



ATMOSPHERE

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TV Service Have All
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Cable networks still maintain a dominant share of the video-based entertainment market. As of 2022, the cable networks industry's market size is a [staggering \\$94.1 billion](#) in the United States alone. This figure does not account for global revenue, which tops \$300 billion.

However, recent trends have negatively impacted the size of the cable TV market. According to 2021 data, [15.2% of the U.S. population](#) has already ditched cable. That same year, the U.S. video streaming sector generated [over \\$29 billion](#) in revenue and saw continued growth.

This shift from cable to TV streaming services is attributable to not only consumers but also to restaurants and other businesses. If you still pay high rates for a traditional cable TV subscription to entertain customers, you should consider better available options.

If you are still unsure if you are ready to change to a streaming service, ask yourself, "Does my TV service have all of the options outlined below?" The best TV streaming service for restaurants does. If yours does not, it is time to make a switch.

Atmosphere, the [best TV streaming service](#) for restaurants, offers options such as:

Curated Playlists

Your team doesn't have time to monitor the TVs in your venue throughout the day.

Do you and your staff carry remotes throughout your shifts so you can change TV channels to accommodate customer requests? If you do, you know firsthand how frustrating it is—especially if you have different types of TVs in your establishment. You must keep track of many devices and remember which remotes and accessories go with each. You also have to change or recharge batteries frequently and worry about lost or broken remotes. Your staff must also take time away from serving customers and other duties to change channels.

You have no flexibility if you use cable TV as your primary entertainment option. Your only option is to mix up channels now and then to keep the content pseudo-entertaining. We say “pseudo-entertaining” because daytime cable TV is not all that exciting no matter how frequently you switch those channels.

Atmosphere eliminates this headache by allowing you to create custom curated playlists. These custom entertainment menus — [Atmosphere Playlists](#) — can include up to five channels that will randomly cycle throughout the day. This means no more manual channel changing or keeping track of remotes.

You control the content of interest to your customers.

You can also curate your playlist to align with the type of vibe you want to create in your establishment. Guests will love it because you constantly provide fresh, engaging content throughout their dining experience.

Volume-Optional Content

Another downside to cable TV is volume fluctuation. It seems that every time you change a channel, you need to adjust the volume as well. Some channels even suffer severe volume fluctuations when transitioning between ads and entertainment content.

Many establishments simply leave the volume off and turn on subtitles. So, if you find entertaining content on daytime cable channels, your customers will have to read tiny subtitles from across the room to keep up with the storyline. Atmosphere displays content that is volume optional. It contains stunning visuals that have the same impact with or without sound. So, your customers can easily enjoy the content without subtitles.



Customizable Ads and Signage

When using cable TV, you have no say over the ads that are displayed between content. This means customers see many ads that are irrelevant to them and their interests. And some may promote your competitors.

Atmosphere allows you to tailor your ad experience to align with audience preferences. If you opt for the upgraded subscription package, you can display custom ads and signage between content.

You can create digital signage that highlights your current food and drink specials and upsell products and services to encourage customers to order more items. This will increase your average ticket size and help boost revenue.



Free Streaming TV

Atmosphere offers [free streaming TV](#) that is perfect for bars, restaurants, and other customer-centric businesses such as automotive repair shops, fitness centers, and medical facilities.

The ads displayed between content segments cover the cost of your TV content. This means you pay nothing for your Atmosphere TV subscription unless you want to display personalized digital signage.



Does your current TV entertainment solution stack up to Atmosphere? If not, **SCHEDULE A DEMO** to learn how to switch to the best TV streaming service available for businesses.

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GET A FREE DEMO