



Cable Europe

Press Release

Cable Industry Leaders Embrace New Content Technologies and Closer Partnerships

For Immediate Release – 18 March 2009

Berlin: Executives representing Europe's largest cable operators today embraced next generation technologies to deliver super-fast broadband services, while also urging closer co-operation with content companies supplying programming seen in more than 70 million households in the region.

The chairmen and chief executives of some of Europe's leading cable companies today told the annual Cable Congress that new technologies and closer partnerships with content providers should enhance revenues in spite of the global economic slowdown.

Delegates at the annual congress, hosted by Cable Europe, were told that Europe's cable operators were better placed than any other distribution network to deliver broadband speeds of 100 mbps or more. Tony Ball, Chairman of the supervisory board at Kabel Deutschland, said: "Only our industry has the technology network and drive to deliver the speeds that governments want."

Mr Ball said progress in high-speed broadband had helped ensure that "the performance of our industry has been relatively robust."

He was speaking as Cable Europe announced that total revenues in the industry jumped more than 7 per cent last year to €18bn.

The important of new technology and content partnerships was also highlighted by a congress panel on monetising content, comprising senior executives from Walt Disney, BBC Worldwide, Joost, Unity Media and Liberty Global.

Mike Fries, President and Chief Executive of Liberty Global, said: "We need to do more as an industry. Our main game is to reinvent content to make it more relevant."

The panellists also predicted that traditionally delivered or "linear" pay-TV distribution would drive video on demand, potentially aggregated with internet functionality in new generation TV sets.



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Note To Editors

More information about Cable Congress is available at www.cablecongress.com

About Cable Europe

Cable Europe is a trade association that groups all leading broadband cable TV operators and their national associations throughout Europe. The aim of Cable Europe is to promote and defend the industry's policies and business interests at European and international levels, and to foster cooperation among its members. The European cable TV industry services more than 94 million broadband, TV and telephony subscriptions throughout the EU 27.

www.cable-europe.eu

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