

OFFICIAL SHOW DAILY
FROM THE EDITORS OF

Cablefax

SCTE • ISBE CABLE-TEC
EXPO
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DAILY

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Gumbo and 10G: Cable-Tec Heads to New Orleans

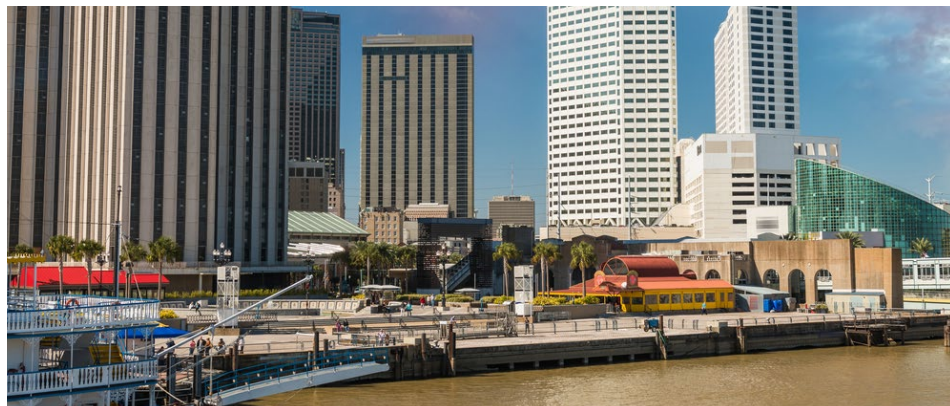
By Sara Winegardner

Every other industry show may have come and gone, but SCTE-ISBE's Cable-Tec Expo isn't just sticking around. It continues to grow, maintaining its position as the largest cable telecom event in North America while adding more technical sessions and widening its view to include subject matter relevant to everyone from the frontline engineer to those ideating in board rooms.

This year, the annual gathering will call The Big Easy home. New Orleans, a bucket list destination for many, offers a unique feel to Expo, offering attendees just as many opportunities to get together after the conference as they receive on the exhibit floor.

"The venue brings not only good weather at this time of year, but definitely a festive type of environment," said Liberty Global vp, technology Bill Warga, who serves as this year's program co-chair alongside Charter evp, field operations Thomas Adams. "The engineers and our colleagues were always excited about coming to New Orleans and spending time in New Orleans because there's so much there from a cultural perspective, a lot to offer with a very vibrant nightlife."

From a technology perspective, the city has plenty to offer as well. While not typically thought of as a hub for startups, the state has created a number of tax incentives to attract tech talent. A few examples: a credit of up to 40% to existing businesses with operating facilities in Louisiana to establish



or continue research and development in the state, or a 40% tax credit for companies that invest in the commercialization of Louisiana technology and a 6% payroll rebate for the creation of new, direct jobs.

Come September 30, a peek into the city's Ernest N. Morial Convention Center will offer a deep look into the impact investment in technology can have on not just the cable industry, but the world at-large. This year's program committee received 264 technical papers for this year's show across a record 11 categories.

"It tells me that the show still carries the technical significance that it has in the past... and, of course, unfortunately we're the last venue standing in the cable industry," Warga said.

From there, the committee worked with its partners NCTA and CableLabs to ensure it was putting together a show that would serve

its entire audience.

"With those two entities, obviously you're on the leading edge of the technology side," Warga said. "With NCTA, we make sure that the regulatory messaging gets out there for everybody to understand that there's always two sides of the story."

While only 115 submissions were chosen for the program, those 11 categories have been transformed into workshop tracks for the show. Examples include wireless and wireline access networks, converging access networks, security and cloud & virtualization.

"We're trying to make sure that we add relevance for everybody that comes for the show, that we're covering topics that are near and dear to their hearts," Warga said. "But of course we have an avenue, especially with the whitepapers, for people to propose new technologies or new ways of doing

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Zenita Henderson

Profile running in Day 1 of the Expo Show Daily.

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Zenita Henderson

VP, Marketing & Business Development
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business. I think that makes the flavor of the show much more relevant and helps us move forward.”

If there's one thing Expo attendees this year can expect to walk away with, it's a deep understanding of what 10G is and how its realization will affect the industry at-large. It'll all kick off with the pre-conference “Mission 10G” session Monday morning. While it's taking place ahead of the official show, the session will tackle where work on 10G is right now, the capabilities 10G will offer and how the industry is shifting to better prepare for its deployment. Low latency, better security options, and why CableLabs decided to rename the DOCSIS 3.1 standard to DOCSIS 4.0 ahead of 10G's deployment will all be topics of discussion.

“I'm looking forward to hearing CableLabs frame that so the industry understands where we're coming from, why we've made this change and how that helps us on the roadmap for 10G,” Warga said.

Companies making appearances at Mission 10G include Commscope, Harmonic, Intel, Nokia and Vecima. NCTA chief Michael Powell will be ready to talk about policy, while Comcast's Tony Werner will walk attendees through the products that are starting to come to life thanks to 10G.

“What's important about that is product realization is when you're able to start to talk about very specific development programs that are not just starting,” SCTE-ISBE president/CEO Mark Dzuban told Cablefax. “They've been underway, but haven't made a lot of hay under them, aren't that far down the road, so we can start to see pilots being launched in 2020 around the product realization of 10G.”

That 10G theme will continue on to the show's opening general session Tuesday. Taking the main stage will be FedEx vp, enterprise network and communications services Preetha Vijayakumar, and she'll have details on how the way your package shows up on your door could be transformed with the help of 10G. Three words: autonomous delivery vehicles.

Returning this year in a major way is the Expo's focus on IoT/Smart Cities experiences. Take a walk to the show floor's Smart Cities Pavilion and you'll see applications for everything from smart parking and fleet management to localized advertising and eGovernance.



Photo By: Robb Cohen Photography and Video

But beyond floor displays, the show has dubbed Thursday, the final day of the show, “Smart Cities Day.” Programming will go beyond the development of applications to discuss deployment and how to move forward in the widely-untouched space. Warga called Smart Cities a huge growth opportunity for the cable industry thanks to the close relationships the industry has with its cities.

“We as cable operators, and this is true worldwide, have very close relationships with our cities. We sign franchise agreements. So as the cities need better connectivity or they need a reliable service provider that can work with them, understand their market, because we do, and understand the customers, who live in their cities, which we do, so that we can be a help,” Warga said. “We can be a driver to get them more connected or give them services and functionality that they've not had before... It would be a good niche and SCTE can help drive the standards and best practices in this arena.”

It's an opportunity for cable operators to revive their reputations with consumers, to become more than just the company sending a bill every month. Instead of being looked at as entertainment or video providers, they can become the connectivity companies so many of them have been wanting to be.

“If you think about it, our ability to be much more focused around communications, not just in entertainment, especially over the

last couple of years... our competitiveness from business services, I think the time is right,” SCTE-ISBE's Dzuban said. “Today, with aging in place, the use of wireless devices... the consideration to embody cable communications in the quality of life considerations for architecture is here this year. I think we're evolving much more around the broader applications in lieu of entertainment and I think we'll do a great job at it.”

It's the ability to pivot so quickly from last year to take a much closer look at Smart Cities and other trends this year that helps Expo stay relevant as the last standing cable industry show. Coupling that with the ability for everyone from vendors to engineers to operators to come together and meet face-to-face will keep Expo a must-attend event for everyone in the years to come.

“I think the key for SCTE is to keep an open mind as to what the show brings each year, making sure that everybody's party is heard,” Warga said. “Because we're not this massive organization—we're very small, very nimble—we can make changes from year to year so the show is moving along in step with the industry. We want to make sure that the participants of the show understand that it's worth putting money into... to help move the industry forward from multiple angles.” ■

Expo Week - Don't Miss!

THERE'S A BEVY OF GREAT PANELS AND WORKSHOPS AT THIS YEAR'S SCTE-ISBE CABLE-TEC EXPO. HERE'S A RUNDOWN OF SOME THAT YOU MAY WANT TO ADD TO YOUR NEW ORLEANS DANCE CARD.

Spectrum Speculations: How to clear spectrum (or share it, in the case of CBRS) to accelerate the deployment of 5G has been a major regulatory priority in 2019 that will most certainly continue in 2020 and beyond. A number of Expo sessions will discuss the possibilities of the many bands, including Monday's 3:30pm "Getting Physical: Layer 1 Considerations for Extending Spectrum to 1.8GHz and Using Legacy Modems in an FDX Plant." The 6GHz band, a favorite for those betting on Wi-Fi 6, will be covered by Comcast and CommScope at Tuesday's 8am "The Rule of 6: Wi-Fi 6 and 6GHz" conversation. The unique qualities that make the C-band one of cable's most-wanted will be examined during the "The Goldilocks Band" session Wednesday at 10:15am. The workshop will also touch on the roles of EBS and CBRS in offering additional network capacity.

CableLabs Envision Vendor Forum: A brand new event from cable's R&D arm, this Monday forum is ideal for developers, engineers, system architects and administrators, marketers or anyone else needed to be one step ahead of what's going on in the world

of tech. It's designed to bring people together to start up the conversations that inevitably drive faster innovation and better solutions for us all. And this isn't just designed for the cable industry. Other industries making an appearance include education, healthcare and more. Sad for us, the press is barred from attending the forum, which runs from 11:30am-7pm.

Opening General Session: A cable industry outsider is taking the stage during Tuesday morning's General Session, but FedEx vp, enterprise networks Preetha Vijayakumar has just as much of an interest in 10G as any other attendee. Technologies powered by the 10G initiative are allowing FedEx to go beyond their typical delivery systems and begin work on their autonomous delivery vehicles. If you want a glimpse into what our future will look like thanks to 10G, this is a must-see. It gets underway at 9:15am.

Playing Catch-Up: If you haven't been able to keep up with all the 10G news since its reveal at last year's Expo, don't worry. Head to the Innovation Theater at noon on Tuesday and you'll receive your fill of infor-

mation on the next step after 5G. Featuring updates from NCTA and CableLabs, this panel is sure to pack a punch!

28th Annual SCTE-ISBE Cable-Tec Expo Golf Tournament: Prepare to tee off with colleagues and friends at this year's tournament, to be played on Monday at Bayou Oaks at City Park. The games will begin at 1pm with lunch being served before the tournament. And it's not just a competition based on pride. Special event and raffle prizes will be given out during the awards ceremony.

Energy 2020: We're less than a year away from another turn of a decade, and we're inching closer to the end of the multi-year Energy 2020 program. Starting at 2pm Tuesday, this session will focus on unwrapping the latest energy initiatives from cable operators as well as important trends. And, if we're lucky, maybe it will even offer a peek at the future energy management initiatives coming post-Energy 2020.

International Cable-Tec Games: Game on! This annual competition held Wednesday brings together cable's top technicians, pitting them head to head for the international



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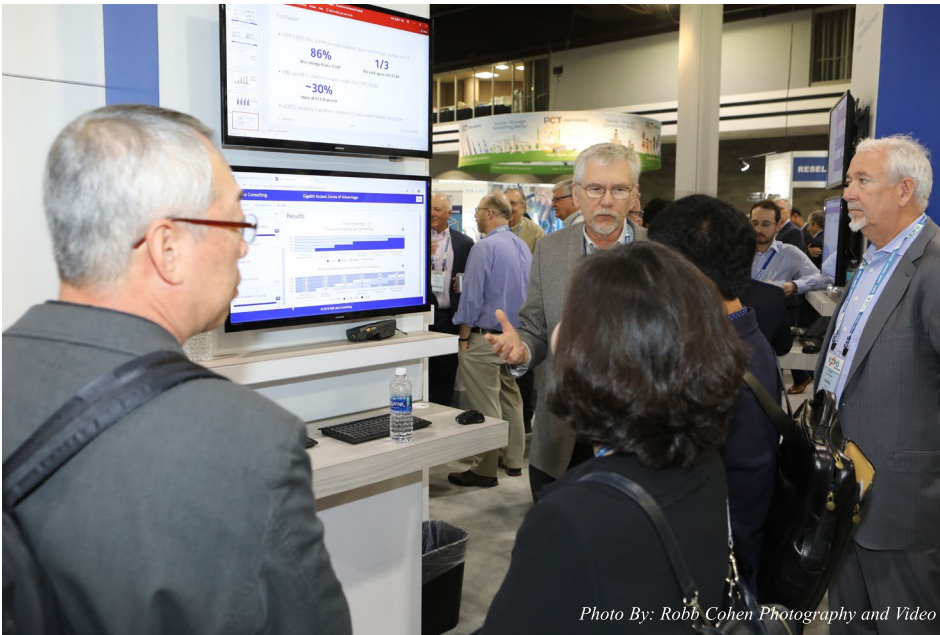


Photo By: Robb Cohen Photography and Video

gold, silver and bronze in seven categories: cable splicing, meter reading, cable jeopardy, OTDR, fiber splicing, drop connection and MTDR. Top finishers place first, second and third overall. Also given out following the competition is the Spirit of the Games Award. Given out annually to a participant, staff member or host vendor, the honoree exhibits sportsmanship and a willingness to learn during the games.

SCTE-ISBE Annual Awards Luncheon: Great food and fantastic company isn't all that you'll find at this Wednesday 11:30 lunch in the Great Hall. Emmy Award-winning TV host, author and tech expert David Pogue will be on hand to share his views on technology disruption via keynote remarks. He's known for previewing a number of new consumer technologies and trends and predicting how they'll change businesses. Pogue has shared his reviews on "CBS Sunday Morning" and "Nova" and has more than 100 titles and 3 million copies in print. He'll discuss how new technologies, especially those that cable could have a hand in, are capable of transforming the way we all live and work.

Cable TV Pioneers 53rd Annual Banquet: Break out your tuxes and evening gowns! The black-tie gala scheduled for Wednesday night at the Ritz Carlton will also serve as the induction ceremony for 25 new members of the Cable TV Pioneers. The 2019 class includes Comcast's Brian Bane, Ervin Construction's Dick Beard,

Arris's Thomas Cloonan, Evolution Digital's Marc Cohen, Dycom's John DiCandilo, Sand Cherry Association's Duane Dick, C-SPAN's Marty Dominguez, Barry Elson, Jim Faust, John Fellet, Patriot Media's Chris Fenger, Hewlett Packard's Ralph Galione, CommScope's Jean Gay, Technetix's Sandra Howe, Arris's Ricardo La Guardia, Lauder Partners's Gary Lauder, Comcast's Ed Marchetti, iOPENC, LLC's Himanshu Parikh, Rasenberger Media's Catherine Rasenberger, Joyce Reitano-Salaj (posthumous), Charter's Matt Stanek, Cableserv's Tim Vaas, Liberty Global's Bill Warga, Schurz Communications's Tom Williams and Look Left Media's Melinda Witmer.

Smart Cities Day: While Smart Cities technology solutions and ideas will be on display on the Expo show floor throughout the week, Thursday's Innovation Theater programming is focused all around implementation and how cable partnerships could be the key to accelerating deployment. Program chairs Bill Warga of Liberty Global and Tom Adams of Charter will kick things off with an opening keynote before turning the show over to officials from Cox Communications, US Ignite and city officials including City of New Orleans CIO Kimberly Walker LaGrue and city CTO Jon Wisbey. Discussions will tackle challenges cities face as they begin adopting Smart Cities technology and how they are making decisions on which technologies to adopt to improve their connectivity and civic services. ■

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New Orleans Dining Guide

Cable-Tec Expo's exhibit floor and educational sessions will keep you busy, but you have to eat... And what a city New Orleans is for dining. We hit up some of the industry's foodies for their picks on where to get some good grub and drinks.

The Avenue Pub



1732 St Charles Ave

Open 24 hours

Beer lovers shouldn't leave town without visiting The Avenue Pub. Unbelievable selection of tap beer and a very, very solid menu of bar food

(fried mushrooms) and a spectacular burger. It's a pub, but everything on tap and out of the kitchen is next-level.

– **Jim Maiella, AMC Networks evp, co-head, corporate communications**

The Camellia Grill



626 South Carrollton Ave, New Orleans

Open until midnight Sunday-Thursday

An old-fashioned landmark located in the Carrollton neighborhood. The

counter-seating only and bow-tied servers create a unique atmosphere and a New Orleans original. The food is classic diner fare with giant omelets, great burgers and delicious pecan pie. Definitely worth the trip!

– **Matthew Butler, general manager, Travel Channel**

Dickie Brennan's Steakhouse



716 Iberville St

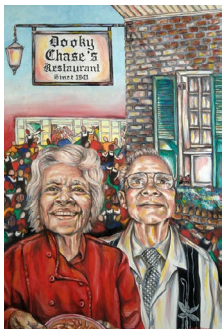
5:30-10:30pm; Lunch available Friday 11:30am-2:30pm

This is my choice for beef. The gravy on top (or lagniappe, as we say in New

Orleans) as well as at my other restaurant picks are rich with local family flavor and Crescent City tradition.

– **Anthony Pope, Cox svp and Southeast region manager**

Dooky Chase's Restaurant



2301 Orleans Ave

Tuesday-Friday, 11am-3pm; Dinner Friday 5-9pm

I like Dooky Chase's for iconic New Orleans creole. The restaurant was established in 1941, originally as a sandwich shop. It was a hot spot for civil rights discussions, with Martin Luther King, Jr. and others joining local leaders for strategy sessions and meals in Dooky's upstairs meeting room. The restaurant closed for two years

to rebuild after Hurricane Katrina devastated the city in 2005.

– **Anthony Pope, Cox svp and Southeast region manager**

Drago's



2 Poydras Street

Daily 11am-10pm

I like Drago's for its chargrilled oysters. Drago and Klara Cvitanovich opened the restaurant in 1969. The restaurant boasts that it has kept its family atmosphere

over the years, with Klara still at the front door to greet diners.

– **Anthony Pope, Cox svp and Southeast region manager**

Mother's Restaurant



401 Poydras St

Daily 7am-10pm

Located on Poydras Street's "Restaurant Row", definitely a top spot if you want a good Po' Boy. Also has breakfast all day and is known for their baked ham as well!

– **Matthew Butler, general manager, Travel Channel**

Saba



5757 Magazine St

Closed Monday & Tuesday; hours vary

Located on Magazine Street in a sort of restaurant row, Saba is fantastic Mediterranean/Israeli food in a slick, hip and very lively

room. Wide variety of hummus (all amazing) and other favorites, chef Alon Shaya's menu is amazing. Full menu available at the very large bar if you can't get a table.

– **Jim Maiella, AMC Networks evp, co-head, corporate communications**

Willa Jean



611 O'Keefe Ave

Daily 7am-9pm

Ridiculous baked goods and a terrific fresh and imaginative seasonal menu. Cornbread (a must), salads, bowls, sandwiches. Chef Kelly Fields just won the James

Beard Award for Outstanding Pastry Chef. Room is light and casual, great vibe, good drinks.

– **Jim Maiella, AMC Networks evp, co-head, corporate communications** ■