Cord-Cutting on Campus: The Demise of Cable TV Service in the Residence Halls

Tom Gerace
Tulane University
October 3, 2017
Agenda

• About Tulane
• History of cable TV at Tulane
• How the times are changing
• How we’re changing with the times
• Where we are today
Tulane University
Results of cable survey lead to elimination of cable services in residence halls

This past September, Tulane Technology Services and the Division of Student Affairs, in collaboration with Housing and Residence Life, conducted a survey and focus...
Sherman: Where are we going this time, Mr. Peabody?

Mr. Peabody: Set the Wayback Machine for October 14, 1994, Sherman. We’ll visit Ypsilanti, Michigan and hear Tom talk at the SIGUCCS Conference!
Extending the Campus Network: Bringing Data Connectivity and Cable Television to the Residence Halls

Tom Gerace
Tulane University
October 14, 1994
1994
Extending the Campus Network: Bringing Data Connectivity and Cable Television to the Residence Halls

2017
Cord-Cutting on Campus: The Demise of Cable TV Service in the Residence Halls
The Times They Are A-Changin’

You better start swimmin’ or you’ll sink like a stone; For the times they are a-changin’

... 

As the present now Will later be past ... For the times they are a-changin’

Bob Dylan
Cord-Cutting Could Cost Pay TV Industry $1 Billion in a Year, Study Says

Survey by cg42 projects that 800,000 consumers will cut the cord over 12 months.
Cord-Cutting Is Accelerating

By 2018, 21% of U.S. households won't pay for traditional TV, eMarketer says
How Comcast is trying to prevent people from cutting the cord

By Ryan Knutson and Shalini Ramachandran
Published: Apr 6, 2017 10:58 a.m. ET
Comcast, Netflix and the Death of Cable

Cable providers leverage Internet access to slow the loss of customers.

By Tom Risen, Staff Writer | July 16, 2015, at 3:50 p.m.
Disney Unveils New Streaming Services, to End Netflix Deal

New service must balance new and original content to attract subscribers without cannibalizing existing brands
Housing Cable TV Survey

• The survey

• Executive Summary
Survey Summary

• General importance of Tulane’s Cable TV service:
  • 37% extremely important or very important
  • 63% moderately important/not at all important
Survey Summary

- Video content consumption patterns:
  - 69.54% watch less than 5 hours of Cable TV each week or do not watch Cable TV at all
  - 67.31% watch more than 5 hours of Internet programming (Netflix, Hulu, Amazon Prime, etc.) per week
  - 95.37% watch Internet programming on a laptop/computer
  - 38.05% watch on a smart/mobile device
  - all other types of devices lag behind
Survey Summary

• Types of programming watched on Tulane’s Cable TV service

<table>
<thead>
<tr>
<th>Types</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/Current Events</td>
<td>32.86%</td>
</tr>
<tr>
<td>Sports</td>
<td>48.44%</td>
</tr>
<tr>
<td>Scripted Content (dramas, sitcoms, etc.)</td>
<td>45.61%</td>
</tr>
<tr>
<td>Reality</td>
<td>33.14%</td>
</tr>
<tr>
<td>Movies (HBO, etc.)</td>
<td>50.14%</td>
</tr>
<tr>
<td>Other</td>
<td>18.98%</td>
</tr>
</tbody>
</table>

• Types of Internet programming watched:

<table>
<thead>
<tr>
<th>Types</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/Current Events</td>
<td>26.45%</td>
</tr>
<tr>
<td>Sports</td>
<td>33.50%</td>
</tr>
<tr>
<td>Scripted Content (dramas, sitcoms, etc.)</td>
<td>73.80%</td>
</tr>
<tr>
<td>Reality</td>
<td>31.99%</td>
</tr>
<tr>
<td>Movies (HBO, etc.)</td>
<td>74.56%</td>
</tr>
<tr>
<td>Other</td>
<td>11.59%</td>
</tr>
</tbody>
</table>
Survey Summary

- Internet channels or subscription services watched:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>96.00%</td>
</tr>
<tr>
<td>Hulu/Hulu Plus</td>
<td>19.25%</td>
</tr>
<tr>
<td>Amazon Prime</td>
<td>42.50%</td>
</tr>
<tr>
<td>Google Play</td>
<td>1.50%</td>
</tr>
<tr>
<td>iTunes Video Store</td>
<td>6.25%</td>
</tr>
<tr>
<td>Vudu</td>
<td>1.75%</td>
</tr>
<tr>
<td>Redbox Instant</td>
<td>1.75%</td>
</tr>
<tr>
<td>Other</td>
<td>16.25%</td>
</tr>
</tbody>
</table>
Survey Summary

- Service preference:
  - 75.73% prefer Internet programming
  - 16.5% prefer Cable TV service
  - 7.77% prefer neither of these choices
Survey Summary

- Institutional investment in services
  - A key question in the survey and focus group sessions:

  “When the University is faced with funding decisions to invest in additional Internet bandwidth (to accommodate growing demand for streaming video services such as Netflix, Hulu, etc.) versus investing in campus cable TV solutions, which would you choose to keep costs the same?”
Survey Summary

• Institutional investment in services
  • A key question in the survey and focus group sessions:

  “When the University is faced with funding decisions to invest in additional Internet bandwidth (to accommodate growing demand for streaming video services such as Netflix, Hulu, etc.) versus investing in campus cable TV solutions, which would you choose to keep costs the same?”

• 82.81% suggest that the University invest in Internet bandwidth to support streaming services
• 17.19% suggest investment in Cable TV service
• Focus group feedback similar or stronger
Results of cable survey lead to elimination of cable services in residence halls

Graham Andreae, Staff Reporter • February 13, 2017 • Leave a Comment

This past September, Tulane Technology Services and the Division of Student Affairs, in collaboration with Housing and Residence Life, conducted a survey and focus group determining if students would prefer faster internet instead of residence hall cable services.

According to Assistant Vice President of Enterprise Services Tom Gerace, Tulane staff noted a decrease in students bringing televisions being brought into residence hall rooms during
The State of Cable

- Reduced drop count from 1439 to 282
- Reduced cost from $26,100 to $2,500 per month
Successful Steps to Life Without Cable

• Work with key stakeholders
• Work directly with student government
• Be visible
  • Survey your student population
  • Hold focus groups
• Obtain administration buy-in
  • A top-down decision

• Our results
Thank you!

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