

# OTRUM – TV CHANNELS

OTRUM provides the most popular and well-known TV channels, together with a number of special interest channels, to give your guests the widest choice in Standard Definition (SD) and High Definition (HD) TV viewing.

Your guests have vast amounts of TV channels at home, and expect a good selection when travelling. Whilst providing your guests with TV channels from home is very endearing, you can now take this one step further and sort the TV channel list so that the guest's

local channels are available first in the menu. With OTRUM's innovative products this is possible.

A smart Electronic Programming Guide (EPG) enables your guest to access more details on the TV channel, the current programme and the next programme. A full guide overview allows the guest to plan out their evening's viewing, and if you succeed in keeping them glued to their TV there is a good chance of upselling room service too.

Acting as your personal consultant, OTRUM can tailor your TV channel package to best suit your guest needs. Drawing on our long experience, we can recommend the most suitable channels depending upon your hotel profile and your typical guest profiles. Via proactive monitoring, we can also identify the most popular channels, as well as those less frequently used – allowing you to provide the most popular packages at the lowest cost.



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## LEGAL ISSUES

The provision of content for public viewing is an extremely complex area, but we can take the stress away. OTRUM has a team of content specialists who are specifically trained to ensure that every element of the process is 100% legal and that full licensing agreements are in place, as well as ensuring that all TV channel provision complies with local and international laws.

## OTRUM TAKES CARE OF ALL ASPECTS OF TV CHANNEL HANDLING:

- TV line-up consultancy
- Content acquisition
- Licence for hotel distribution, both SD and HD Channels
- Public viewing agreements
- Smart card handling
- Optimising IPTV setup
- Hardware service and maintenance
- Statistical analysis of channel usage
- One contact, one supplier of TV channels, one invoice.

## BENEFITS OF IPTV

- All TV channels broadcast in digital format to the guest room.
- Smooth transition to the "analogue switch off".
- Significantly lower "cost of ownership", as there are reduced upgrade costs incurred in the transition from analogue to digital TV channels.
- Greater opportunities for additional services for guests e.g. multiple languages, Electronic Program Guide (EPG) and subtitles.
- Remote maintenance and monitoring.
- Reduced energy consumption