

THE CABLE SHOW BY THE NUMBERS

FACTS, STATS, AND TRENDS
about the most important annual event in
today's broadband economy



THE SHOW THAT DELIVERS

Contacts, exposure and education. They're the main ingredients in a formula for business success delivered year after year by The Cable Show. It's the show that combines "A-list" decision-makers with an exhibit floor that presents the latest in technology and programming, along with educational sessions that are rich with business intelligence. It's the show that's built for your success. And we've got the numbers to prove it.

RISING ATTENDANCE

Growing strong...even in a tough economy

The economy may have slowed, but The Cable Show hasn't. Attendance is rising, along with the number of high-caliber attendees from key constituent groups.

More attendees

Total '09 attendance: 12,209

Total '08 attendance: 12,100

C-level executives

Participation from CEOs of the top U.S. cable companies, plus C-level executives from leading programming and technology providers. When it comes to leadership, The Cable Show leads the way.

Government leaders

With U.S. Commerce Secretary Gary Locke opening the special Broadband Nation exhibit, The Cable Show '09 showcased the industry's achievements to the most senior policymakers. Attracting...

- 100 members of the U.S. Congress
- Over 300 federal agency officials, including participation from the FCC, NTIA and RUS, among others.

Cable operators...and lots of them

More than one-third of all attendees are cable operators. MSO representation rose 39% in 2009.

Diverse titles

In attendance at The Cable Show '09 were executives and professionals representing...

- Corporate Management
- Engineering
- Marketing
- MIS/Network Management
- Business Development
- Programming
- Customer Service
- Product Management

EXHIBITS

Where to find...everything

The Cable Show exhibit floor provides a marketplace that brings buyers and sellers together, offering the industry's most comprehensive showcase: from breakthrough multi-screen programming and digital content to game-changing IP technology and the devices that support it, all under one roof. And all of it tailor-made for display before thousands of important industry decision-makers.

Extraordinary range

- 289 exhibitors
- 159,800 square feet of exhibit space
- Equal participation from technology and content providers

The right crowd

- 50% of all Cable Show attendees are executive-level professionals who make decisions about what to buy
- 30% of attendees are mid-level (director/manager) management representatives who influence purchase decisions

A rising technology profile

The Cable Show is attracting increased attendance within technical disciplines including:

- Engineering
- Network Management
- Business Development
- Product Management

Sectors aplenty

Attendees and decision-makers at The Cable Show reflect the entire spectrum of the media industry and important allied sectors. Like these...

- Advanced Advertising
- Broadband
- BSS/OSS
- Consumer Electronics
- Digital Content
- Education
- Enterprise IP Solutions
- Entertainment
- Health Care
- Home Networking
- Interactive TV
- Network Management
- Program Distribution
- Telecommunications
- Wireless Broadband

Broadband Nation

It was the exhibit floor attraction that had everybody talking. The Cable Show's 20,000 square foot Broadband Nation showcase offered hands-on, interactive demonstrations of how broadband has touched the lives of U.S. citizens in areas such as...

- Education
- Business
- Entertainment
- Health Care
- Recreation
- Home Automation

“This was an exceptionally successful show for our company. Not only were we able to have our important customer/prospect meetings, but we were also honored to be a part of the Broadband Nation. What a great way to showcase the digital future!”

– Rochelle Thompson, Marketing Manager, ActiveVideo Networks

EDUCATION

Delivering insight on demand

The Cable Show continues to draw acclaim for the quality of educational sessions that deliver current business intelligence around important industry topics. Illuminating emerging themes such as online video authentication, advanced advertising and network optimization, The Cable Show '09 delivered focused discussion around core topics like ...

- Technology and IT (16 sessions)
- Public Policy (7 sessions)
- Advertising (4 sessions)
- Operations and Management (7 sessions)
- Programming (3 sessions)
- Business Services (2 sessions)

"This year's Cable Show remained a compelling event to meet with existing clients and new prospects. It's also a great learning venue to participate in discussions about the industry's latest trends."

– Elise Brassell, Marketing & Public Relations, CSG Systems

More organizations, more opportunities

The Cable Show collaborates with thought-leading organizations to present rich, detailed sessions examining issues that matter the most to attendees. Partner organizations and events included:

- CTAM's Business Services Track
- SCTE's Conference on Emerging Technologies®
- Cabletelevision Advertising Bureau
co-produced advanced advertising programs
- CableLabs' Law & Technology Seminars and CableNET 2009
- Women in Cable Telecommunications' Leadership Conference



EXPOSURE

Coverage that keeps growing

The Cable Show's impact extends beyond the convention hall through a variety of traditional and new media outlets that carry information to a wider audience. In 2009, The Cable Show produced thousands of impressions through press coverage and digital networking platforms. Among the numbers...

382 PRESS REGISTRANTS

204 MEDIA OUTLETS

394 SHOW-RELATED ARTICLES TO DATE

**18% increase in Media participation
compared to last year**

541,673 WEBSITE IMPRESSIONS

59,479 WEBSITE VISITS

18,479 BLOG VIEWS TO 163 BLOG POSTS

534 TWITTER FOLLOWERS (AND RISING)

571 UPDATES ON THE CABLE SHOW TWITTER STREAM

3,163 views of recently posted YouTube videos

INTERNATIONAL

Impact that spans the globe

As the only show that provides international attendees the complete perspective on the North American cable industry, The Cable Show disperses knowledge that helps international industry participants improve the way they do business. The Cable Show '09 featured...

- 562 international attendees
- 50 represented nations
- Partnerships with international cable organizations including Cable Europe, CASBAA, CANITEC, JCTA, KCTA, TAP Latin America and others
- International receptions, events and VIP tours

"All of Pace's important customers that attended this year's show made it a point to stop by our booth to meet and discuss our new products and technologies. This year's Cable Show also brought many new international customers by the Pace booth to see the new products in development for their markets."

– Ashley Glover, Head of Marketing and Communications, Pace plc.

CONTRIBUTION

Providing support for our host cities

The Cable Show is building a tradition of support for host cities through volunteer-led initiatives that improve the quality of life for thousands of beneficiaries. Operating under the "CableCares" banner, in 2009 we accounted for...

- More than \$155,000 in funds and in-kind donations
- 225 volunteers
- 7 Washington D.C.-area community projects
- Donations or support to 21 area schools
- 1,300 donated books
- 7,560 meals served
- Food for 800 families for a week
- A "Battle of the Bands" benefit concert that raised \$95,000 for City Year, Washington D.C. to support schools and local youth-service projects



COMING SOON

The Cable Show heads to Los Angeles

The Cable Show continues to combine an unmatched blend of networking, education and exposure with an international flair and a highly actionable agenda. Up next: The Cable Show 2010, in Los Angeles. Chaired by Time Warner Cable Chairman, President and CEO Glenn Britt and Showtime Networks Chairman and CEO Matt Blank, The Cable Show 2010 takes place May 11-13 in concert with Cable Connection – Spring, a series of important events that unite the cable industry and those allied with it. Don't miss it!

Find more information
visit www.thecableshow.com/numbers

For Exhibiting Opportunities, call 202-463-7905
or email exhibitinfo@ncta.com

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