



THE CABLE SHOW

ACHIEVING IMPACT

Highlights, Stats and Memorable Moments
from Cable's Most Important Annual Event



RESULTS IN REVIEW

Major announcements. A packed show floor.
Product debuts. Substantive educational sessions.
And a goldmine of networking opportunities.
And that was just day one.

For three days in June, The Cable Show 2011 brought together leaders and influencers from around the global cable industry in an event that delivered on its promise of possibility. With nearly **13,000** attendees, **277** exhibitors, more than **50** educational sessions and prolific news coverage (**700** articles and counting), the show made a bold statement about cable's leading role in media and communications.

EXHIBITS

Wall to wall, our exhibit floor had cable covered.

Every year, The Cable Show is the industry's launching pad for innovation. And this year, innovation was everywhere you looked. Especially on the exhibit floor, where buyers roamed, sellers sold and business boomed from the opening bell. Here's the recap:

277

Exhibitors

128,900

Square Feet of Exhibit Space

LARGER BOOTHS

For More Than One-Third of Returning Exhibitors

ATTENDANCE

People make the show. Especially when nearly **13,000** of them are on the scene.

When you bring together thousands of industry leaders with cutting-edge technology, acclaimed content, big names, insightful educational programs and tons of networking opportunities, you're bound to make an impact.

Like the cable industry itself, The Cable Show is an engine of innovation and creativity. And this year's show drew high-voltage energy from an attendee base that represented the optimal mix of leaders from around the industry and beyond:

- CEO participation from the top U.S. cable operating companies representing more than **95%** of the subscriber market.
- C-level executives from cable's most influential programming and technology companies.
- Decision-makers from every significant discipline in cable, from corporate management, engineering and programming to marketing, MIS/network management and business development. Not to mention customer service, product development... and more.

On the floor, Cable Show 2011 exhibitors played to a blue-chip crowd, with an attendee community reflecting:

- **52%** executive-level attendees
- **30%** mid-level management attendees – managers and directors who influence purchase
- Dozens of industry sectors, from Advertising to Wireless. And a whole lot in-between, including:
 - Broadband
 - BSS/OSS
 - Consumer electronics
 - Content creation
 - Education
 - Enterprise IP
 - Entertainment
 - Interactive TV
 - IPTV
 - Network management
 - New media
 - Program distribution
 - Telecommunications



THE PARK

Benches, bloggers and breakthroughs: where innovation reigned.

Prominently situated on the exhibit floor was a new concept for presenting advanced cable products and breakthroughs: The Park. And what a premiere it had. With hundreds of onlookers watching live and thousands tuning in via webcast, The Park drew big crowds and showcased big ideas. Like these:

- Community engagement in a socially driven media world
- The mobile extension of cable's value proposition
- Broadband adoption in America
- Digital habits of the next generation
- Cable's next-gen platform
- TV Everywhere
- Cable's connected home
- Digital citizenship
- The IPv6 transition



PROGRAMS

We offered a close-up look at IPv6.



Our first-of-its-kind special program devoted to the implications of the IPv6 transition attracted **1,028** participants, featured some of the world's leading experts and elevated understanding of an important subject for cable, consumer electronics and Internet industry executives. Including three panel sessions, keynote addresses from NTIA Chief of Staff Tom Power and ARIN President & CEO John Curran, and an IPv6 Pavilion showcasing IPv6-compliant electronics, this one-of-a-kind summit was the first major gathering to follow World IPv6 Day on June 8, 2011.

SESSIONS

From Oprah to Roberts to Biden, bold face names were plentiful.

Cable's original content is entertaining, engaging, enlightening, and it features some of the best-known names in show business. As it just so happens, so does The Cable Show. This year, we brought some of the most influential people in the modern media and telecom landscape to the stage, where day after day they shared big ideas and bold initiatives. Here are just a few who wowed the crowd:

- Comcast Chairman and CEO **Brian Roberts** made headlines with a live demo of a 1 gigabyte-per-second download and a new cloud-based program guide.
- Media impresario **Oprah Winfrey** made national headlines with a candid, provocative Cable Show interview... and a convincing case for why she's betting her brand on cable.
- FCC Chairman **Julius Genachowski** explained why broadband is central to the nation's economic recovery – and its civic future. And with cable broadband now available to 93% of U.S. homes, he did it in front of the perfect audience.
- U.S. Second Lady **Dr. Jill Biden** delivered a stirring address on White House initiatives to support military families, and how cable can play a vital role.

We shared the A to Z on critical cable subjects.

With creative partnerships that bring cable broadband connections and content to America's schools, education is hard-wired into cable's DNA. It's also an essential component of The Cable Show. This year, a robust educational program of more than 50 panel sessions brought almost 300 subject-matter experts to the microphone, sharing ideas, strategies, explanations and projections around the topics that matter most to today's cable business. Like these:

- Advertising
- Business Services
- Finance
- Information Technology
- Marketing
- Operations
- Programming
- Public Policy



MEDIA COVERAGE

We generated some serious ink.
And its on-screen equivalent.

With ongoing coverage from both traditional and new-media news outlets, The Cable Show 2011 made headlines by the hour. From *USA Today* to the *Los Angeles Times* to the *Chicago Tribune* to the *Washington Post*, the nation's leading newspapers featured The Cable Show prominently as part of their business coverage. So did a variety of influential online media publishers, like GigaOM, CNET, Engadget and more. Here are the numbers:

394

Press Registrations

220

Media Outlets Represented

700+

Show-related Articles, Blog Posts and Interviews

Extended show exposure also came from our own interactive media:

- 490,624 Cable Show website impressions
- 62,875 unique website visits
- 2,079 Twitter followers
- 191,795 Cable Show blog views to 266 blog posts
- 423 Facebook page fans

“Comcast Brings Facebook to the Set-Top Box”

—Ad Week

“Oprah Winfrey, evolution of Netflix highlight Cable Show’s return to Chicago”

—Chicago Tribune

“Cable operators to Netflix: Bring it on”

—CNET

INTERACTION

We played to multiple screens.
And multiplied our number of participants.

Today The Cable Show is bigger, broader and more influential than ever, thanks to strategic investments in audience-extending interactive media resources. The combination of the hugely popular Cable Show Mobile Application and live & on demand streaming of key presentations made this year’s show even more vital. Here are some key stats:

- 5,877 downloads of the Mobile App – used by more than 46% of attendees
- 9,180 clicks to the Mobile App Exhibitor section
- More than 5,953 clicks on the Floor Map
- More than 6,000 streaming-video views from 27 unique session and Park presentations. And we’re not done: Sessions are still available for viewing at www.thecableshow.com/vod

INTERNATIONAL

We invited the world. And got plenty of takers.

The Cable Show 2011 was a global affair, with a diverse international attendee list and numerous opportunities for networking, thanks to:

1,067 international attendees | 54 countries represented

- Partnership programs with international cable organizations such as ABTA, ASTRA, AVTC, Cable Europe, CASBAA, JCTA, KCTA, PCTA and others.
- International panel sessions, receptions, VIP tours and networking events.

NEXT: BOSTON’S THE PLACE IN 2012

Where better to present the next Cable Show than in a world-class city that has innovation in its DNA?

The Cable Show 2012 takes place May 21-23 in Boston, where cable’s amazing, inspiring media and communications progression will be showcased for a global audience.

Find out more at www.thecableshow.com/impact. For exhibiting opportunities, call us today at 202.463.7905, or email exhibitinfo@ncta.com.

And remember: when it comes to cable, the best is yet to come.