

# SMART *report*

Information Intelligence by  cleverdis

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## THE ULTIMATE SOURCE BOOK FOR HOTEL TECHNOLOGIES

### CREATING THE MEMORABLE GUEST EXPERIENCE

- IN-ROOM ENTERTAINMENT
- COMMUNICATION TECHNOLOGIES
- IN-ROOM AUTOMATION AND ENERGY MANAGEMENT
- DIGITAL SIGNAGE AND CUSTOM TV
- CONFERENCE TECHNOLOGIES
- RESERVATION SYSTEMS • GDS AND PMS

# Language Choice Does Matter

## How Intelligent VOD Subtitling Can Enhance the Guest In-Room Experience



© photo: MCOM

It is not difficult to identify a paradox related to on-demand content provisioning in the European hospitality market. Europe is the strongest market in hospitality, both outbound and inbound, and at the same time it is well known for its multicultural and multilingual synthesis. The truth is however that the majority of on-demand content available for in-room entertainment is provided in a single language, with a small subset of the movies in few other language versions!

Putting the above mentioned finding into a more global perspective, where Europe accounts for 56% of the 639 million outbound trip volume (2006, source IPK International's World Trade Monitor) and for 54% of international tourist arrivals (2007, UNWTO, World Tourism Organization), it is easy to quantify the influence of European multicultural environment in the hospitality market.

MCOM have been centring their product offering on this premise. To this end, the Blue Palace Resort & Spa in Crete, the Grand Resort Lagonissi in Athens and the Hotel Splendid in Montenegro were early to identify this "inefficiency", and worked hand in hand with MCOM to develop improved systems. The MCOM HOTstream™ offering and its multilingual Video On Demand subtitling services have since been implemented as the in-room entertainment platform in these establishments.

The key driver in providing multilingual subtitles for on-demand content is the fact that the majority of the content is of no value to the guest if English is not the language of his/her preference, no

matter whether it is a city hotel or a resort. Similar to linear TV channels, guests expect to have access to multilingual content, preferably in their own native spoken language. According to MCOM, "...The breakthrough achieved with HOTstream's subtitling services is the transformation from 'on-demand content for all' towards 'truly on-demand content for me'."

When asked whether such a system is able to be measured in terms of Return on Investment, MCOM's CEO, Costas Sakellariou was adamant: "Hotels and resorts that actively use HOTstream's multilingual subtitling services experience increase in revenues per room in a short time after the service activation. Through subtitling, the content addresses the needs and demand of a larger number of guests. In parallel hoteliers make notice of a substantial increase of featured film buy rate." The basis of this new revenue stream is the combination of Video On Demand characteristics (any content, at any time), enhanced by the experience of language preference. The new HOTstream multilingual Video On Demand subtitling service brings the missing home cinema experience to hotel rooms and increases revenues from Video On Demand services.



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