

# Top viewing trends for today's college students

Stay ahead of student viewing trends and enrich the student experience by offering streaming video services

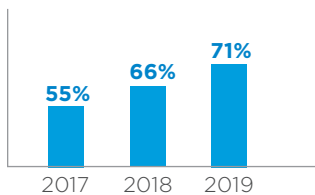


In residence halls around the country, students enjoy their favorite TV shows, movies, documentaries and other streaming content day and night. Most of them expect the same quality and vast programming selection that they get at home and the ability to watch on any of the many devices they own.

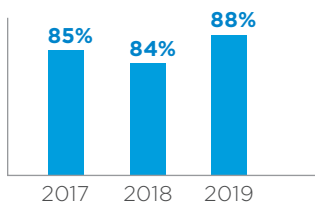
When it comes to technology, the colleges that deliver reliable streaming increase student satisfaction and develop a forward-thinking reputation. In this white paper, we explore student content viewing trends and how those trends have evolved over the last three years, explain the value of providing streaming video on campus, and show how easy it is to add this functionality to a school's existing network.



**Percent of students' TV viewing done online<sup>2</sup>**



**"Very" or "somewhat" interested in watching TV exclusively online<sup>3</sup>**



### Streaming content gains popularity

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 Student Monitor market research data<sup>1</sup>, students in 2017 watched an average of 12 hours of TV programming weekly and that jumped to over 14 hours in 2018. Students aren't just watching more TV, how they watch is changing too. In the spring 2017, just over half (55 percent) of students watched TV online. In 2019 almost three quarters (71 percent) of student TV viewing involves streaming services.

The spring 2019 Student Monitor 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 the move toward viewing content on devices other than televisions colleges and universities must enable the high-quality online streaming that students want or risk being labeled old school.



### 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 wireless video streaming service delivered via an IP connection 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.

### 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](#).

Compared to options that require the installation of intrusive systems, tearing out walls, or completely revamping an existing platform, the SpectrumU streaming video service integrates directly with the school's existing wired or wireless network. The setup requires no expensive head-end or transcoding equipment. Schools also don't have to worry about any ongoing maintenance, storage or cooling requirements.

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 at the school's sign-on page 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.

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.

Key benefits for higher education institutions:

- **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 delivered through the existing campus network so there is no equipment to purchase or maintain.
- **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.
- **Ease of use:** Students can restart or pick up where they left off while watching any of the 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 on an iOS or Android mobile device, tablet, laptop, desktop or Roku device.
- **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.



With its wide variety of live TV, entertainment, news and sports programming, including the on-demand television 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.

1. "Lifestyle and Media Studies." *Student Monitor*, <https://www.studentmonitor.com>

2. "Lifestyle and Media Studies." *Student Monitor*, <https://www.studentmonitor.com>

3. "Lifestyle and Media Studies." *Student Monitor*, <https://www.studentmonitor.com>

## About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving 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. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at [enterprise.spectrum.com](https://enterprise.spectrum.com).

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