

THE CABLE SHOW

# FORMULA FOR SUCCESS

FACTS, STATS AND TAKEAWAYS FROM  
CABLE'S MOST IMPORTANT ANNUAL EVENT



# Producing Results

With higher attendance levels, a packed exhibit floor, newsworthy sessions and influential decision-makers, The Cable Show 2010 produced an ideal blend of learning, networking and business-building opportunities. Read on and find out how.

## ATTENDANCE

**We've got something most trade shows wish for: Growth.**

Total attendance at The Cable Show 2010 was nearly 13,000 – **up a healthy 7% from 2009**. Take that, economy.

**We know how to navigate at C-level.**

The Cable Show 2010 featured CEOs from the top cable operating companies and the world's most prominent programming and technology companies. When it comes to leadership, all paths led to The Cable Show.

**From Business Development to MIS, we had cable covered.**

Among Cable Show 2010 attendees: executives and professionals representing every key industry function, including...

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

**We call it The Cable Show for a reason.**

Of total Cable Show 2010 attendees, one-third were cable operators. Cable networks were on the scene in a big way, too, with attendance up 19%. Guess we'll keep our name.

# EXHIBITS

## Major action. Great dialogue. Huge buzz.

With wall-to-wall visitors and decision-makers everywhere, The Cable Show 2010 exhibit floor offered an ideal setting for developing relationships and doing business.

### Where deals get done.

What do you get when you combine **306 exhibitors** and **152,000 square feet** of exhibit space with thousands of visitors who make buying decisions? Among other things, a very good chance you're going to make your boss happy.

### We know how to draw a crowd.

A cable-centric crowd, that is. More than **53%** of Cable Show attendees are executive-level registrants, and nearly **30%** are management-level professionals who make and influence purchase decisions.

### Innovation from A to Z.

Exhibitors represented the full range of industry sectors, including...

- Advanced Advertising
- Broadband
- BSS/OSS
- Consumer Electronics
- Digital Content
- Education

- Enterprise IP Solutions
- Entertainment
- Healthcare
- Interactive TV
- Network Management Systems
- New Media
- Program Distribution
- Telecommunications
- Wireless Broadband

### My World: Illuminating the future.

Developed in partnership with Time Warner Cable, the acclaimed *My World* exhibit showcased cable-powered applications in such areas as...

- Home Energy Management
- Mobile Broadband
- Social TV
- Broadband Learning
- Multi-Platform Television
- Advanced/Integrated Voice Services
- Networked Home Technologies
- Online Video Gaming



# EDUCATION

## Top execs, big ideas and illuminating perspectives.

A superb roster of speakers, panel moderators and experts shared insights and strategies around critical technology, operations, finance and product topics.

## Our General Sessions made big news.

Three high-profile General Sessions at The Cable Show 2010, featuring leaders from Cable, Silicon Valley and Hollywood, set the stage for groundbreaking announcements, demonstrations and dialogue. We watched and learned as...

- Comcast CEO Brian Roberts wowed the crowd with a first-ever demonstration of an interactive cable application for the Apple iPad.
- Twitter CEO Evan Williams discussed the interplay between social networking and television, explaining how Twitter messages are driving exposure for TV shows.
- CBS President and CEO Leslie Moonves talked candidly about online video.

...and we heard about today's media landscape from an A-list roster of top execs including Marc Andreessen (General Partner, Andreessen Horowitz), Ari Emanuel (CEO, William Morris Endeavor Entertainment), Kevin Tsujihara (President, Warner Bros. Home Entertainment Group), Philippe Dauman (President & CEO, Viacom, Inc.), Keith Lee (CEO, Booyah) and more.

## Advertising to policy...and everything in between.

The Cable Show 2010 featured nearly 40 educational sessions devoted to the subjects that are driving exploration and innovation in today's cable industry:

- Technology & IT
- Operations & Marketing
- Public Policy
- Advertising
- Programming
- Business Services



# EXPOSURE

## We set the stage for some serious interaction.

The Cable Show has always been known for helping to build connections. In 2010, we took things even further.

## We put the show in your hands. Literally.

We introduced a new show sensation: The Cable Show Mobile Application, a free downloadable tool for smartphone users. Exhibitors plugged in immediately; Tweeting about products, sharing real-time booth events and efficiently distributing marketing collateral online.

- **5,000 downloads** of the application
- **8,388 clicks** on the Exhibitor section
- **3,470 clicks** on Floor Map
- **Countless** live Twitter messages

Even now, the conversation continues on this vibrant new platform.

## We made headlines. And Tweets.

Combining traditional press coverage with an embrace of new-media tools, The Cable Show produced lots of impressions beyond the convention center.

494 press registrations (17% increase over 2009)

266 media outlets

329 show-related articles

558,509 website impressions

136,866 website visits

186,115 blog views to 213 blog posts

1,167 Twitter followers to date, posting 1,503 updates

262 Facebook fans

7,502 YouTube views for 26 posted videos

# INTERNATIONAL

## We played to a global audience.

As the only show that provides international attendees the complete perspective on the North American cable telecommunications industry, The Cable Show involved:

- 775 international attendees
  - Nearly 60 countries represented
  - Partnerships with international cable organizations including: Cable Europe, CASBAA, CANITEC, JCTA, KCTA, PCTA, TAP Latin America and others
  - International receptions, events, and VIP tours
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# CONNECTIONS

## More organizations. More opportunities.

As part of Cable Connection – Spring, The Cable Show 2010 coincided with powerful programs involving some of cable’s best-regarded organizations:

- Spring Technical Forum featuring NCTA, SCTE and CableLabs
  - CTAM Research & Insights Conference
  - Cabletelevision Advertising Bureau co-sponsored advertising tracks
  - CableLabs’ Law & Technology seminars and CableNET 2010
  - Over 20 networking events including; receptions, award ceremonies and parties with cable industry leaders
  - NAMIC Annual Awards Breakfast
  - The Walter Kaitz Foundation Supplier Diversity Workshop, The Hollywood Creative Forum and The Millennials Program
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# CONTRIBUTION

## We made a difference for the community.

Since the inception of The Cable Show’s CableCares initiative in 2008, we’ve raised close to \$1.3 million in cash, in-kind donations and equipment contributions for our host cities. In 2010, we continued the tradition by:

- Raising more than \$221,000 in funds and in-kind donations
- Mobilizing 245 volunteers
- Feeding 1,000 homeless men, women and children from the local L.A. community
- Donating 800 man hours of hands-on support to the L.A. youth-service organization, A Place Called Home
- Drawing more than 1,000 attendees to the third annual “Battle of the Bands” charity concert



# Up Next: Chicago

The Cable Show momentum continues as we plan for the 60th annual Cable Show in Chicago from June 14-16, 2011.

Part of Cable Connection – Spring, The Cable Show 2011 takes place in one of the most conveniently accessible cities in the U.S., offering a one-of-a-kind forum for making business connections, enriching your knowledge and advancing your role in the industry.

Find out more at  
[www.thecableshow.com/results](http://www.thecableshow.com/results)

For Exhibiting Opportunities, call 202-463-7905  
or email [exhibitinfo@ncta.com](mailto:exhibitinfo@ncta.com)

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