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## Press Release

### **Cable Congress 2010 set to be first "information society summit" for new European Commission**

#### **Context**

As the Barroso II Commission takes up office, and with the EU's new "Digital Agenda" still under development, the annual congress of the Cable industry on 3-5 March 2010 (<http://www.cablecongress.com>) looks set to be a first informal summit on EU information society policy for the new Commission.

A strong executive line-up will address the latest industry growth drivers, market consolidation and latest product innovations. Key EU policymakers, national regulators, international regulators will address critical challenges impacting the industry's future in Europe with cable & television industry leaders in a high level policy session.

Two issues in particular - copyright reform and the **availability of content**, and a highly anticipated **EU-US discussion** on infrastructure policy – will dominate proceedings looking specifically at EU policy considerations in a special set of policy sessions. The high-level discussion is set to be wide-ranging as the cable industry faces up to its competitors and looks to address a new cadre of policymakers regarding its critical contribution to the European economy.

#### **Why attend? Key highlights:**

- A **press briefing** will take place on **3 March at 9:30am in "The Arc" room at Square**. Cable Europe President [Manuel Kohnstamm](#), Managing Director [Caroline Van Weede](#) and other industry insiders will outline key policy needs for the future of the cable industry in Europe, and present **exclusive "NEW" data** on the cable industry's performance in 2009.
- The **special policy session** features [Ed Richards](#) (CEO, OFCOM UK) [Matthias Kurth](#) (President BNetzA Germany), [Antti-Ilmari Peltomäki](#) (Deputy Director General, DG INFSO), and Christian Engstrom MEP and [Ignacio Redondo](#), (Secretary General of Spanish Regulator, CMT).

PLEASE NOTE: Registration for journalists is absolutely required for the policy session – you are welcome but please do not turn up without mailing: [info@cable-europe.eu](mailto:info@cable-europe.eu)

- Policy sessions are preceded by a **networking lunch** for registered attendees where related speakers will be present.
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# Cable Europe

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- Confirmed attendance of **more than 10 cable industry CEOs** with possible **interview opportunities** (subject to availability)
- Other Congress sessions will address wider aspects of the industry including growth areas for Cable, mobile broadband, technology standards, cable sector economics, availability of content, international perspectives from Asia, competitive threats, next generation access, Business to Business and – of course – the latest technologies driving the industry in its race to compete with incumbent service providers.
- More than 700 delegates attending - of which 30% are c-level executives – providing an exceptional **networking opportunity**.

## Practical details:

- Working space, network connectivity and power supply are all available, along with refreshment areas and break out space.
- **Please register to get a free press badge via** <http://www.cablecongress.com/sitecore/content/be-bruga/cablecongress/press%20room.aspx> (Only journalists receive free passes through accreditation but must register in order to be admitted to the event and any post-congress functions)
- When: 3-5 March 2010
- Where: « SQUARE » Glass Entrance, Mont des Arts, 1000 Brussels

**Did you know?** Cable technology delivers the fastest internet connections available in Europe. And Cable companies are investing more in networks - as a % of revenue - than competing industries, even without the benefit of state aids.

## For more information, please contact:

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## 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).

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[www.cable-europe.eu](http://www.cable-europe.eu)

Cable Europe Members



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