

Looking ahead to SCTE-ISBE Cable-Tec Expo 2017

By: Paula B. Zimmerman

It feels like the community that lives and breathes Integrated Communications and Entertainment (ICE) Technology wants to embrace a communications conference. Collectively, we desire industry-organized events that provide an annual venue for networking, technical education, showcasing innovation and industry leadership from the top. Is SCTE•ISBE Cable-Tec Expo that event?



This fall, our eyes are on The Society of Cable Telecommunications Engineers (SCTE) and its global brand, the International Society of Broadband Experts (ISBE), as they collaborate with partners from within and beyond the cable industry for a week-long series of events to inspire the critical thinking that will support and energize the industry throughout the rapid changes and exciting evolution we are all experiencing.

[SCTE•ISBE Cable-Tec Expo](#) comes at a point on the calendar where participants can showcase and share what's been accomplished in the year so far, and project what the coming year will hold for cable communications technology. And it is the emphasis on technology, and the advances that spawn service and business opportunities, that have piqued our interest. Here is an overview of what to expect:

Location: Colorado Convention Center, Denver, CO

Why Denver? SCTE•ISBE credits Denver with being “a cornerstone of the Cable Industry,” noting that Denver “is the place where many of cable’s early dreams and ambitions were realized, and it continues to be the home of many great companies and industry pioneers.” And so, this October 17th through 20th, the 2017 SCTE•ISBE Cable-Tec Expo comes to the Mile High City.



Cable-Tec Speakers

Delivering the opening keynote for the General Session will be Liberty Global CEO Mike Fries, and sources inside the SCTE tell us that Fries will be joined by a well-known top executive from a major MSO. The closing keynote will be from Charter Communications Chairman and CEO Tom Rutledge.

The General Session runs from 8:30-10:30am on Wednesday, Oct. 18th, in the Bellco Theatre, and will include an executive panel discussion between Debi Picciolo, senior vice president of operations, West Region for Charter Communications; Ed Marchetti, senior vice president, technical operations, customer experience for Comcast; and Patricia Martin, vice president, service assurance for Cox.

Attendees will also hear remarks from the Cable-Tec Expo 2017 Program Committee co-chairs, Jim Blackley, executive vice president, engineering and information technology, Charter Communications, and Terry Cordova, vice chairman, business development–network and technology services, Altice USA, as well as the president and CEO of SCTE•ISBE, Mark Dzuban.

Workshops

SCTE•ISBE–NCTA Fall Technical Forum is stronger than ever with 98 presentations (up from 72 last year) over 45 workshops. The educational component for this year’s expo is the product of collaboration between SCTE•ISBE, NCTA, and CableLabs®, and is described as “a forum for thought leadership from a wide range of large and small international operators as well as a cross-section of technology partners that includes both traditional providers of cable products and services and industry newcomers.”

Fall Technical Forum [workshops](#) are organized into six tracks, addressing established and next-generation technologies:

1. **Evolved Network—Wireline and Wireless**
2. **Cloud Virtualization**
3. **Security and Authentication**
4. **Business Services**
5. **The Customer Journey**
6. **Future Services and Technologies**

Chris Bastian, senior vice president and CTO of SCTE•ISBE explains that “the scope and direction of this inaugural Fall Technical Forum is designed to help operators, technology partners, and the cable workforce as a whole to achieve real, measurable success.”

Innovation Theater

Back for a second year, and located on the Expo show floor, the Innovation Theater will feature presentations from thought leaders from across the technology community.

Innovation Theater programming will begin shortly after the ribbon cutting for the Exhibit Hall on Wednesday, October 18th and will include individual presentations, one-on-one interviews, and panel discussions on topics that are pertinent to operators’ operational effectiveness and cost efficiency. At the time of publication the following presentations were scheduled:

Wednesday, October 18th:

2:15–2:45 p.m. “Ethernet Mid-Mile Aggregation Architecture Enables You to Get More from Your HFC Network,” presented by Juniper Networks.

3:00–3:30 p.m. “Navigating America’s Coming Broadband Cybergeddon,” presented jointly by ARRIS and Corning.

3:45–4:15 p.m. “Why Virtualize Cable Access Now?” presented by Intel.

4:30–5:00 p.m. “Accelerating Cable Applications with Cloud, Containers & Culture,” presented by IBB Consulting.

5:15–5:45 p.m. “Understanding Service Assurance in an Agile, On-Demand Service Delivery Environment,” presented by NETSCOUT.

Thursday, October 19th:

11:15–11:45 a.m. “Amdocs Entertainment Experience,” presented by Amdocs.

1:45–2:15 p.m. “Leveraging Virtual Security Infrastructure to Secure Your Cable Clouds and Clients,” presented by Juniper Networks.

2:30–3:00 p.m. “Strategies to Meet Broadband Demand Today...and in the Future,” presented by Amphenol Broadband Solutions.

3:15–3:45 p.m. “The Future of Analytics-Driven Networking,” presented by Kentik.

In addition to the presentations listed above, the Innovation Theater will feature individual presentations, one-on-one interviews, and panel discussions on topics that are pertinent to operators’ operational effectiveness and cost efficiency.

Women in Cable Telecommunications: A continuation of the collaborative relationship with WICT and National Association for Multi-ethnicity in Communications (NAMIC) that brings the [Tech It Out](#) conference to SCTE•ISBE Cable-Tec Expo. The Tech It Out conference takes place on Thursday, October 19th and raises awareness of leadership opportunities for women in cable technology.

Fancy Stuff: Cable TV Pioneers will conduct its 2017 annual black-tie gala in conjunction with Cable-Tec Expo, on the evening of Tuesday, Oct. 17th, at the Brown Palace Hotel. This ticketed event will honor the [Class of 2017](#) inductees.

Fun Stuff: In addition to the annual golf tournament Oct. 17th, SCTE•ISBE will unleash the spirit of friendly competition on Thursday, Oct. 19th as technical workforce professionals vie for top honors in the International Cable Games and the IP Challenge during the CORTEX Olympics at Expo Evening.

New this year

Remote PHY architectures that can improve network performance and capacity, reduce costs and increase operational simplicity for next generation cable services will be the focus of a [deep-dive seminar](#) featuring leading operators and technology partners on Tuesday, Oct. 17th.

Small- to Medium-Sized Operator Experience: Working in conjunction with American Cable Association (ACA) and National Cable Television Cooperative (NCTC) this coordinated program during the Expo will expand Expo’s audience and enable Small to Medium market members to enjoy added benefits such as targeted events, VIP tours and receptions and deep-dive discussions of advanced learning opportunities.

Organizers have also planned an expanded **International Experience** for the event’s growing global audience, noting that attendees from more than 60 countries are anticipated for the 2017 event. There will be an International Breakfast on Friday 20th, an opportunity to meet ARRIS race car driver Daniel Suarez in the Executive Member Lounge, and other activities geared toward attendees from around the world.

Learning & Development and ROI Experience: An invitation-only event will show the connection between training and bottom line business results. It will feature insights from Bloomsburg University professor Dr. Karl Kapp and Comcast SVP and Chief Talent Development Officer Martha Soehren, as well as VIP seating at the Cable-Tec Expo Opening General Session; a private buffet lunch; and a private tour of new technologies being demonstrated on the show floor. In addition, attendees will have an opportunity to “test-drive” VirtuLearn™, a new element of SCTE•ISBE’s

CORTEX Expert Development System™ that enhances learning and develops expertise through 3D simulation, games, and other digital resources, in the CORTEX Lounge.

In their words: "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, Cable-Tec Expo provides rich insights into technologies, products, and services that can generate revenue, streamline operations, and increase customer satisfaction. In addition to learned presentations and technology-centric exhibits, Cable-Tec Expo features valuable learning, peer-to-pee interaction, and networking opportunities that are designed to prepare the technology workforce for the advent of future products and services."

Expectations have been set and anticipation is running high. We are looking forward to Cable-Tec Expo and will be there covering the breaking news, technical innovations and meeting with industry thought leaders. Look for *Pipeline's* special digital edition on the newsstands and [contact me directly](#) to schedule meetings with our team.