

# Optimum Announces the Launch of Entertainment TV, a Brand-New Internet TV Package Available Exclusively on Optimum Stream, Providing Customers With Choice and Flexibility

*Entertainment TV Features 80+ Channels for \$30/Month, Accessible on Optimum Stream Devices*

*Availability of Optimum Stream Will Expand to Nearly 1.5 Million More Homes Across the Company's West Footprint This Year; Already Available to Complete Tri-State Footprint*

NEW YORK--(BUSINESS WIRE)-- Today, Optimum announces the latest evolution of its video offerings with the launch of *Entertainment TV*, a new internet TV package that provides high-quality entertainment content at an attractive low cost to customers, and which is available exclusively on Optimum Stream, the company's premier video service. The launch of *Entertainment TV* comes as the company further expands its Optimum Stream product offering to nearly 1.5 million homes across markets in its West footprint, including Arkansas, Arizona, Louisiana, North Carolina, and Texas, with further expansion planned for later this year. Optimum Stream remains available to all Optimum Internet customers across the company's service areas in New York, New Jersey, and Connecticut.

Priced at \$30/month, *Entertainment TV* features 80+ top-rated channels, including A&E, AMC, Comedy Central, Discovery Channel, Food Network, Game Show Network, Great American Family, Hallmark, HGTV, Lifetime, Nickelodeon, Paramount Network, TLC and WE TV, available both live and On Demand, only through Optimum Stream. *Entertainment TV* customers will also have access to award-winning local news content from Optimum's News 12 service, the preeminent hyperlocal news source across the New York tri-state area.

"As we continue to expand the availability of Optimum Stream in markets across our footprint, we are thrilled to introduce *Entertainment TV* as a new low-cost, high-quality entertainment solution for customers who are looking for a 'sit back and relax' viewing experience," said Leroy Williams, Chief Growth and Innovation Officer at Optimum.

"Optimum is focused on providing superior customer experiences at every touchpoint – backed by a world-class network and product set – and putting our customers at the center of everything we do. This launch demonstrates our commitment to further enhancing the Optimum TV offering and bringing customers innovative TV packages that satisfy their unique viewing habits. We know our customers want choice and flexibility, and *Entertainment TV* does exactly that, providing an amazing option for the entertainment content customers want to watch, all at a competitive price point."

The launch of *Entertainment TV* marks the latest addition to the Optimum Stream experience as the company continues to expand its availability in markets across the country and serves as the first of many new video solutions that the company plans to bring to consumers, with more packages featuring great content, enhanced navigation, and other video options on the horizon. Through Optimum Stream, customers can enjoy a seamless entertainment experience, which brings together live TV alongside access to thousands of other streaming apps available for download through the Google Play Store, all accessible through a customer-friendly interface and compact, sleek device.

## **Get Total Connectivity with *Entertainment TV***

Optimum Internet customers can unlock additional savings when bundling *Entertainment TV* with Optimum Mobile services, available at a variety of service levels and price points to meet the bandwidth and data needs of every consumer. Optimum Internet comes with whole home WiFi coverage with Smart WiFi for seamless streaming, working, gaming, and more, and built-in security, as well as 24/7 tech support. The company's Optimum Mobile service is delivered over America's most award-winning 5G network and offers plans starting as low as \$15 per month per line.

The addition of *Entertainment TV* and the larger expansion of its Optimum Stream service comes on the heels of the company's introduction of its new brand platform, *Where local is big time*, earlier this year. The platform centers on Optimum's ability to bring customers the reach and connectivity resources of a large national provider with the localized care and support of a small business to cater to the unique connectivity needs of each community it serves.

For more information on *Entertainment TV*, Optimum Stream, and to learn more about the various Optimum TV packages that meet their specific video and entertainment needs, new and existing customers can visit [optimum.com/tv](https://optimum.com/tv) to check their availability or call 866.9.OPTIMUM.

## **About Optimum**

Optimum is a brand of Altice USA, one of the largest broadband communications and video services providers in the United States, delivering broadband, video, mobile, proprietary content, and advertising services to approximately 4.7 million residential and business customers across 21 states. The company operates Optimum Media, an advanced advertising, and data business, which provides audience-based, multiscreen advertising solutions to local, regional, and national businesses and advertising clients. Altice USA also offers hyper-local and international news through its News 12 and i24NEWS networks.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20240717633833/en/>

Media:

Heather Besler  
(631) 660-8321

[Heather.Besler@alticeusa.com](mailto:Heather.Besler@alticeusa.com)

Erin Smyth

(917) 565-2480

[Erin.smyth@alticeusa.com](mailto:Erin.smyth@alticeusa.com)

Source: Altice USA