

Pipeline

Knowledge Is Power

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Broadband, Awards, and Rock n'Roll: The Cable Show '09 Preview

By Alana Grelyak

The Cable Show '09 is right around the corner and since this month's issue is devoted to Cableco vs. Telco, we thought we'd take a more in-depth look at what attendees can expect from the event, scheduled for April 1 -3 in Washington, D.C. We had a short Q&A with Barbara York, Senior Vice President, Industry Affairs at NCTA, and here it is, in all its glory.

Pipeline: Can you tell us about some of the highlights of The Cable Show 2009 that would be specifically of interest to Pipeline's OSS/BSS audience?

Barbara York: Pipeline readers attending The Cable Show 09 will be exposed to the breadth, depth and power of cable's capabilities. From The Cable Show Exhibit Floor which showcases leading OSS/BSS providers like **Openet, CSG Systems, and Sigma Systems**, as well as leading service providers such as **Sprint-Nextel** and **Level3**, to our special 20,000 square foot exhibit called "Broadband Nation," which demonstrates how cable's advanced broadband network supports healthcare, commercial services, and education, your readers will experience cable like never before.

Pipeline: Are there any keynote speakers that you're particularly proud to have on board?

Barbara York: Pipeline readers will have the opportunity to hear some of the most influential executives in the media business talk about how they're positioning their companies in a challenging economy. The Cable Show '09 is the only industry event to unite visionary leaders from the cable, content and online media sectors, including:

Glenn Britt, President and CEO of Time Warner Cable

Greg Brown, President and Co-CEO of Motorola, Inc.

Patrick Esser, President of Cox Communications, Inc.

Robert Iger, President and CEO of The Walt Disney Company

William Kennard, Managing Director of The Carlyle Group

Jerry Kent, Chairman and CEO of Suddenlink Communications

Craig McCaw, Chairman of Clearwire Corporation

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Rupert Murdoch, Chairman and CEO of News Corporation

Brian Roberts, Chairman and CEO of Comcast

Amy Tykeson, President, CEO & Chairman of BendBroadband



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Pipeline: Can you speculate as to what percentage of the attendees will be made up of service providers?

Barbara York: Approximately 40%.

Pipeline: Is there anything new this year that you didn't have last year?

Barbara York: The "Broadband Nation" exhibit is an exciting new feature of The Cable Show '09. Broadband Nation is a dazzling 20,000 square foot immersion into the broadband life, offering a hands-on view of how cable-delivered broadband services are bringing new possibilities to the country and the world. Set up as a Main Street, USA display, Broadband Nation delivers a hands-on opportunity to experience, first-hand, how cable-powered broadband services are empowering citizens with new possibilities in health care, commercial services, education, recreation, entertainment, home automation and much more. [Note: For more on the Broadband Nation exhibit see "A Closer Look at Broadband Nation later in this article.]

Pipeline: It looks like, for the second year in a row, the Cable Show will be closing with a Battle of the Bands. Since a rock battle isn't a common occurrence at industry events, we'd like to hear more about it. Is entry to the Battle limited to exhibitors/attendees of The Cable Show?

Barbara York: The Battle of the Bands charity event features cable industry bands competing for the title of "top cable rockers." It's a great closing night celebration for Cable Show attendees and it's for a great cause, with proceeds from this year's event benefiting Washington DC schools and after-school centers.

With an "American Idol-type" format, the event features a panel of celebrity judges – this year led by Grammy Award-winning guitar impresario, Jeff "Skunk" Baxter – and text voting from the audience. The event will also be emceed by Tatyana Ali, award-winning actress, singer, and host of TV One Access.

Pipeline: Your website says the Battle is a charity fundraiser. Tell us more about the charity you chose to donate to and why.

Barbara York: The Battle of the Bands is a charity fundraising concert that supports the industry's CableCares initiative. The beneficiary of this year's concert is City Year, with eighty percent of the funds raised supporting the organization's programs in Washington D.C. schools and after-school centers.

The CableCares initiative, with The Battle of the Bands fund raising component, is the Cable Show's way of giving something back to our host city. It provides a means for our attendees to make a lasting difference.



Pipeline: Tell us about the Vanguard awards. What kind of prestige does such an award bring to a company or individual?

Barbara York: The Vanguard Awards are the most prestigious honors presented by the National Cable and Telecommunications Association (NCTA). The men and women who are selected excel both in business and in personal commitment to the industry and to their colleagues. Without exception, they display the multi-dimensional talents of exceptional leadership.

This year, the Distinguished Vanguard Awards for Leadership go to Rocco Commisso, Chairman & CEO of Mediacom Communications Corporation; and Nomi Bergman, President of Bright House Networks. In addition, seven other agenda-setting industry leaders will be recognized at the 2009 awards ceremony.

Pipeline: Is there anything else you'd like to share with our audience?

Barbara York: For the first time in over forty years, the NCTA will be hosting The Cable Show – the industry’s largest cable and telecommunications convention – in Washington D.C. on April 1-3, 2009. Bringing The Cable Show '09 to the nation’s capital presents an unprecedented opportunity to showcase the industry’s advanced delivery platform and diverse content to the new administration and policy makers and also provides a unique opportunity for your readers to experience all aspects of the cable industry, first-hand.

From addressable advertising to WiMAX to operational efficiencies, The Cable Show provides provocative panels that offer the latest thinking on subjects that matter most. If your readers are interested in learning more about the cable telecommunications industry, there's only one place where the whole industry converges under one roof. We encourage them to come to Washington D.C. from April 1–3, 2009 for three concentrated days of networking, learning and collaboration. For more information, please visit our website at www.thecablesow.com.

A Closer Look at Broadband Nation

by Mark Manlove

The centerpiece of The Cable Show '09 will be a 20,000 square foot technology showcase titled “Broadband Nation”. Broadband Nation is a Main Street America-themed showcase highlighting the advanced services and consumer benefits associated with cable’s broadband telecommunications platform. The exhibit will provide Cable Show attendees a hands-on opportunity to experience a variety of innovative products and services available to consumers today – and in the future – for the home, school, and office. It will also feature some specialized technology applications available for medical centers, retail stores and entertainment outlets, among others.

“The cable industry is currently starting deployment of ultra fast broadband service to residential and small and medium sized enterprises. We fully expect that as much as broadband has already changed our lives, there is much, much more right around the corner. Broadband Nation seeks to capture in tangible ways how broadband enhances the everyday life of Americans, and how it can it help improve healthcare, education, and other important social goals,” said Kyle McSlarrow, NCTA President & CEO.

NCTA is joining with Comcast, NCTA member companies, and leading technology vendors including; Advanced Digital Broadcast, Aurora Networks, Cisco Systems, Comcast Media Center, CommScope, Exceptional Innovation, Hewlett-Packard and Motorola to bring an array of broadband-enabled products to life In Broadband Nation – all from the prospective of the consumer or “end user.” Home Automation and Control, Advanced Network Monitoring and Operations, and Tru2way Interactive Television Applications are among a partial list of inter-active demonstrations.

Broadband Nation will focus on how consumers throughout the nation – whether in urban, suburban or rural environments – are benefiting from the wide-scale deployment of cable’s high-speed broadband service. The showcase will deliver a one-of-a-kind, hands-on opportunity for Cable Show attendees to experience cable broadband in a real-world setting

Exhibitor Thoughts

A few of the companies that will be exhibiting at The Cable Show '09 took some time to share their thoughts with us about why a cable event is important to OSS/BSS vendors like themselves. Here's what they had to say:

Amdocs, Booth #911

At this year's show, Amdocs will showcase the breadth of the OSS product portfolio and highlight our continued success in delivering against the roadmap for integrating acquired products with our core fulfillment portfolio. The Amdocs portfolio is providing operators today with the products and services that enable their business growth and improve the experience of their customers. At the CableNet venue, we will also be demonstrating technology that enables subscriber self-activation and upsell via a tru2way interface.

Sigma Systems, Booth #819

"The Cable Show is the year's must-attend cable event. With the slumping economy, operators need partners who can help them get the most revenue and cost-savings possible from existing services and efficiently roll out new offerings. The Cable Show gives Sigma Systems the opportunity to showcase our expertise in removing services silos and improving MSOs' efficiencies with our award-winning provisioning and fulfillment solutions for VoIP, TV and high-speed data."

- Preston Gilmer, Vice President of Product Marketing

Convergys, Booth #1137

The Cable Show is important to Convergys because it is a strategic venue to see what's important to our Cable clients and how key industry trends will affect their business. Convergys believes that to be a strong partner we must first understand the top business priorities within the Cable industry. The success of our BSS/OSS solutions depends on helping our clients reduce cost, support new revenue streams, and improve customer relationships.

CSG Systems, Booth #513

"The NCTA Cable Show is the best networking event of the year to connect with all of our cable clients in one place. The conference sessions truly allow the top names in cable to pause and have the kind of dialog that furthers the industry's most important conversations. It's a great place to dig into the topics that matter most to the cable industry and its leadership."

--Rob Kunzler, Executive Director of Marketing, CSG Systems

Openet, Booth #3209

With its cutting-edge topics and high caliber of audience, The Cable Show 2009 is a key event for Openet, the leading provider of Transactional Intelligence for the world's largest and most innovative network service providers.

As an established player in the cable market, Openet will unveil new solutions for cable and advanced advertising at the show, further illustrating its leadership in maximizing Transactional Intelligence opportunities for video, broadband and addressable advertising.

Integrated Broadband Services (IBBS), Booth #2304

IBBS will introduce BBX 4.6, an enhanced version of its award-winning Broadband Explorer Diagnostics and Provisioning software.

This update to BBX will include an Acceptable Use Policy Management (AUP) application, which will empower Cable Operators to define package level acceptable use policies for bandwidth usage thresholds for a defined interval and, by extension, to more closely monitor and manage use of bandwidth capacity; a Rules Based Notifications AUP Exceptions, which will enable its operator customers to communicate the definite AUP exceptions to subscribers via email and a customer self-care portal interface; a fully integrated Usage Billing Data capabilities for operators to bill subscribers for bandwidth use overages; and a new feature that will enable subscribers to receive an increase in bandwidth when downloading large files/content.

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