



Cable Europe

Press Release

Content Deals and Digital Distribution Capture Attention
At Annual Cable Congress

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Brussels: Industry leaders from Kabel Deutschland, the BBC, Virgin Media, Walt Disney and Liberty Global are to debate the future of content creation and digital distribution at the 2009 Cable Congress in Berlin

Chairmen and chief executives from some of the world's largest media, entertainment and pay-TV companies will share their vision and strategic ambitions with cable executives at the forthcoming Cable Europe congress.

More than 700 delegates from a business sector serving more than 70m households will hear presentations from leaders including Tony Ball, Chairman of the Advisory Board at Kabel Deutschland; John Smith, CEO of BBC Worldwide and Neil Berkett, CEO of Virgin Media at the premiere event of the European cable industry.

Manuel Kohnstamm, President of Cable Europe, said: "Cable in Europe is growing at an encouraging pace and is at the vanguard of technological innovation. The annual Cable Congress is the ideal forum for our industry to share past experiences and plan future success."

Over three days of cable industry events from 18 to 22 March 2009, Cable Congress will focus on the issues of monetising content in the digital age, the future of cable broadband technology and innovation strategies in a challenging trading environment.

As well as panel discussions and smaller break-out sessions, Cable Congress, held at the Berliner Congress Centre, will feature more than 500 square metres of exhibition space over two floors.

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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 level, and to foster cooperation among its members. The European cable TV industry provides broadband, digital TV, and telephony services to more than 73 million customers.

www.cable-europe.eu

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