



Cable Europe

Press Release

Cable industry leaders see value creation and ability to grow Free Cash Flow at Cable Congress 09

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Berlin: Cable executives and shareholders today expressed their confidence in the sector's ability to continue investing and generating cash during the current economic downturn while playing a key role in redefining the European Union's communications infrastructure.

Speakers at the annual Cable Congress representing Europe's leading cable companies today expressed their optimism that the industry's resilient performance last year would continue into 2009 and beyond.

Delegates at the annual congress, hosted by Cable Europe, were told that while Europe's cable operators were focused on growing free cash flow to weather the current market conditions, this would not hamper their ability to roll-out and invest in new products such as 100mbps broadband.

Neil Berkett, CEO of Virgin Media said: "our company has been reasonable resilient in the past year, with ARPU growth that will continue into 2009. We have found that customers will pay for improved products, so it is imperative that we continue investing to grow."

Also speaking at the congress, John Hahn, Managing Director of Providence Equity Partners, and shareholder in Spanish cable company Ono commented: "cable subscribers provide sustainable revenue streams, which means that financing is less difficult than in other sectors. In fact, if we were presented with interesting acquisition opportunities today, given current valuations, we'd be quite interested."

Cable leaders from all over Europe also agreed that Cable would emerge as a major player from the current downturn. Adrian von Hammerstein, CEO of Kabel Deutschland said: "Cable has the clear technology advantage and is ahead of telecom incumbents in provide high speed broadband services. The technology is much cheaper too."

Mr. Berkett added: "Of course we have to prepare for a potential softening of the market due to current conditions, but focusing on our clients and providing great services and value for money, we will come out stronger. Bandwidth is king, and we have plenty of it."



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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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