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Contact: 800-542-5040

Joe Madagan, SCTE•ISBE Editor, Marketing & Communications, jmadagan@scte.org

Paul Schneider, PSPR, Inc. for SCTE•ISBE, pspr@att.net, 215-817-4384

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SCTE•ISBE UNVEILS SPECIAL EXPERIENCE TRACK TO BE PROVIDED AT CABLE-TEC EXPO FOR EXECUTIVES, STAFF OF SMALL AND MIDSIZED OPERATORS

Program Offers Special Activities to Maximize Value of Attending Leading Cable Technology Event

OCT. 2, 2017 (Exton, PA)—The Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), today announced the creation of a “Small to Medium-Sized Operator Experience” set for SCTE•ISBE Cable-Tec Expo® that is designed to help executives and staff of small and midsized MSOs maximize the value of the industry’s leading technology event.

The Experience tracks for the first time specific content and events that can help attendees from American Cable Association (ACA) and National Cable Television Cooperative (NCTC) member companies better leverage the networking, thought leadership, and technical education elements of Expo, with the ultimate goal of driving business results. Created with input from the ACA and the NCTC, the Experience includes seminar activities, VIP seating, workshops, and other events from Tuesday, Oct. 17 through Friday, Oct. 20.

“In our discussions with ACA and NCTC, it was clear that there were ways in which we could enhance the Expo experience to support their members’ goals,” said Terry Maloney, vice president, marketing for SCTE•ISBE. “The program that we’ve put together will help those members zero in on the most appropriate educational content, optimize their time on the show floor, and hear exclusive presentations that are geared toward their issues.”

The Small to Medium-Sized Operator Experience at Expo includes:

- An NCTC member gathering on Tuesday, Oct. 17;
- An ACA “State of the Industry” and Washington Update on Thursday, Oct. 19, at Innovation Theater in the Exhibit Hall to discuss issues impacting small-/medium-sized market operators and members;
- Continental breakfast prior to, and VIP seating at, the Cable-Tec Expo Opening General Session on Wednesday morning, Oct. 18; preferred seating at the Annual Awards Luncheon; and attendance at the ribbon-cutting ceremony opening the Exhibit Hall;
- A guided tour of the Exhibit Hall, conducted by NCTC and ACA tour guides; and
- A private demonstration of a new 3D Cable World NetworkSim™ learning environment at the SCTE•ISBE CORTEX Expert Development System™ Lounge.

Experience participants also will have the opportunity to hear how their peers are harnessing new technologies to increase network performance, deploy new services, and improve bottom lines at *Broadband Technology Report’s* “DOCSIS® 3.1 Goes Mainstream” breakfast panel featuring Mediacom CTO JR Walden and Midco CTO Jon Pederson on Thursday, Oct. 19. Representatives of small and midsized MSOs will compete when the International Cable-Tec Games and the IP Challenge take place during the CORTEX Olympics @ Expo Evening, also on Thursday.

The industry’s leading conference and exposition, SCTE•ISBE Cable-Tec Expo will be conducted Tuesday, Oct. 17 through Friday, Oct. 20. The Opening General Session features a star-studded lineup of

industry speakers, including: a keynote conversation between Mike Fries, CEO of Liberty Global, and Tony Werner, President, Technology and Product of Comcast Cable; and keynote remarks by Tom Rutledge, Chairman and CEO of Charter Communications. A panel discussion on operations featuring three highly regarded executives—Debi Picciolo, senior vice president of operations, West Region for Charter Communications; Ed Marchetti, senior vice president of operations for Comcast’s Northeast Division; and Patricia Martin, vice president, service assurance for Cox—will be moderated by Leslie Ellis, president of Ellis Edits and *Multichannel News* technology columnist. An Annual Awards Luncheon panel later that day will feature Bruce McClelland, CEO of ARRIS, and Dave Watson, president and CEO of Comcast Cable, and will be moderated by Jeff Baumgartner, technology editor of *Multichannel News*.

Expo Week begins on Monday, Oct. 16 with a One Day Immersion program at The Cable Center; the event is supported by the Emma Bowen Foundation and is designed to stimulate career opportunities for college students, recent graduates, and graduate-level candidates. On Tuesday, Oct. 17, the agenda will feature the start of almost four-dozen technical workshops and a technology-rich seminar on Remote PHY that is free to all paid Full Conference attendees, as well as the Cable TV Pioneers Annual Banquet and Class of 2017 induction ceremonies.

Other highlights of Cable-Tec Expo 2017 include an ongoing series of thought-leadership presentations at Innovation Theater in the heart of the Exhibit Hall, an International Experience underscoring Expo’s growing importance within the global cable community, and the CORTEX Olympics events that demonstrate workforce expertise. Terry Cordova, vice chairman, business development–network and technology services for Altice USA, and Jim Blackley, executive vice president, engineering and information technology for Charter Communications, are program co-chairs for Expo 2017.

SCTE•ISBE Cable-Tec Expo® is renowned as the pre-eminent venue that combines the thought leadership, engineering innovation, and deal-making that power the technological future of broadband telecommunications. As a nexus for content and service providers, technology partners, and industry experts, Cable-Tec Expo provides rich insights into technologies, products, and services that can generate revenue, streamline operations, and increase customer satisfaction. In addition to learned presentations and technology-centric exhibits, Cable-Tec Expo features valuable learning, peer-to-peer interaction, and networking opportunities that are designed to prepare the technology workforce for the advent of future products and services. Registration and additional information on registration options are available at <http://expo.scte.org>.

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*The **Society of Cable Telecommunications Engineers (SCTE)** is part of a unique ecosystem that has the power to prepare the workforce to meet the ever-changing demands of the Telecommunications Industry. Our members can realize streamlined delivery of products and services, improved customer satisfaction, and increased employee retention rates directly impacting business results. In cooperation with our partners, CableLabs® and NCTA, SCTE prepares tomorrow’s telecommunications leaders by communicating new Industry trends and technology, developing standards, and delivering relevant training and certification programs to enhance members’ expertise and professional development. SCTE and its global brand, the International Society of Broadband Experts (ISBE), build value for corporate, vendor, and individual members by creating peer networking opportunities, professional mentoring, and communication of Industry information. Visit www.scte.org. Connect with SCTE at www.scte.org/socialmedia.*

140 Philips Rd. Exton, PA 19341-1318 USA 800-542-5040 | 610-363-6888
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