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SCTE•ISBE PAVES WAY FOR CONTINUED SUCCESS **WITH CONTENT-RICH CABLE-TEC EXPO® 2018**

OCT. 25, 2018 (ATLANTA, GA)—The Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), this week fine tuned the prototype for future iterations of SCTE•ISBE Cable-Tec Expo® with a high-engagement, learning-rich 2018 event at Atlanta’s Georgia World Congress Center.

Fueled by intensive interest in the application of new technologies, Cable-Tec Expo 2018 featured a sharp focus on cable’s role as the foundation for delivery of new services. In highly interactive sessions and on the busy show floor, an all-star cast of CEOs, subject matter experts and technology innovators articulated and demonstrated how the industry can transform the lives of consumers and create new revenue opportunities for operators.

“As we begin to execute on our 10-year roadmap for Cable-Tec Expo, it’s essential that we remain aligned with the industry’s evolution,” said Mark Dzuban, president and CEO of SCTE•ISBE. “Our long-range plan includes a laser focus on metrics that are most important to the industry, including how well Expo performs as a vehicle for the transfer of knowledge for our workforce, and how that translates to operational and business benefits for operators.”

SCTE•ISBE Cable-Tec Expo 2018 featured:

- Dynamic speakers such as Cox Communications President Pat Esser, Expo Program Chair and Cox Executive Vice President and Chief Product and Technology Officer Kevin Hart, and barrier-breaking female combat pilot Vernice “FlyGirl” Armour, all of whom exhorted packed-house audiences to seize valuable opportunities;
- Insights from a landmark panel comprising Dzuban, NCTA President and CEO Michael Powell, and CableLabs® President and CEO Phil McKinney regarding the organizations’ collaborative roles in advancing development, productization, and deployment of new innovations, including technologies supported by CableLabs’ Kyrio subsidiary;
- Expo’s richest-ever educational and thought leadership program, highlighted by record numbers of technical workshop speakers (104) and workshops (48), a conversation with CableLabs futurist Dr. Bernardo Huberman, and heavily attended pre-conference and closing-day sessions on next-generation architectures.

In an era of sweeping technological change, Expo 2018 remained a magnet for new technologies, with scores of new exhibitors establishing positions on the show floor. In addition, growth in international attendance underscored the pivotal roles SCTE•ISBE and Cable-Tec Expo play in learning and development, creation of industry standards, and applied science for the cable community worldwide.

“The exemplary support we received this year from Pat Esser, Kevin Hart and the entire Cox Communications team has created a template for success that will continue the relevance of Cable-Tec Expo through the coming decade,” said Dzuban. “Their efforts have helped us to implement a new success matrix that is focused on high engagement in Expo content and delivery of maximum value to our industry.”

SCTE•ISBE Cable-Tec Expo® 2019 will be conducted Monday, Sept. 30 through Thursday, Oct. 3, at the Ernest N. Morial Convention Center, in New Orleans. Bill Warga, vice president, Technology for Liberty Global, and Tom Adams, executive vice president, Field Operations for Charter Communications, will serve as Expo 2019 Program Committee co-chairs.

SCTE•ISBE Cable-Tec Expo® is renowned as the pre-eminent venue that combines the thought leadership, engineering innovation, and deal-making that power the technological future of broadband telecommunications. As a nexus for content and service providers, technology partners, and industry experts, Expo provides rich insights into technologies, products, and services that can generate revenue, streamline operations, and increase customer satisfaction.

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About the Society of Cable Telecommunications Engineers (SCTE)

*SCTE drives business results for service providers and vendors through technology innovation, standards development and industry-leading training and certification. In partnership with CableLabs® and NCTA, SCTE builds value for corporate and individual members by enabling accelerated delivery of products and services, superior workforce expertise and increased customer satisfaction. SCTE and its global brand, ISBE, annually produce **SCTE•ISBE Cable-Tec Expo**, the largest cable telecommunications technology, educational and business development event in the Americas. More at www.scte.org.*

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