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SCTE•ISBE ANNOUNCES 10-YEAR PLAN TO GROW SUCCESS OF CABLE-TEC EXPO

Long-Term Strategies To Be Implemented For 2019 Event In New Orleans And Beyond

OCT. 22, 2018 (Exton, PA)—The Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), today announced a long-range plan that is designed to ensure the continued success of SCTE•ISBE Cable-Tec Expo® as a pivotal event for the entire cable telecommunications industry.

The plan outlines the multiple forces that are being harnessed to continue Cable-Tec Expo's role as the industry's premier venue for sharing ideas and accelerating the deployment of state-of-the-art technology. These include strategic locations, partnerships with cable system operators, and collaborative relationships with the vendor community and key industry associations.

“The cable industry's Organization Review Committee gave SCTE•ISBE and SCTE•ISBE Cable-Tec Expo high marks,” said Bill Warga, vice president, Technology for Liberty Global and chair of the SCTE•ISBE Board of Directors. “Our goal with this plan is to continue to build the relevance and value of Expo as a platform for driving learning and development, applied science, and technology leadership for the next decade.”

The plan was created in anticipation of SCTE•ISBE's 50th anniversary next year by Mark Dzuban, president and CEO of SCTE•ISBE, and Zenita Henderson, senior director, Marketing Operations, Business Development and National Conferences for SCTE•ISBE, with input from the organization's Board of Directors and Expo attendees and exhibitors. Key elements include:

- Following next year's event in New Orleans, a schedule of September or October dates through 2029 in cities that are focal points of the industry, with multiple visits to Denver and Atlanta and individual events in Philadelphia and Washington, D.C.;
- An increased commitment by the MSO community, including MSO sponsors in each locale who will take the lead on creating program content, securing guest speakers, and ensuring participation by senior leadership teams up to and including C-level executives; and
- Implementation of broad measures to enhance value for exhibiting companies, including measures designed to increase interaction with prospects and customers, complimentary admissions for Fall Technical Forum speakers, and reconstitution of the Cable-Tec Expo Exhibitor Committee to ensure that exhibitors' needs continue to be addressed.

“What's fueled the success of Cable-Tec Expo in recent years has been the willingness of operators, vendors, and our partner organizations to make the event a priority for their teams,” said Tom Adams, executive vice president, Field Operations for Charter Communications and vice-chair of the SCTE•ISBE Board of Directors. “Our plan is designed to provide a framework that will help the industry as a whole continue to leverage the power of Expo to promote technical excellence and innovation that can drive bottom line results.”

Chaired by Cox Communications executive vice president and Chief Product and Technology Officer Kevin Hart and featuring a keynote by Cox Communications president Pat Esser, SCTE•ISBE Cable-Tec Expo 2018 begins today and continues through Thursday, Oct. 25 at Atlanta's Georgia World Congress Center. The conference is setting records for technical speakers (104) and workshops (48) and for the

first time is featuring pre-conference and closing-day sessions on next-generation architectures. In addition, Expo has become a forum for a variety of industry organizations, including: the American Cable Association; ANGA.COM; The Cable Center; CableLabs®; the Cable TV Pioneers; Kyrio, a CableLabs® subsidiary; NCTA–The Internet & Television Association; the National Cable Television Cooperative; NTCA–The Rural Broadband Association; and Women in Cable Telecommunications.

“The extraordinary support we’ve received from Kevin Hart and Pat Esser this year is the template we’ve used to identify how operators can work more closely with Expo in the future,” said Dzuban. “The successful event they’ve helped us create this year has created a foundation on which we can further nurture the partnerships across the industry and around the world that are continually refreshing Expo with new ideas and perspectives.”

SCTE•ISBE Cable-Tec Expo 2019 will be conducted Monday through Thursday, Sept. 30 through Oct. 3, at the Ernest N. Morial Convention Center in New Orleans.

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About the Society of Cable Telecommunications Engineers (SCTE)

*SCTE drives business results for service providers and vendors through technology innovation, standards development and industry-leading training and certification. In partnership with CableLabs® and NCTA, SCTE builds value for corporate and individual members by enabling accelerated delivery of products and services, superior workforce expertise and increased customer satisfaction. SCTE and its global brand, ISBE, annually produce **SCTE•ISBE Cable-Tec Expo**, the largest cable telecommunications technology, educational and business development event in the Americas. More at www.scte.org.*

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