

LodgeNet Custom Video Channels



Affluent **travelers** are **significantly more likely** than their counterparts to find full-service spa treatments important.

More than **1/3 of travelers** surveyed belong to a hotel chain's **frequent stay program**.

Statistics are from "The NEXTgen Traveler", by Ypartnership and PhoCusWright, Inc.



To learn more
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LodgeNet's custom video channels transform the guest room television from a passive entertainment device into an effective information and marketing touchpoint. With Hotel Video On Demand (HVOD), Digital Hotel Open Channel (DHOC) and Hotel Open Channel (HOC), hoteliers can leverage their interactive TV network to broadcast brand- or hotel-specific video content to their entire guest base (or specific groups of guests).

BENEFITS

- Maximize return on investment from already produced and branded video content.
- Increase potential revenue from on-property revenue centers (dining, spa, etc.) as well as cross property marketing.
- Enhance the effectiveness of your affinity program by educating guests about its availability.
- Deliver value-added video content to meeting and conference attendees.
- Associate the guest's TV experience more closely with your hotel or brand's identity and messaging.

KEY FEATURES

- Easily accessed: Channels are viewed as part of the free-to-guest lineup and/or accessed through a graphic icon on an interactive menu.
- Room group targeting: By request, special interest content (for example, conference related videos) can be restricted to guests for whom it is intended.
- Digital video content supported: Including high-definition (HD) content (HVOD and DHOC only).
- Satellite distribution: Video content is sent to applicable hotel(s) via LodgeNet's secure network (HVOD and DHOC only).
- On demand delivery: Video starts whenever the guest wants to see it (HVOD only).

PLATFORMS SUPPORTED

- LodgeNet VOD Basic
- LodgeNet HD-Ready
- LodgeNet HD Advanced
- LodgeNet IPTV Advanced - *HOC not available with IPTV*
- LodgeNet IPTV Custom - *HOC not available with IPTV*

Available as part of LodgeNet's EasyHD™ Solution.