



Cable Europe

Contact:

Gregg Svingen

Tel: +32 476 490 603

Email: gregg.svingen@cable-europe.eu

Press Release

For immediate release

Trade Body Announces New Directions at Cable Congress 2010
Launch of new services & redefinition of broadband offerings; Move towards non-linear TV model; Re-election of Cable Europe president; New members

(Brussels, 4 March): Cable industry chiefs continue a bullish perspective on the future as key announcements on mobile strategies, future consolidation and changes to industry association are made against the backdrop of the addition of two new Cable Europe members and re-election of its President, Manuel Kohnstamm.

"It's a crucial time in cable's development and I am delighted to be re-elected at a time where, in terms of customer reach, popular appeal and innovative technology, the cable industry is confounding its critics," said Manuel Kohnstamm, whose re-election as Cable Europe President is announced today. "We're going places in both growth and service offerings, something that is coming across clearly at Cable Congress 2010."

Working on the launch of a "ten times faster" new mobile internet service, Telenet CEO Duco Sickinghe said, "We believe strongly in the principle, 'follow the customer, not the cable.' With the promise LTE holds and the increasing demand for super-fast mobile internet, Telenet should be able to improve its product offerings even more in the future."

"As an industry we are totally redefining what broadband means. We start where DSL ends. We are all in on [DOCSIS] 3.0. By the end of the year we will be close to 80% of our footprint," commented Liberty Global CEO, Mike Fries, at Cable Congress.

"DOCSIS 3.0 adds enormous capabilities at very little cost," said Arris CEO, Bob Stanzone.

"We are moving towards a non-linear model – it will go away completely, the customer will have complete choice," according to Modern Times Group CEO, Hans Holger Albrecht.

Cable Europe also announces today the addition of two new members, Get from Norway, Cabovisão from Portugal, adding to the collective voice of the cable industry's representation on key business, policy and technology issues.



Cable Europe

For more information, please contact:

Gregg Svingen

Director of Communications

M: +32 476 490 603

E: gregg.svingen@cable-europe.eu

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 (around 70 million households).

www.cable-europe.eu

Cable Europe Members



Kabel Deutschland



National Cable Associations of Romania, Bulgaria, Hungary, Poland, The Netherlands, Belgium, Germany, Norway, Switzerland and Czech Republic
