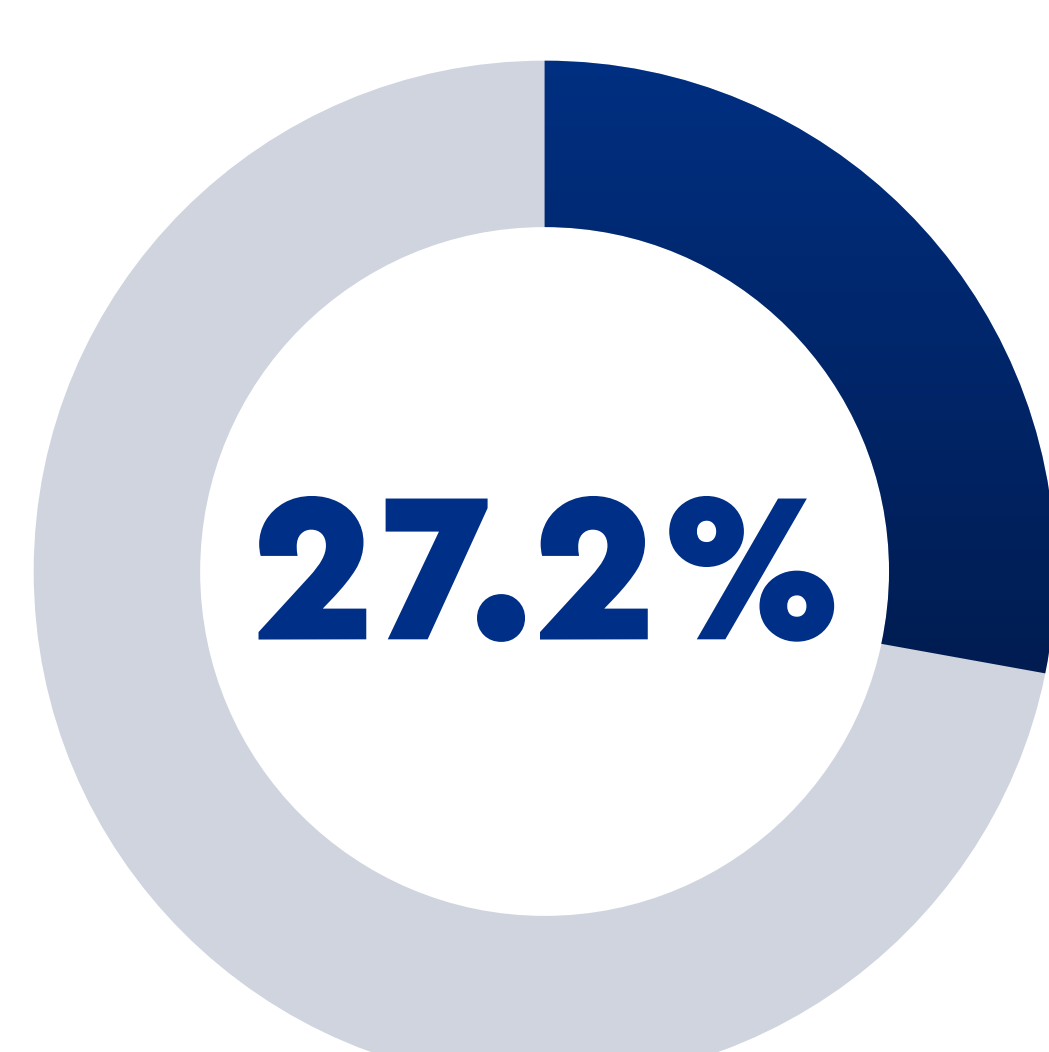
Of Americans aged 30-49 watch streaming services



Of Americans subscribe to cable television.



Share of TV usage by streaming in the United States



Share of TV usage from cable in the United States

Cable television has become such a standard in the hospitality industry that even guests who don't subscribe at home may still feel disappointed if a hotel doesn't offer it.

Sources: [Pew Research Center](#); [Statista](#)

What Do Guests Want From Hotel Cable?

Accessible via hotel room televisions, hotel cable channels often include:



Local affiliate channels
CBS, NBC & ABC



National channels
TNT, TBS, BET, etc.

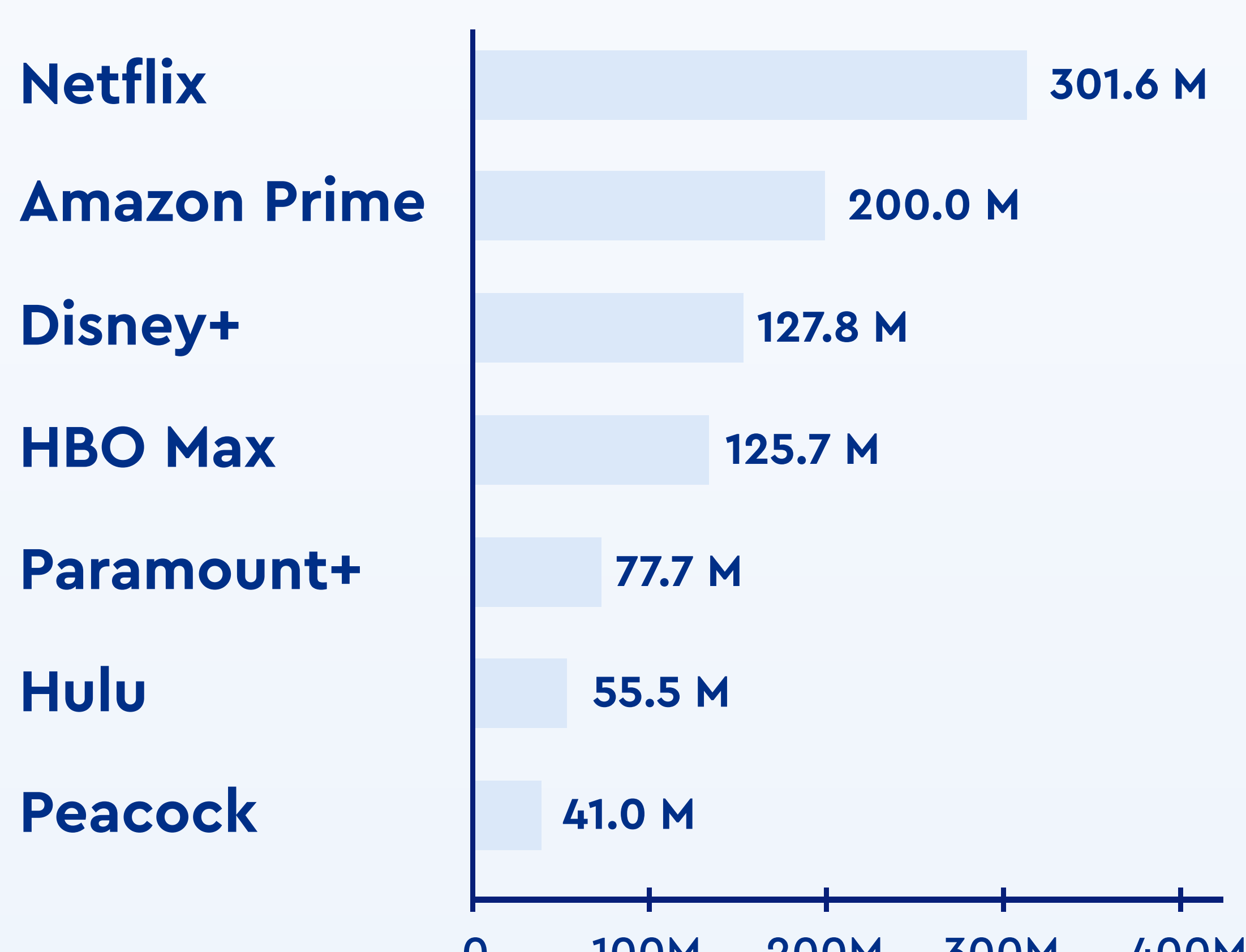


Premium channels
HBO, Cinemax, Starz, etc.

Flipping through channels from bed has been an integral part of the hotel experience for decades, even as streaming services continue to dominate viewership.

What Streaming Services Do Hotel Guests Want?

Most hotel guests sign on to their own streaming accounts when using these services in their rooms. In turn, your hotel should offer the services with the highest probability of use.



Sources: [FlixPatrol](#)

Our Solution for Providing Both

Spectrum Hospitality Networks's Integrated Hotel IRE Platform

Spectrum Hospitality Network helps hotels achieve exactly that with tailored, fully integrated IRE platforms designed to meet every guest's viewing needs — including cable, streaming services, and more.



Live TV & Cable



Streaming Services



Personalized Guest Experience



Secure & Reliable



Actionable Insights