



SCHEDULE FOR CABLE CONNECTION SPRING 2010

Updated: May 8, 2010

Unless otherwise noted, all events are the Los Angeles Convention Center

MONDAY, MAY 10

Cable Show Exhibitor Registration - 10:00 am to 5:00 pm
Cable Show Delegate Registration - 12:00 pm to 5:00 pm
Cable Show Press Registration - 12:00 pm to 6:00 pm
Cable Show Cable Courtyard - 12:00 pm to 5:00 pm
Cable Show International Business Center - 12:00 pm to 5:00 pm

1:00 pm – 5:30 pm

CableLabs Law & Technology Seminars

Room 403A

Separate registration is required. Please contact Kathi Schlieman/CableLabs for information:

k.schlieman@cablelabs.com.

2:00 pm – 5:00 pm

NCTA State Regional Executive Directors Meeting (Mbrs Only)

Plaza Room, JW Marriott at L.A. Live

3:45 pm – 7:45 pm

CableCares Volunteer Work with Hunt.Fish.Feed.

See www.thecableshow.com/cablecares for details

Union Rescue Mission

545 S. San Pedro Street, Los Angeles

5:30 pm – 7:00 pm

Cable Connection Spring - Media Welcome Reception

Conga Room at L.A. LIVE

Sponsored by NCTA, ACC & Convergys

5:30 pm - 9:00 pm

CABLE TV PIONEERS RECEPTION & DINNER

(Members Only & Separate Ticket Purchase)

Crystal Ballroom, Millennium Biltmore Hotel

**FOR FURTHER INFORMATION PLEASE
CONSULT THE CABLE CONNECTION
SPRING PARTNER WEBSITES**

www.cablecenter.org

www.cablecommunicators.org

www.cablelabs.com

www.cabletvadbureau.com

www.ctam.com

www.namic.com

www.scte.org

www.thecableshow.com

www.walterkaitz.org

www.wict.org

TUESDAY, MAY 11

Cable Show Delegate & Exhibitor Registration - 8:00 am to 6:00 pm
Cable Show Press Registration - 8:00 am to 6:00 pm
Cable Show Cable Courtyard - 8:00 am to 6:00 pm
Cable Show International Business Center - 8:00 am to 6:00 pm
Cable Show Executive Suites - 12:00 pm to 7:30 pm

6:45 am – 12:30 pm

CableCares Volunteer Work – A Place Called Home

See www.thecableshow.com/cablecares for details

A Place Called Home

2830 South Central Ave., Los Angeles

8:00 am -12:15 pm

CableLabs Law & Technology Seminars

Room 403A

Separate registration is required. Please contact Kathi Schlieman/CableLabs for information:

k.schlieman@cablelabs.com.

8:30 am – 6:00 pm

THE WALTER KAITZ FOUNDATION'S

Cable Day: The Hollywood Creative Forum

Petree Hall C

For invitation to attend and for schedule information, please visit

www.walterkaitz.org/HOLLYWOOD-CREATIVE

10:00 am – 11:30 am

The Cable Show & Hollywood Radio & Television Society (HRTS) Newsmaker Brunch

Room 153, Concourse Hall

Keynote speaker: Brian Roberts, Chairman & CEO, Comcast Corporation

Produced collaboratively by NCTA and HRTS.

HRTS members may purchase tickets at www.hrts.org

Cable Show attendees may purchase tickets at

www.thecableshow.com/hrts-brunch

10:00 am – 11:00 am

NCTA RSSO Committee Meeting (Committee Members only)

Room 505

11:30 am – 1:00 pm

THE CABLE SHOW EDUCATIONAL SESSION

Spring Technical Forum

01 Depth Perceptions: Technical Approaches for 3D Video Integration

Room 408B

TUESDAY, MAY 11 (continued)

11:30 am – 1:15 pm

THE WICT SIGNATURE LUNCH – RECOGNIZING PAR EXCELLENCE

Diamond Ballroom, 3rd Floor, JW Marriott at L.A. LIVE
Separate registration is required. Register for the WICT Signature Luncheon at: www.wict.org.

1:30 pm – 2:45 pm

THE CABLE SHOW GENERAL SESSION

02 Storytelling 3.0: Audiences, Creators, Content and Connection
Nokia Theatre at L.A. LIVE

CONVENTION CHAIRS WELCOME

Matthew Blank, Showtime Networks Inc.
Glenn Britt, Time Warner Cable

CITY WELCOME

Antonio Villaraigosa, Mayor, City of Los Angeles

MODERATOR

Tyler Mathisen, CNBC

SPEAKERS

Glenn Britt, Time Warner Cable
Philippe Dauman, Viacom, Inc.
Patrick Esser, Cox Communications, Inc.
Keith Lee, Booyah
Kevin Tsujihara, Warner Brothers
David Zaslav, Discovery Communications

3:00 pm – 6:00 pm

THE CABLE SHOW EXHIBIT FLOOR OPEN

South Hall

3:15pm – 4:15 pm

THE CABLE SHOW EDUCATIONAL SESSIONS

Plenary Session

03 Behind the Screens: Program Networks & the Incredible Expanding Universe
Room 153

04 Getting IT Right: CIOs on the State of the Art...and the Industry
Room 406

05 Spectrum of Possibility: Technology & Strategy for the Business of Wireless Communications
Room 408A

Spring Technical Forum

06 Cloudy, with a Chance of Breakthrough: New Models for IP Service Delivery
Room 408B

Presented in partnership with The Cable Center

07 Listening In: Customers, Conversation & the Implications of E-care
Room 409

3:15 pm – 3:30 pm

NCTA Annual Membership Meeting (Members Only)

Room 504

Voting ballots may be picked up by the NCTA Election Contact or a duly authorized proxy in Room 504 at the Los Angeles Convention Center between 2:45 – 3:15 pm on Tuesday, May 11.

3:30 pm – 4:30 pm

NCTA Board Meeting (Members Only)

Room 501AB

3:30 pm – 5:30 pm

NCTA Finance & Operations Committee (Members Only)

Room 501C

4:30 pm – 5:30 pm

NCTA Programmer Committee Meeting (Members Only)

Room 505

4:30 pm – 5:30 pm

NCTA CablePAC Committee Meeting (Members Only)

Room 506

4:30 pm – 5:30 pm

NCTA Corporate Counsel Meeting

Room 518

4:30 pm – 5:30 pm

THE CABLE SHOW EDUCATIONAL SESSIONS

Plenary Session – Spring Technical Forum

08 Road Trip: Mapping Cable's New Tech Progression
Room 153

Produced in partnership with ACC

09 Conversation Starter: Social Media as a Mainstay of the New Communications Mix
Room 404

10 Information, Please: Techniques and Tools for Successful IT Integration
Room 406

11 Original Appeal: The Power, Promise & People of Original Cable Programming
Room 408A

12 Playing it Safe: Policy Approaches for Protecting Kids Online
Room 409

6:00 pm – 7:30 pm

The Cable Show International Welcome Reception

Conga Room at L.A. LIVE

RSVP by e-mailing Tobi Brown/NCTA at tdbrown@ncta.com.

Sponsored by Cisco

6:00 pm – 9:00 pm

CABLE HALL OF FAME CELEBRATION

Diamond Ballroom, 3rd Floor, JW Marriott at L.A. LIVE

RSVP online at www.cablehalloffame.com

Or email Lisza Gulyas at lgulyas@cablecenter.org

8:00 pm – 12:00 am (Doors open at 7:45 pm)

BATTLE OF THE BANDS CHARITY FUNDRAISER

Club Nokia at L.A. LIVE

Attendance by ticket only.

Sponsors: CISCO, Motorola, AMDOCS, OpenTV, ABC – Disney, ARRIS, ADB, ECI, SiTV, CSG

Supporters: Fuse, ABC Family, TV One

WEDNESDAY, MAY 12

Cable Show Delegate & Exhibitor Registration - 7:00 am to 6:00 pm

Cable Show Press Registration - 7:30 am to 6:00 pm

Cable Show Cable Courtyard - 7:00 am to 6:00 pm

Cable Show International Business Center - 7:30 am to 6:00 pm

Cable Show Executive Suites - 7:30 am to 7:30 pm

7:00 am – 9:00 am

B&C and Multichannel News Breakfast

How To Generate Revenues From Multicultural Markets

Petree Hall D

Tickets- \$95 at www.multichannel.com/multiculturalTV2010

7:30 am – 8:45 am

Christians in Communications Breakfast

Plaza Rooms 1 & 2, 3rd Floor, JW Marriott at L.A. LIVE

For further information, contact Rick Dickson iirkd@aol.com

7:30 am – 9:00 am

The Cable Show's Cable Europe Breakfast

Room 403B

Hosted by NCTA & Cable Europe. Sponsored by Rovi.

Breakfast is complimentary but space is limited. Please RSVP to

tdbrown@ncta.com

7:30 am – 9:00 am

THE CABLE SHOW EDUCATIONAL SESSION

Spring Technical Forum

- 13 Quest for Quality: Optimization Approaches for the Digital Era
Room 408B

7:45 am – 9:00 am

NCTA CABLEPAC BREAKFAST (Club Members only)

Diamond Ballroom, 3rd Floor, JW Marriott at L.A. LIVE

9:15 am – 10:30 am

THE CABLE SHOW GENERAL SESSION

- 14 Media Everywhere: Implications of the Always-On Network
Nokia Theatre at L.A. LIVE

MODERATOR

Michael Powell, Former Chairman, FCC

SPEAKERS

Marc Andreessen, Andreessen Horowitz

Jeffery Bewkes, Time Warner, Inc.

Leslie Moonves, CBS Corporation

Brian Roberts, Comcast Corporation

Tom Rothman, Fox Filmed Entertainment

10:00 am – 5:00 pm

THE WALTER KAITZ FOUNDATION'S

Cable Cares About Diversity: Millennials Program

Petree Hall C

For information, visit www.walterkaitz.org/cablecares

1:00 pm – 5:30 pm

CTAM Research & Insights Conference

Platinum Ballroom, 2nd Floor, JW Marriott at L.A. LIVE

For information, schedule and to register:

<http://ctam.com/html/register/reg.html>

10:30 am – 5:00 pm

THE CABLE SHOW EXHIBIT FLOOR OPEN

South Hall

11:00 am – 12:00 pm

THE CABLE SHOW EDUCATIONAL SESSIONS

- 15 Know thy Customer: Analyzing & Managing Subscriber Data
Room 404

Produced in partnership with CableLabs

- 16 The Next Next Thing: Inventive Ideas for Cable-Connected
Technologies & Platforms
Room 406

Plenary Session produced in partnership with CAB

- 17 Prepare to Merge: Advertising's Creative/Planning
Symbiosis...and What it Means for Television
Room 408A

With keynote address by FTC Chairman Jon Leibowitz

Spring Technical Forum

- 18 Capacity for Change: Capacity Expansion in Theory & in
Practice
Room 408B

- 19 Legal Appeal: FCC Advisors on Regulatory Issues of Impact
Room 409

11:00 am – 1:30 pm

NCTA Finance & Operations Committee Meeting & Lunch

(Members Only)

Room 501C

11:00 am – 12:15 pm

Mastermedia International Seminar

Room 504

For further information contact: Beth Leger at 909-335-7353 X40

BethL@mastermediaintrl.org

12:15 pm – 1:30 pm

NCTA PUBLIC POLICY LUNCH (Invitation Only)

Room 153, Concourse Hall

Speakers: FCC Commissioner Rob McDowell
RUS Administrator Jonathan Adelstein

WEDNESDAY, MAY 12 (continued)

2:00 pm – 3:00 pm

THE CABLE SHOW EDUCATIONAL SESSIONS

Produced in partnership with CTAM

- 20 Commerce, Communications & Connectivity: Competing for Business Market Share
Room 404
- 21 Forecast for Innovation: Understanding & Applying Cloud Computing Architectures
Room 406
- Plenary Session – International*
- 22 The Language of Innovation: International Service Providers Share Secrets of their Success
Room 408A
- Spring Technical Forum*
- 23 Generation Next: Inventing the Access Networks of Tomorrow
Room 408B
- 24 FCC Agenda: Perspectives from the Inside
Room 409

3:30 pm – 4:30 pm

THE CABLE SHOW EDUCATIONAL SESSIONS

Produced in partnership with CTAM

- 25 Healthy Profits: Cable Communications & the Health Care Industry
Room 404
- Produced in partnership with CableLabs & Canoe Ventures*
- 26 EBIF Nation: The Building of a New Interactive Platform
Room 406
- Plenary Session*
- 27 Bulls vs. Bears: Assessing Cable's Investment Profile
Room 408A
- Spring Technical Forum*
- 28 Bit Players: Data, Software & the Cable Evolution
Room 408B
- 29 E Pluribus Broadband: State Policymakers on 21st Century Communications
Room 409

5:30 pm – 7:00 pm

NCTA Chairman's Reception

Dorothy Chandler Pavilion, 135 North Grand Avenue
By invitation only.
Hosted in association with The Weather Channel.

8:00 pm – 11:00 pm

A Night with NBC Universal
Universal Studios Hollywood
Sponsored by NBC Universal. NCTA Convention Badge required for admittance.

THURSDAY, MAY 13

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

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

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

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

Cable Show Executive Suites – 7:30 am to 4:00 pm

7:00 am – 8:30 am

NAMIC ANNUAL AWARDS BREAKFAST

Diamond Ballroom, 3rd Floor, JW Marriott at L.A. LIVE

Separate registration & ticket required. See www.namic.com or email danny.mcglone@namic.com Phone:(212) 594-5985

7:00 am – 8:30 am

Technical Breakfast Hosted by Communications Technology

TV Unplugged: Content Delver, Multi-Platforms & DOCSIS 3.0
Petree Hall D

For information and to register:

www.cable360.net/ct/techbreakfast10

7:30 am – 8:45 am

The Cable Show's Asia Breakfast

Room 403B

Hosted by NCTA and CASBAA. Sponsored by Zee TV (Veria)

Invitation only. For information, please email tdbrown@ncta.com

7:30 am – 8:45 am

THE CABLE SHOW EDUCATIONAL SESSION

Spring Technical Forum

- 30 EBIF: Delivering Cable's iTV Foundation
Room 408B

7:30 am – 11:45 am

CTAM RESEARCH & INSIGHTS CONFERENCE

Platinum Ballroom, JW Marriott at L.A. LIVE

For information, schedule and to register:

<http://ctam.com/html/register/reg.html>

9:00 am – 10:15 am

THE CABLE SHOW GENERAL SESSION

- 31 Conversation 2.0: Community, Collaboration & the Future of Media
Nokia Theatre at L.A. LIVE

KEYNOTE INTERVIEW

The Honorable Julius Genachowski, FCC Chairman

MODERATOR

Liz Claman, Fox Business News

SPEAKERS

Matthew Blank, Showtime Networks Inc.

Ari Emanuel, William Morris Endeavor Entertainment

Tom Rogers, TiVo

Thomas Rutledge, Cablevision Systems Corporation

Evan Williams, Twitter, Inc.

THURSDAY, MAY 13 (continued)

9:00 am – 5:00 pm

THE WALTER KAITZ FOUNDATION'S

11th Annual Supplier Diversity Connection Workshop

Petree Hall C

For information and to register, visit

www.walterkaitz.org/supplierdiversity

10:00 am – 4:00 pm

THE CABLE SHOW EXHIBIT FLOOR OPEN

South Hall

10:30 am – 11:30 am

THE CABLE SHOW EDUCATIONAL SESSIONS

Produced in partnership with CTAM

- 32 Shelf Space: Fresh Approaches for Retail Presence & Profit
Room 404

Produced in partnership with CAB

- 33 Advertising's New Math: Moving Beyond Legacy Audience
Measurement Approaches
Room 406

Plenary Session

- 34 Changing Channels: Assessing New Possibilities for Content
Delivery
Room 408A

Spring Technical Forum produced in partnership with SCTE

- 35 Getting Energized: Good Ideas (& Profitable Approaches) for
Managing Energy Consumption
Room 408B

Produced in partnership with Cable in the Classroom

- 36 Growing up Digitally: Citizenship in the Broadband Age
Room 409

12:00 pm – 1:45 pm

NCTA Vanguard Awards Ceremony & Lunch

Room 153, Concourse Hall

For list of winners and information on ticket purchase,

<http://2010.thecablesow.com/Attending/VanguardAwards>

3:30 pm – 4:45 pm

THE CABLE SHOW EDUCATIONAL SESSIONS

- 37 Time Travel: Understanding Time-Shifted TV
Room 403B

Produced in partnership with The Cable Center

- 38 Cable 101: How It All Works
Room 404

Produced in partnership with CAB

- 39 Local Advertising 2.0: Advancing in a New Media World
Room 406

Spring Technical Forum

Produced in partnership with SCTE

- 40 Strengthening the Bonds: DOCSIS 3.0 for Cable Technology
Professionals
Room 408B

- 41 From the Halls of Sacramento to the Shores of the Potomac:
Broadband Policy on the Front Lines
Room 409

FRIDAY, MAY 14

7:30 am – 11:45 pm

CTAM RESEARCH & INSIGHTS CONFERENCE

Platinum Ballroom, JW Marriott at L.A. LIVE

For information, schedule and to register:

<http://ctam.com/html/register/reg.html>