SCTE CABLE-TEC EXPO '13
OCTOBER 21-24 / ATLANTA, GA

SIMPLE JUST GOT SIMPLER

Eric Hybertson

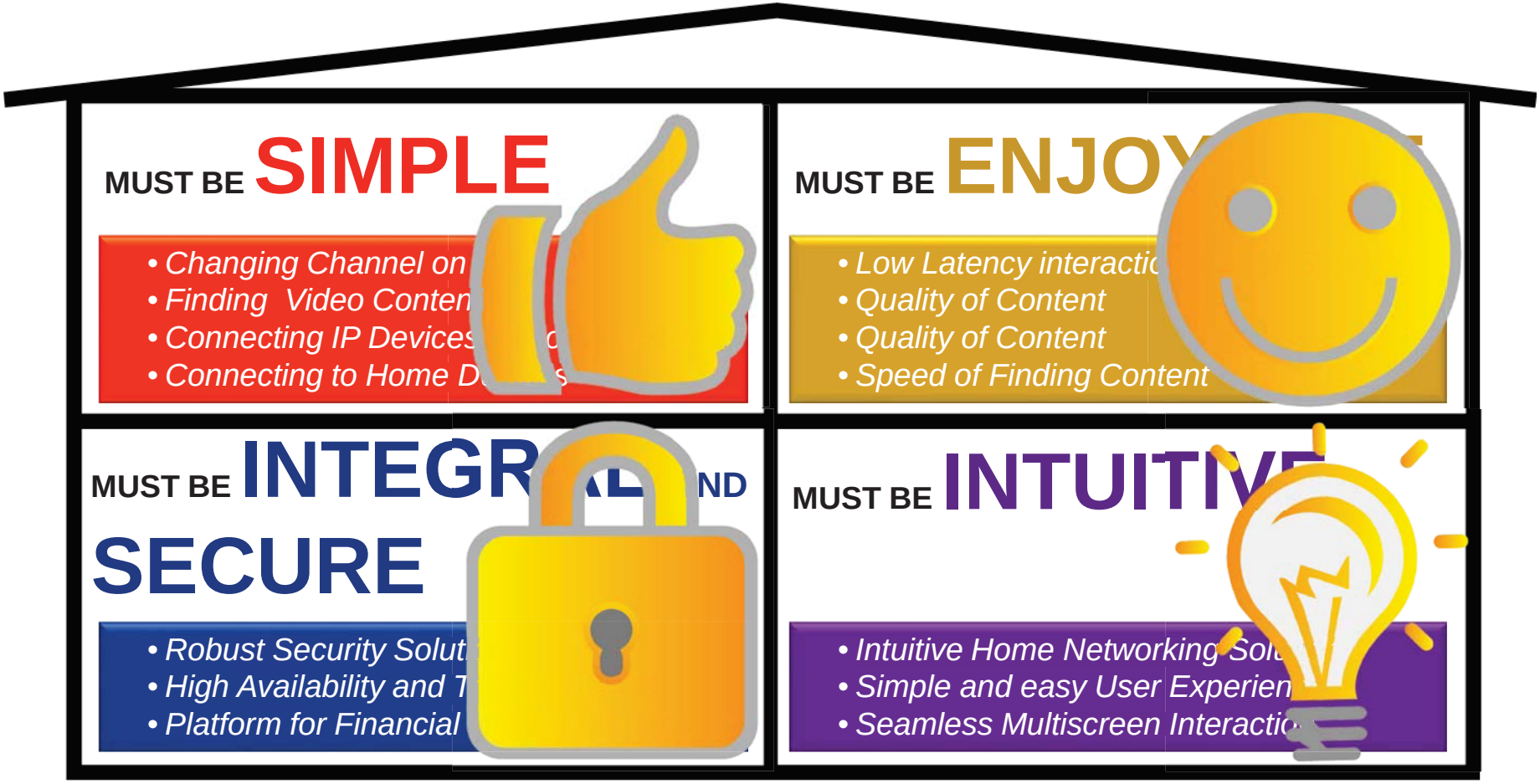
Director, Rendering Devices

Time Warner Cable

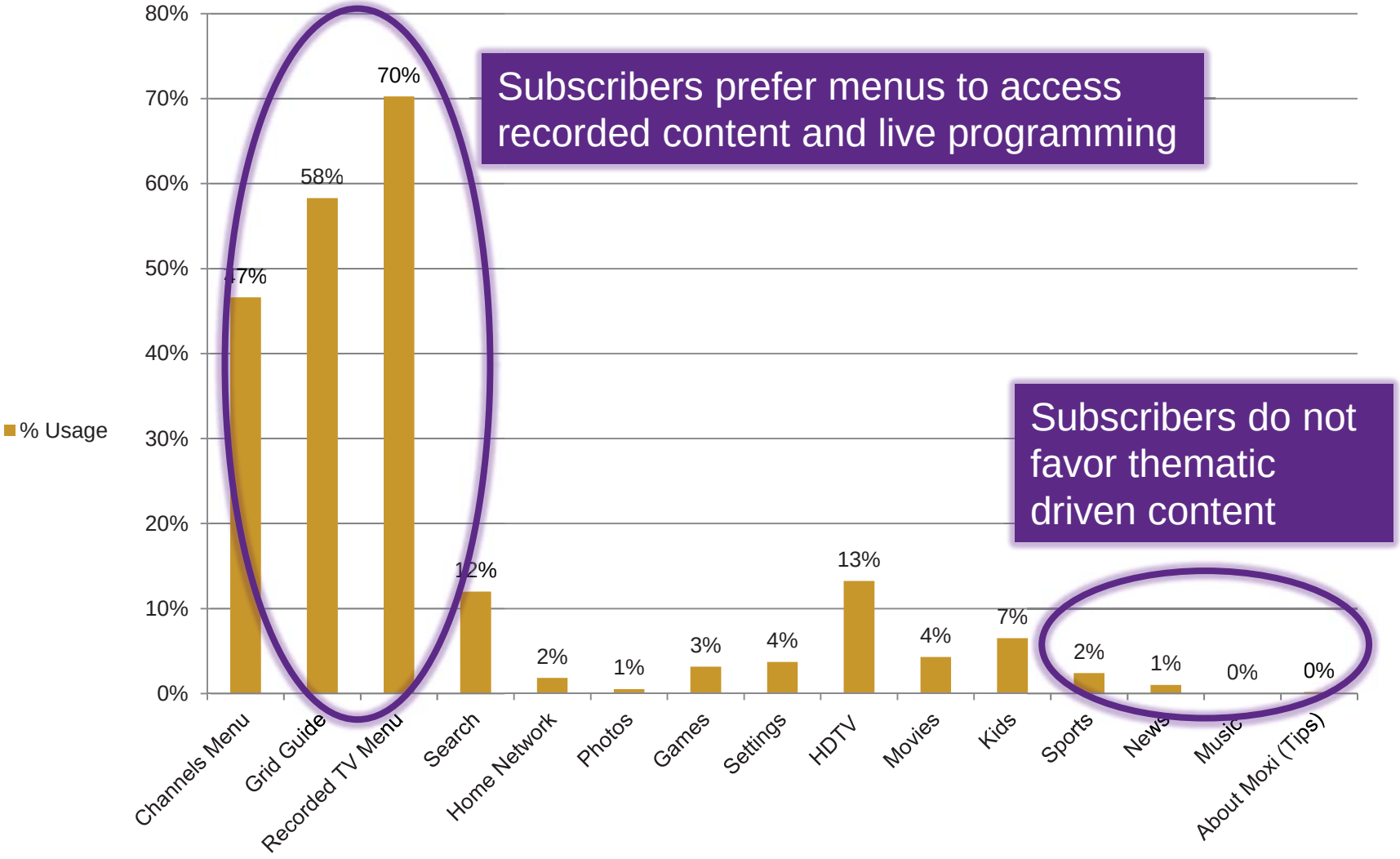
The New, Connected Home

The Design Philosophies of the Cable Home

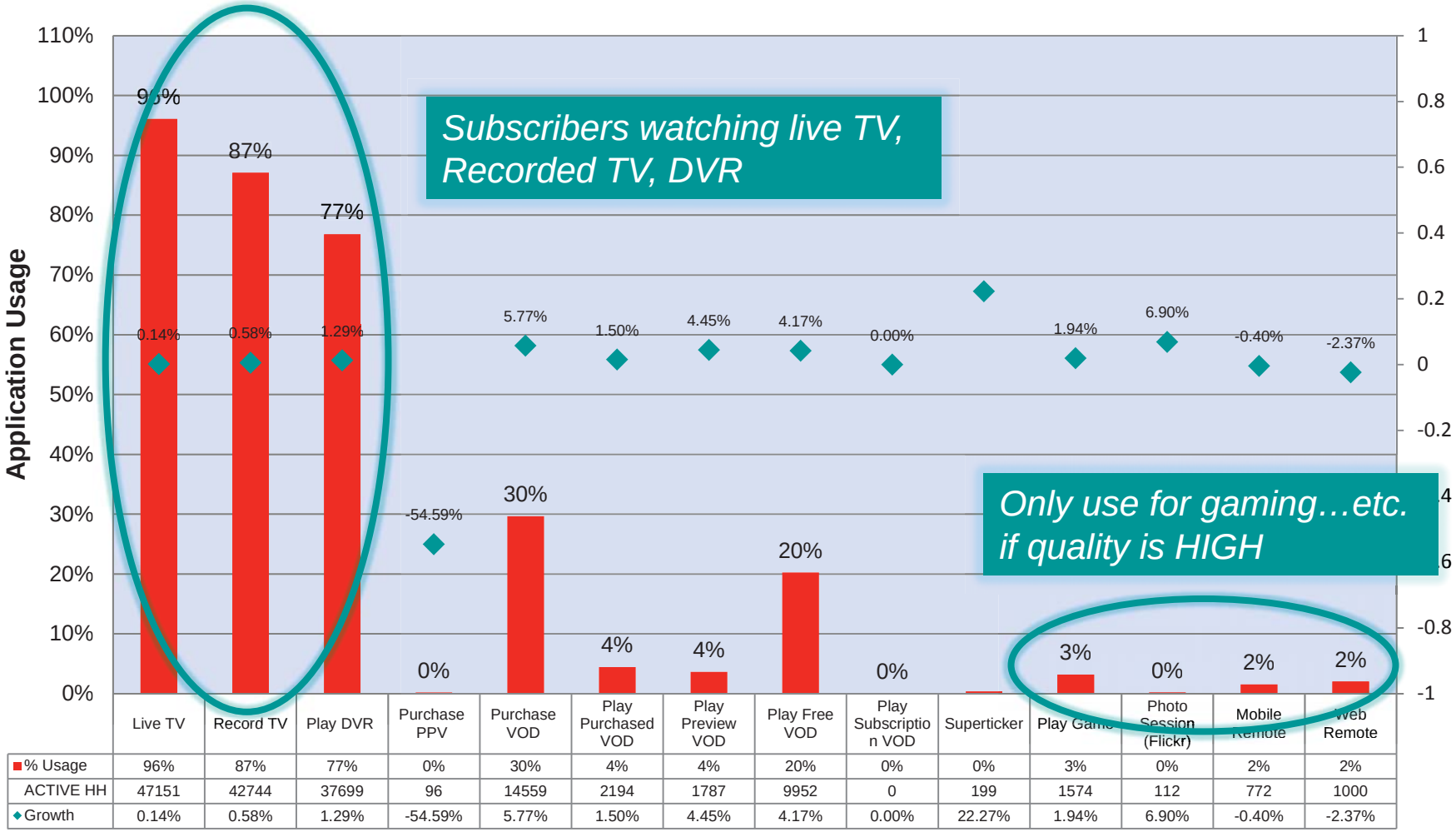
Connected Subscriber being serviced with all Digital Life Services…



How subscribers use the Guide



Application usage by household



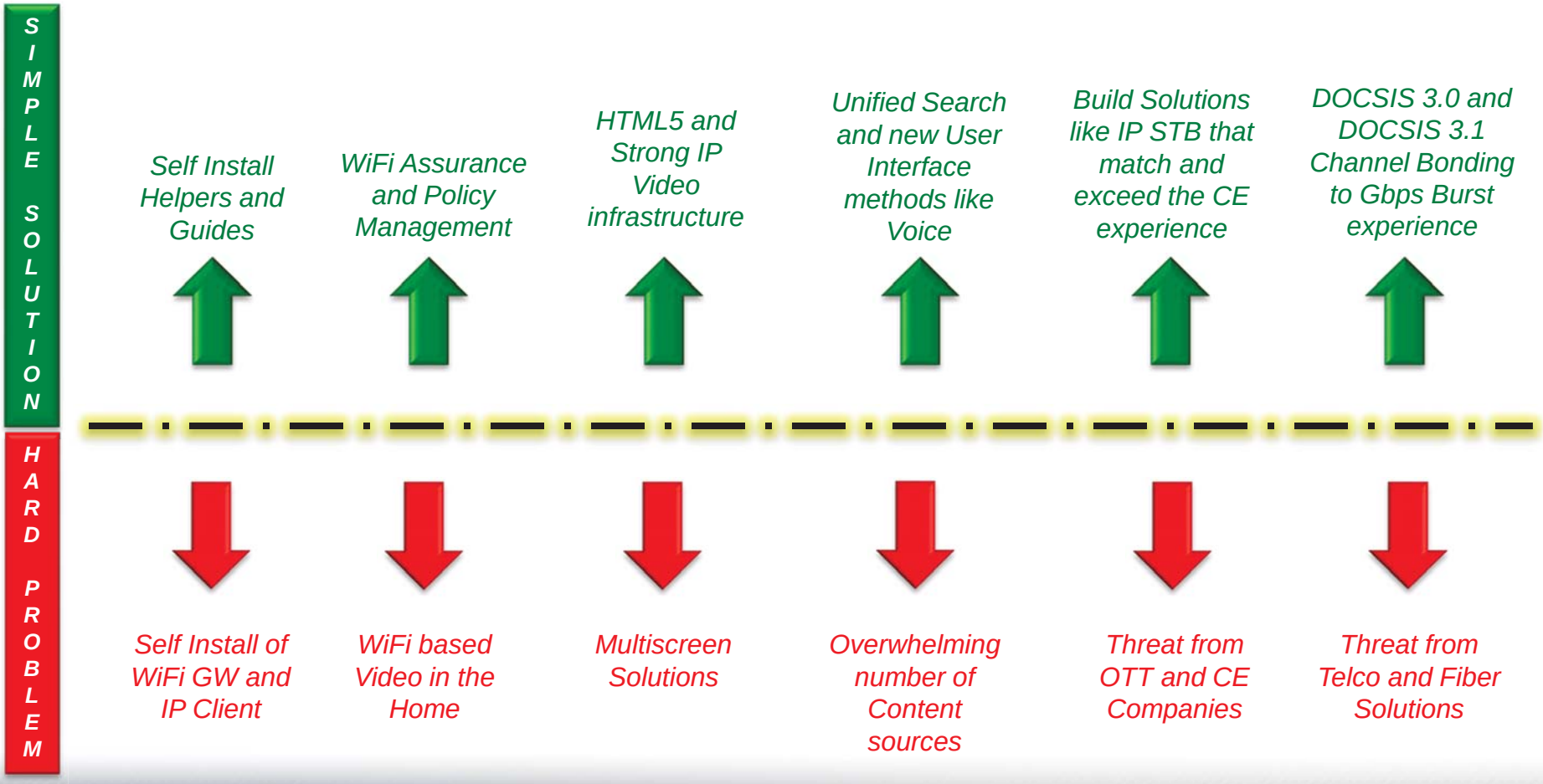
	Live TV	Record TV	Play DVR	Purchase PPV	Purchase VOD	Play Purchased VOD	Play Preview VOD	Play Free VOD	Play Subscription VOD	Superticker	Play Game	Photo Session (Flickr)	Mobile Remote	Web Remote
% Usage	96%	87%	77%	0%	30%	4%	4%	20%	0%	0%	3%	0%	2%	2%
ACTIVE HH	47151	42744	37699	96	14559	2194	1787	9952	0	199	1574	112	772	1000
Growth	0.14%	0.58%	1.29%	-54.59%	5.77%	1.50%	4.45%	4.17%	0.00%	22.27%	1.94%	6.90%	-0.40%	-2.37%

Users continue to be creatures of habit

The Advantage of Home Gateways

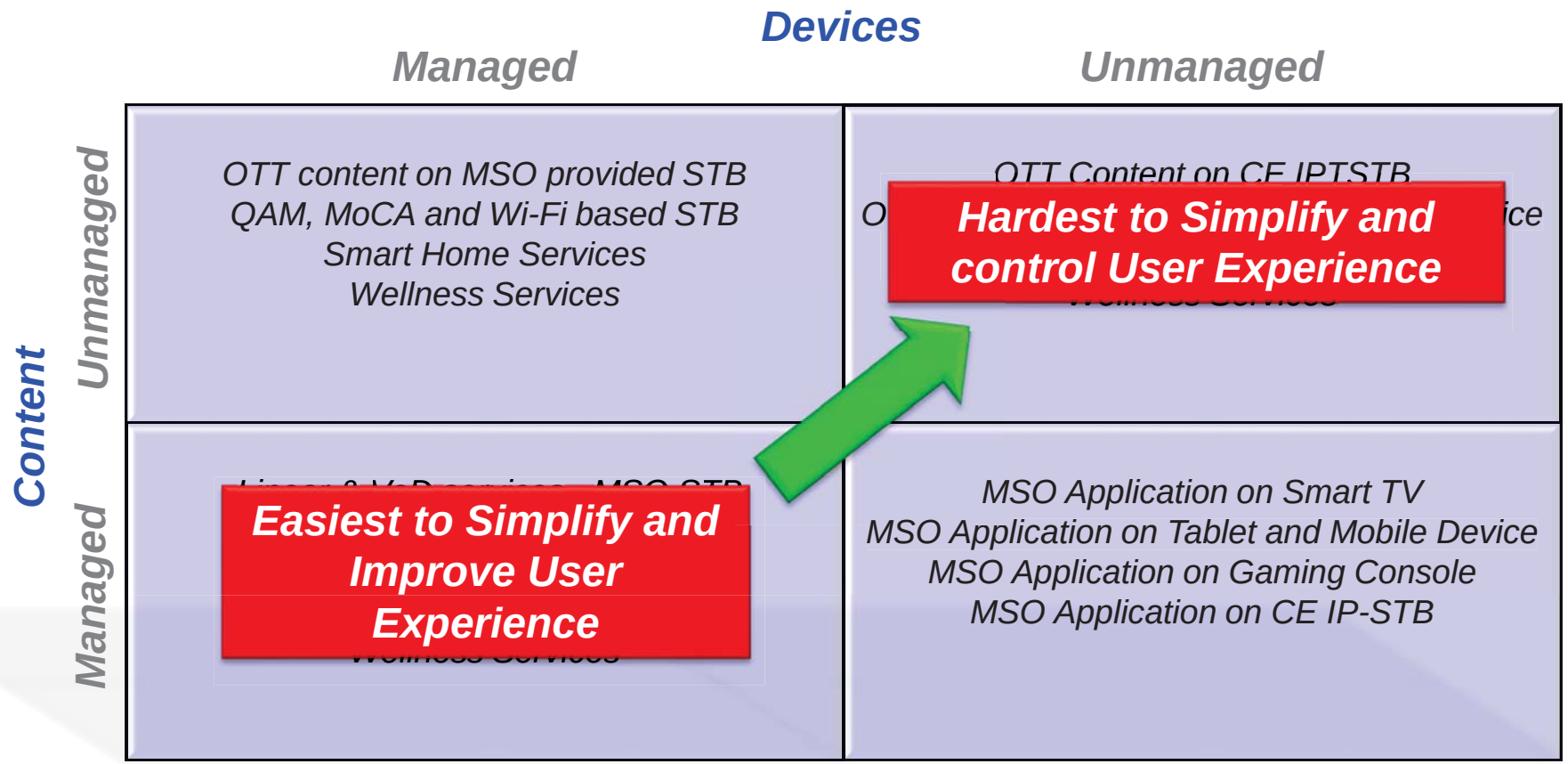
Hard Problems and The Simplification Factors

Every tough problem has a solution through simplification…



Its all about Services, Content & Devices

Managed and Unmanaged Devices & Content…



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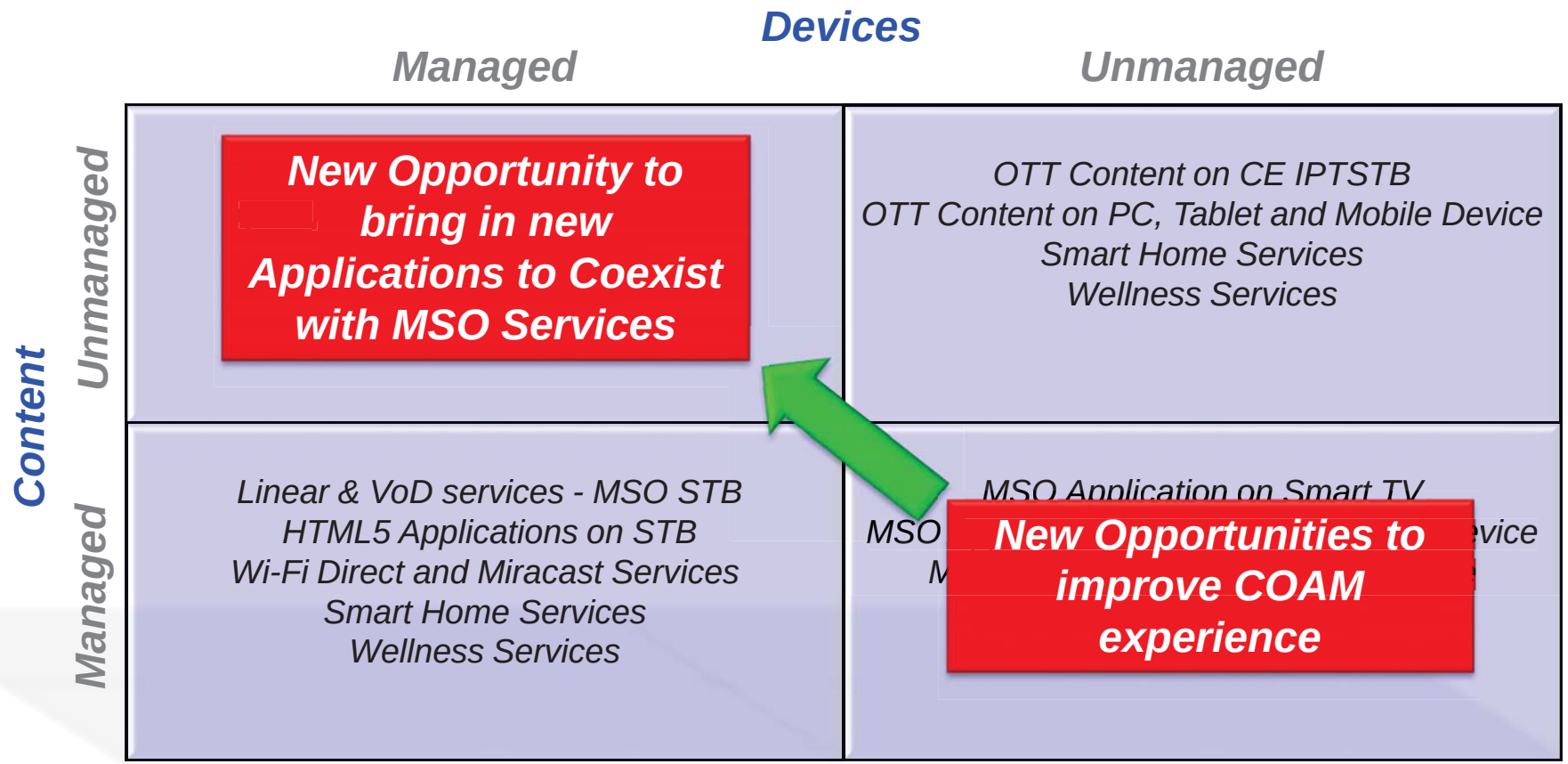

Conclusion

Society of Cable Telecommunications Engineers

30TH ANNIVERSARY

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