



Video killed the radio stars 😊

When I get to my hotel room while on vacation or on a business trip, the first thing I do is open the TV. I'm old school and I like to listen to the news or browse through channels to see what's on offer. Younger generations have a different view of what a TV can and should do for them e.g., they want smart TVs that can connect to the Internet to stream all kinds of entertainment.

Who invented the television? ^{1,2,3,4}

The TV is not just one invention. It comes from the accumulation of many discoveries e.g., the transfer of pictures to signals (Smith and May, 1873), the invention of the photophone (in 1880, Alexander Graham Bell and Thomas Edison came up with the Photophone, which could transfer sound; they tried to do the same with pictures), the development of moving pictures (in 1924, John Baird developed a way to capture objects in motion. It was called the moving picture and paved the way for movies and TV shows).

However, electronic television was first successfully demonstrated in San Francisco in 1927. The system was designed by Philo Taylor Farnsworth, a 21-year-old inventor who had lived in a house without electricity until he was 14, and started developing a system that could capture moving images while he was still in High School. Farnsworth's invention, which scanned images with a beam of electrons, is the direct ancestor of modern television. The first image he transmitted on it was a simple line. Soon he aimed his camera at a dollar sign because an investor had asked: "*When are we going to see some dollars in this thing, Farnsworth?*" 😊!

The first commercially made electronic televisions were manufactured by Telefunken in Germany in 1934, followed by other makers in France, Britain, and the United States (1938). The cheapest model with a 12-inch (30 cm) screen was \$445 (equivalent to \$9,251 nowadays!!!). About 7,000–8,000 electronic sets were made in the U.S. before the War Production Board halted manufacture in April 1942, production resuming in August 1945.

Television usage in the western world skyrocketed after World War II with the lifting of the manufacturing freeze, war-related technological advances, the drop in television prices caused by mass production, increased leisure time, and additional disposable income. While only 0.5% of U.S. households had a television in 1946, 55.7% had one in 1954, and 90% by 1962.

¹ <https://stephens.hosting.nyu.edu/History%20of%20Television%20page.html>

² <https://wonderopolis.org/wonder/Who-Invented-the-First-TV>

³ https://www.softschools.com/timelines/television_timeline/31/

⁴ https://en.wikipedia.org/wiki/History_of_television

TV technology has progressively improved over years: color TV started in the 1960s, then cable in the 1970s, VCRs in the 1980s, and high definition in the late 1990s. In the twenty-first century, viewers are just as likely to watch programs on tablets, computers, and cell phones as they are on televisions.

TV in Hotel Rooms^{5,6,7,8}

In 1947, The *Roosevelt Hilton* in New York City became the first hotel to install televisions in guest rooms. Dean Carpenter, at the time the hotel's general manager, initially introduced televisions to 40 of the rooms on property. Guests were charged \$3 per day extra for the service 😊.

Nowadays, TVs are more like interactive devices that guests can use to keep informed of hotel services, control functions inside the room (like lights, temperature, locks), place orders, pay, and enjoy audiovisual entertainment.

The fact that guests can use their smartphones, tablets, laptops, etc. for entertainment might signal that having a TV in the hotel room has limited interest. However, a survey carried out by the *Canadian Hotel Association* found that 53% of travelers rate TV services as important.

Streaming Services^{9,10}

In 2015, Marriott became the first hotel chain to permit guests to watch Netflix from in-room TVs. In 2017, Hyatt followed, partnering with a technology company to launch a streaming service. Hyatt enabled its guests to connect and stream entertainment channels on their room TVs without having to enter a code or their personal credentials.

⁵ <https://lovethemaldives.com/faq/why-do-hotel-rooms-have-tvs#:~:text=What%20is%20the%20purpose%20of,pay%20and%20enjoy%20audiovisual%20entertainment>

⁶ <https://lovethemaldives.com/faq/why-do-hotel-rooms-have-tvs#:~:text=What%20is%20the%20purpose%20of,pay%20and%20enjoy%20audiovisual%20entertainment>.

⁷ <https://www.distritech.com/blogs/insights/por-que-son-tan-importantes-los-televisores-para-los-hoteles>

⁸ <https://stories.hilton.com/hilton-history/transforming-the-inroom-tv-experience>

⁹ <https://www.ncesc.com/why-do-hotel-rooms-have-tvs/>

¹⁰ <https://blog.incogni.com/can-hotels-see-what-you-are-browsing/#:~:text=If%20you%20use%20the%20hotel's,t%20see%20what%20you%20watched>.

In recent years, hotels have taken steps to ensure the security of in-room TVs. Many TVs now offer secure platforms and encryption protocols to protect guest information and prevent unauthorized access.

Interesting fact: If you use the hotel's pay-per-view TV, the hotel can see exactly what you watched and when (so think twice about renting some types of movies 😊...). This is less likely with standard cable channels. The hotel can also see if you watched content on Netflix (if you used the hotel's WiFi), but in that case it can't see what you watched.

Now, one of the dirtiest things in a hotel room is the TV remote control. Who washes their hands before touching it? Not me (and certainly not the kids that manipulate it either 😊!) This is why having good housekeepers is paramount. Unfortunately, staff shortage is the number one issue in the Hotel Industry. For this reason alone, offering an electronic tipping solution like **Tip&Go** is a smart move as it can increase the earnings of employees by up to 30%, therefore encouraging them to stay put.

Francis Léonard CEO



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