



HOTEL  
COMMUNICATION  
NETWORK



## Highlights Sheet

# UNLOCKING THE POWER OF TABLET-BASED ADVERTISING IN HOTELS

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# HCN'S HOTEL COMMERCE MEDIA NETWORK

The **Hotel Communication Network (HCN)** has transformed the guestroom tablet into a high-performance Digital Hotel Commerce Media Network. By replacing outdated hotel technology with smart tablets that serve as the hub of the hotel room, HCN offers advertisers exclusive access to an affluent, undistracted audience at the most valuable point in their travel journey.

## Why This Matters for Brands & Advertisers

For brand and media professionals, HCN solves the "fragmentation" problem by providing a verified, high-dwell-time environment that bridges the gap between **Digital Out-of-Home (DOOH)** and **Ecommerce**.

### 1. Unrivaled Engagement Metrics

- **90%+ Interaction Rates:** Guests are highly active with the tablets throughout their stay.
- **3.5 Hours of Daily Dwell Time:** This represents a massive window of exposure compared to traditional DOOH.
- **99% Viewability:** Ads are served in a premium, distraction-free environment.
- **Fraud-Free Environment:** Impressions tied to guest proximity and behaviour.

### 2. Sophisticated Targeting & Luxury Reach

- **Contextual Control:** Target hotel guests by geography, brand, property, room type, etc.
- **Global Scale:** Projecting over **700,000 rooms** and **6.5 billion monthly impressions** by 2028.
- **Top 20 DMAs:** Found in some of America's most desirable major metropolitan areas.

## Market-Leading Efficiency

HCN rate card of **\$7.50 CPM** vs \$9 - \$32 CPM of other Premium DOOH

### 3. Full-Funnel Commerce Capabilities

Unlike standard DOOH, HCN's tablets are **shoppable**.

- **Instant Conversion:** Integrated partnerships allow guests to book tours, stream music, or order alcohol for delivery directly from the ad.
- **Experiential Sampling:** Brands can pair on-screen ads with physical welcome amenities (sampling) delivered to the room.

### Contact Us

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**Visit:** <https://hcn-inc.com/ads-white-paper> for the complete report!