



SCHEDULE FOR THE CABLE SHOW '09

Updated: March 18, 2009

All details are subject to change.

TUESDAY, MARCH 31

Exhibitor Registration - 8:00 am to 5:00 pm
Delegate Registration - 12:00 pm to 5:00 pm
Press Registration - 12:00 pm to 6:00 pm
Cable Courtyard - 12:00 pm to 5:00 pm
International Business Center - 12:00 pm to 5:00 pm

10:00 am - TBD

CABLECARES PROGRAMS

See www.thecableshow.com/cablecares for details

7:45 am - 12:00 pm Cable Positive - Food & Friends and Metro TeenAIDS
10:00 am - 2:15 pm Hunt Fish Feed at Central Union Mission
2:00 pm - 5:30 pm Gospel Music & Feed the Children Distribution at Charles Hart Middle School

11:00 am - 2:00 pm
NCTA State Regional Executive Directors Meeting (invitation only)
Room 206

3:00 pm - 5:00 pm
NCTA Key Contact Conference
(Separate sign up required; for Key Contacts only)
Room 207

5:30 pm - 7:00 pm
Cable Connection Spring - Media Welcome Reception
West Registration Foyer

6:00 pm - 9:00 pm
Key Contacts & State/Regional Executive Directors
Reception: Arlington & Cabin John Rooms
Dinner: Constitution A
Grand Hyatt, 1000 H Street NW

WEDNESDAY, APRIL 1

Delegate & Exhibitor Registration - 7:00 am to 6:00 pm
Press Registration - 7:30 am to 6:00 pm
Cable Courtyard - 7:00 am to 6:00 pm
International Business Center - 7:30 am to 6:00 pm

Morning

CABLECARES PROGRAMS

See www.thecableshow.com/cablecares for details

7:45 am - 12:00 pm Cable Positive at Metro TeenAIDS and Food & Friends
8:00 am - 12:30 pm Sprucing Up Truesdell Education Center with City Year and Comcast

7:30 am - 7:00 pm

WICT'S LEADERSHIP CONFERENCE

Separate registration required. For schedule and session details:
<http://www.wict.org/programs/conference/schedule/Pages/default.aspx>

WEDNESDAY, APRIL 1 (continued)

8:00 am - 8:45 am
Cable Show '09 Convention Committee Meeting (Committee only)
Room 140B

8:00 am - 9:00 am
Key Contact Breakfast (Key Contacts only)
Room 207A

8:30 am - 10:00 am
Bloggers' Summit (invitation only)
Room 142

10:00 am - 10:15 am
NCTA Annual Membership Meeting (NCTA Members only)
Room 156

10:15 am - 11:15 am
NCTA Board Meeting (NCTA Members only)
Room 140A

11:00 am - 4:00 pm
Walter Kaitz Foundation Diversity Summit (invitation only)
Room 209C

11:15 am - 12:15 pm
NCTA Programmer Committee Meeting (Committee only)
Room 140B

12:00 pm - 1:15 pm
TECHNICAL PAPERS SESSION

01 Quality Matters: Assuring Performance across Multiple Platforms
Room 144

12:15 pm - 1:15 pm
NCTA PUBLIC POLICY LUNCH (invitation only)
Room 146

1:30 pm - 2:45 pm
GENERAL SESSION
02 Agenda for the New Media Era
Ballroom

3:00 pm - 6:00 pm
EXHIBIT FLOOR OPEN

3:00 pm - 4:00 pm
NCTA Corporate Counsel Meeting (NCTA Members only)
Room 140A

3:00 pm - 4:00 pm
CablePAC Board Meeting (Committee Members only)
Room 140B

WEDNESDAY, APRIL 1 (continued)

3:00 pm – 4:15 pm

MANAGEMENT & TECHNICAL SESSIONS

- 03 A New Way There: Cable's Interactive Agenda
Room 143BC
Technical Papers Session
- 04 Highly Individual: Content Protection and Delivery in the Digital Era
Room 144
- 05 View from the Hill: Commerce Committee Staffers on Communications Policy
Room 145A
- 06 21st Century Communications Policy: The Role of the States
Room 145B
- 07 Jumping Through (Hulu) Hoops: Programming for a New Video Paradigm
Room 147

4:30 pm – 5:45 pm

MANAGEMENT & TECHNICAL SESSIONS

- 08 Online, On Demand & On TV: Understanding the New Field of Television
Room 143BC
Technical Papers Session
- 09 Sending the Right Message: Techniques and Technologies for Targeted Advertising
Room 144
Produced in partnership with ACC
- 10 Community Ties: The Business Rewards of Making a Difference
Room 145A
Produced in partnership with CTAM
- 11 Economic Elixir: Growing Cable's Business Services Share
Room 145B
- 12 Econ 101: Creating Value in a Changing Economy
Room 147

5:30 pm – 7:00 pm

WICT 30-Year Anniversary Event
Separate ticket purchase if not registered for the WICT Leadership Conference
Room 146

6:00 pm – 7:30 pm

International Welcome Reception
L Street Bridge
Sponsored by Cisco

5:30 pm – 9:30 pm

Cable TV Pioneers' Reception & Dinner (Members Only)
Renaissance Mayflower Hotel, 1127 Connecticut Avenue NW
Please contact Leslie Read at 516-944-0444

THURSDAY, APRIL 2

Delegate & Exhibitor Registration - 7:30 am to 5:00 pm

Press Registration - 7:30 am to 5:00 pm

International Business Center - 7:30 am to 5:00 pm

Cable Courtyard - 7:30 am to 5:00 pm

7:30 am – 12:30 pm

WICT'S LEADERSHIP CONFERENCE

Separate registration required. For schedule and session details:
<http://www.wict.org/programs/conference/schedule/Pages/default.aspx>

7:30 am – 9:00 am

"Multicultural TV: Is It Cable's Competitive Edge?"

Room 152

Partnership Breakfast hosted by *Multichannel News and B&C*

Separate registration required – please contact Sandy Friedman at 646.746.6740 or sfriedman@reedbusiness.com

8:00 am – 9:15 am

CABLEPAC BREAKFAST (Club Members only)

Room 146

8:00 am – 9:15 am

Cable Europe Breakfast

Room 204A

Hosted by NCTA & Cable Europe

8:00 am – 9:15 am

Mastermedia International Seminar

"Understanding the \$1.2 Trillion Christian Community Market"

Room 209C

8:00 am – 6:00 pm

CABLE CARES ABOUT DIVERSITY

Room 154

Sponsored by the Walter Kaitz Foundation & NAMIC

Separate registration required. For schedule and session details, call the Kaitz Foundation at 202-222-2490.

9:00 am – 4:00 pm

CABLELABS LAW & TECHNOLOGY SEMINARS

CableLabs Members only. Sign up at www.CableLabs.com

Room 207B

9:30 am – 10:45 am

GENERAL SESSION

13 Navigating a Communications Revolution

Ballroom

11:00 am – 5:00 pm

EXHIBIT FLOOR OPEN

THURSDAY, APRIL 2 (continued)

11:00 am - 12:15 pm

MANAGEMENT & TECHNICAL SESSIONS

Produced in partnership with CableLabs

- 14 **Inventing Tomorrow: Innovations for a New Marketplace**
Room 143BC

Technical Papers Session

- 15 **Scaling for Tomorrow: New Approaches to Video Encoding**
Room 144

- 16 **View from the Hill: Judiciary Committee Staffers on Communications Policy**
Room 145A

Produced in partnership with CTAM

- 17 **Plugged In: Ethernet's Role in Driving Business Services Market Share**
Room 145B

Produced in partnership with CAB

- 18 **Advertising 360: The Viewer Gets into the Picture**
Room 147

12:30 pm – 1:45 pm

NCTA PUBLIC POLICY LUNCH (Invitation Only)

Room 146

12:30 pm – 2:00 pm

NCTA Finance & Operations Committee Meeting & Lunch
Room 140A

12:45 pm – 2:00 pm

"Engaging the Consumer: Opportunities & Challenges in the Evolution of TV"

Room 152

Partnership Lunch hosted by *Parks Associates*

This event requires a separate registration. Register to attend at www.parksassociates.com/cablesHOW.

12:45 pm – 2:00 pm

MANAGEMENT & TECHNICAL SESSIONS

Technical Papers Session

- 19 **The Invisible Network: Wireless Broadband in the Home...and Out of It**
Room 144

- 20 **Stating the Case: Business Contributions of IT Management**
Room 145A

2:00 pm – 3:00 pm

NCTA Rural & Small Operators Committee Meeting (Members only)
Room 140B

2:00 pm – 3:00 p.m.

CABLE POSITIVE POWER AWARDS PRESENTATION

Booth 2903

THURSDAY, APRIL 2 (continued)

2:30 pm – 3:45 pm

MANAGEMENT & TECHNICAL SESSIONS

Produced in partnership with CAB

- 21 **Advertising's Great Enabler: Unleashing the Power of the Set-Top Box**
Room 143BC

- 22 **You Must Remember This: Affiliate-Network Partnerships Live On**
Room 144

- 23 **13 (+1) Things CIOs Must Do to Survive & Prosper During this Recession**
Room 145A

- 24 **Where Policies Meet Packets: Government's Role in Broadband Progression**
Room 145B

Produced in partnership with SCTE

- 25 **Cable Technology and the Platform for Change**
Room 147

4:00 pm – 5:00 pm

GENERAL SESSION

- 26 **Prime Time in the Global Village**
Ballroom

5:15 pm – 6:30 pm

NCTA & SCTE Technology Networking Reception
Broadband Nation – Booth #100

*Please RSVP at www.thecablesHOW.com/register
Sponsored by ARRIS*

FRIDAY, APRIL 3

Delegate & Exhibitor Registration - 7:30 am to 3:00 pm

Press Registration - 7:30 am to 3:00 pm

International Business Center - 7:30 am to 3:00 pm

Cable Courtyard - 7:30 am to 3:00 pm

7:00 am – 8:30 am

NAMIC ANNUAL AWARDS BREAKFAST

Independence Ballroom - Grand Hyatt, 1000 H Street, NW
Separate registration & ticket required.

Sponsorship opportunities are still available, as are tables (\$3,500) and individual tickets (\$150 each). A limited number of tickets will be available onsite the day of the event. For more information, contact: Danny McGlone or Sandra Girado at (212) 594-5985.

8:00 am – 4:00 pm

SCTE CONFERENCE ON EMERGING TECHNOLOGIES®

Room 202

Separate sign up required at www.thecablesHOW.com/register

8:00 am – 9:30 am

Asia Breakfast

Room 204A

Hosted by NCTA and CASBAA

8:30 am – 9:30 am

PUBLIC POLICY BREAKFAST (invitation only)

Room 146

FRIDAY, APRIL 3 (continued)

8:30 am – 9:30 am

MANAGEMENT SESSION

- 27 OSS & BSS: Transforming the Back Office to Capitalize on New Growth Opportunities
Room 145A

8:30 am – 4:30 pm

KAITZ FOUNDATION SUPPLIER DIVERSITY PROGRAM

Room 154

Separate sign up required at www.walterkaitz.org/supplierdiversity

9:45 am – 10:45 am

Produced in partnership with CAB

GENERAL SESSION

- 28 Economics of a New Advertising Era
Ballroom

11:00 am – 2:00 pm

NCTA Finance & Operations Committee Meeting
Room 140A

11:00 am – 3:00 pm

EXHIBIT FLOOR OPEN

11:00 am – 12:15 pm

MANAGEMENT SESSIONS

- 29 Air Play: Cable's Wide-Open Wireless Future
Room 143BC
- 30 Now Approaching Tomorrow: Technology Takes Me There
Room 145A
- 31 Strategies for Success: Creative Approaches to Service Bundling in Smaller Markets
Room 145B
Produced in partnership with CTAM
- 32 Welcome to the Jungle: Marketing to Win
Room 147
- 33 If We Build It, Will They Log On: Barriers to Broadband Adoption & Use
Room 151B

11:00 am – 3:00 pm

MANAGEMENT DEEP DIVE SESSION

- 34 How Are We Doing? New Measurement Approaches for Shaping Customer Care
Room 144

12:30 pm – 1:45 pm

PUBLIC POLICY LUNCH (Invitation Only)
Room 146

FRIDAY, APRIL 3 (continued)

12:30 pm – 1:45 pm

MANAGEMENT SESSION

- 35 Crafting the Code: Software's Rising Profile in Cable Operations
Room 145A

12:30 pm – 1:45 pm

"Online Video: Where's the Money"

Room 148

Partnership Lunch hosted by *CableFAX*

Separate registration required. For registration information, please email pbenko@accessintel.com

2:00 pm – 3:00 pm

MANAGEMENT SESSIONS

- 36 Part 1: A Day in the Media Life: Implications for Advertisers
Produced in partnership with CAB
Part 2: A Day in the Media Life: Implications for Marketers and Programmers
Produced in partnership with CTAM
Room 143BC
- 37 The Big Switch: Digital Transformation in the Global Arena
Room 145A
- 38 Agency Agenda: FCC & Other Agencies on Communications Policy
Room 145B
- 39 They've Got Issues: State & Local Policy Roundtables
Room 152

3:00 pm – 4:45 pm

Vanguard Awards Reception and Ceremony

Separate ticket purchase required

www.thecableshow.com/vanguardawards

Room 146

8:00 pm –

BATTLE OF THE BANDS CHARITY FUNDRAISER

Ballroom

Attendance by ticket only.

Sponsored by Cisco, Motorola and Turner Broadcasting

SUNDAY, APRIL 5

MONDAY, APRIL 6

TUESDAY, APRIL 7

CTAM RESEARCH CONFERENCE

Separate registration required. For schedule and session details:

<http://www.ctam.com/conferences/research/index.html>

VANGUARD AWARDS

People have made this industry what it is today. Our challenge is to determine the best of the creators, the innovators and the risk-takers, and to honor them for their achievements. The men and women who are nominated and selected for our industry's national awards are people who excel both in business and in personal commitment to their colleagues. Without exception, they display the multi-dimensional talents of exceptional leadership. They set the example for all of us in their commitment to human rights, employee development and encouragement of minority involvement in all aspects of the industry. All our national awards recognize these broad-based leadership qualities.

The Vanguard Awards are the most prestigious awards presented by the NCTA. Award winners are nominated by the NCTA membership and selected by an Awards Committee composed of members from NCTA Board of Directors as well as former award winners.

Distinguished Vanguard Award for Leadership (Man)

Rocco B. Comisso, Chairman & CEO
Mediacom Communications Corporation

Distinguished Vanguard Award for Leadership (Woman)

Nomi Bergman, President
Bright House Networks

Vanguard Award for Cable Operations Management

Dinni Jain, President & COO
Insight Communications, Inc.

Vanguard Award for Programmers

Jim Walton, President – CNN Worldwide
Turner Broadcasting System, Inc.

Vanguard Award for Associates & Affiliates

Robert Stanzione, Chairman & CEO
ARRIS, Inc.

Vanguard Award for Science & Technology

Jay Rolls, Senior Vice President – Technology Development
Cox Communications, Inc.

Vanguard Award for Government & Community Relations

Bonnie Hathaway, Vice President of Public Affairs
Time Warner Cable

Vanguard Award for Marketing

Sean R.H. Bratches, Executive Vice President – Sales and Marketing
ESPN, Inc.

Vanguard Award for Young Leadership

Charlie Collier, President & General Manager
AMC