

**10G NOW**

How the standard will revolutionize reliability

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**WIT WINNER**

Cox's Patricia Martin shares her tech journey.

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**WELCOME TO EXPO**

CableLabs Chief highlights this week's happenings.

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## Ready for Anything: Expo Looking Toward a Post-Pandemic Future

By Sara Winegardner



Sometimes, you just have to roll with the punches. Cox Communications EVP/Chief Product and Technology Officer Kevin Hart has chaired SCTE's Cable-Tec Expo two times prior to this year's event, and it is safe to say this Expo has proven to be the most unique yet. It was just one month ago that SCTE decided to pivot the show from a hybrid experience to a completely virtual showcase to ensure the safety of attendees and the vendor community, but the organization was preparing for the possibility long before it was giving audiences peeks into what this year's Expo would have to offer.

"SCTE has done an amazing job keep-

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ing optionality for this year's show," he told CFX. "We had the planning in the works the entire time, hoping to have some in-person experience because it's really become the epicenter for the industry in terms of a show for people to unite... at the end of the day, it's really about bringing the community together and to share the lessons, learn and talk about how far we've come."

This year's program will see more than 200 speakers taking part in more than 50 sessions at the Fall Technical Forum covering topics like network convergence, 10G and network security. To encourage interactivity with the audience, SCTE is broadcasting 75-80% of its content live. That will give viewers a chance to ask questions and learn directly from the subject matter experts. "I look at Expo being the epitome of the applied sciences, of how we're articulating all the things that we're doing," SCTE President/CEO Mark Dzuban said. "It's not just an event, it's a very needed ability for everybody to get together."

The forum will include some familiar workshop topics: wireline access networks, cloud & virtualization and security and privacy. But others are either new or have been slightly adjusted to fit the new era introduced by the COVID-19 pandemic. In particular, the Workplace of the Future/Workforce Operations/Learning & Development topic area will cover some of the longer-term effects of this moment in time. That includes examining tools and network requirements to support the shift to work-from-home environments and using virtual or augmented reality technologies in the workforce to support operational efficiency.

"My job as CEO is to look forward down the tracks, what is it we need to be building and developing so that we can work on it, so it's here when we need it," Dzuban said. "We also have to have better ways to educate folks on the new technology... we need to be able to have them work in the field and understand the evolution of optical networks."

Of course, it wouldn't be Expo without a sprinkling of 10G. Conversations about the capability will be dotted throughout the show, not only on when it may become reality for consumers but also on what technologies are pushing the need for its implementation.

"You'll get an update on how we're doing on [Extended Spectrum DOCSIS] and [Full Duplex DOCSIS] because those are critical components to enabling the 10G vision, and you'll see some timelines and you'll hear some really compelling progress that we've made to really enable multi-gig symmetrical for the majority of our planet," Hart said.

Speaking of the future, Expo's General Session Spectacular on Tuesday will bring together some of the greatest minds in technology to discuss where the industry is moving and how to keep its momentum going. Corning Chairman/CEO Wendell Weeks will be on hand to discuss our connected society, the ever-growing number of smart devices and how the digitization push is increasing the need for more network bandwidth. He will be joined by Zoom Video Communications Founder/CEO Eric Yuan, who will focus on exactly how attendees can build on their pandemic era learnings and continue revolutionizing how people live, work and learn.

"He's taken advantage of our networks and our investment to bring people together through applications and keeping people connected to work for telemedicine, for education," Hart said. "We're really tapping into that expertise because our industry really has converged into being in the epicenter of all things technology, and so I think it's really wise of SCTE, CableLabs and Expo to broaden the aperture and bring in great external thought leadership."

Incorporating technologists from outside of the traditional cable and broadband circles into Expo's program has been a key focus for both SCTE and CableLabs. That, coupled with the global accessibility of a fully virtual program, has attracted a more diverse crowd to Expo than ever before.

"Typically, Expo has been a little bit more tailored towards the technical crowd, but because you can just pop in on any session at any point in time, our business leaders, marketing, sales and operations are now

dialing in, getting connected to Expo, to learn about 10G or fixed wireless networks or IoT or edge computing," Hart said. "I think we've opened up the invitation to not only people from across the industry and technologists across the globe, but also to our business leaders, internal and external, to see what we're really doing, driving innovation."

While there are certainly pros to a virtual show, SCTE is ready to get back to the in-person gatherings so many have missed over the last 19 months. The 2022 Cable-Tec Expo is set to take over the City of Brotherly Love, Philadelphia, and it will be ready and waiting to embrace the technical community after far too long a wait.

"Philadelphia is going to be the pent-up demand to get together as humans, to be community-oriented, to catch up and actually converse with others in a real-time environment," Dzuban said. Comcast Cable President/CEO Dave Watson will serve as show chair for the 2022 occasion, which will be a real opportunity to show the strength of SCTE and CableLabs now that they're under one roof. While SCTE became a part of CableLabs in January, next year will be the first time CableLabs will have a seat at the Expo planning table from Day One.

"You're going to continue to see that step up from the Innovation Stage and other things around being able to tell a story about our industry and raise the bar with CableLabs," he said. "Together, one plus one is three, and that gets bolder and bolder as the recognition of our industry grows that we are far beyond just entertainment. We are truly a tier one communications network." ■



Next year's Cable-Tec Expo will be held in Philadelphia with Comcast Cable President/CEO Dave Watson set to serve as show chair.



# Clarity: Changing Reliability in the Face of 10G

By Sara Winegardner



It's been nearly three years since 10G was introduced at CES 2019, and we're closer to it becoming reality than ever before. But don't get too caught up in dreams of hoverboards and holograms. There are a million and one small ways that DOCSIS 4.0, a technology supporting 10G, can improve the customer experience in the near future.

That's thanks to the four main pillars of the specification: reliability, security, low latency and capacity. But that first pillar, reliability, means something a little bit different from the traditional definition used by broadband providers for decades. It's not about whether or not you are able to establish a connection. It's about what that connection looks like as you attempt to surf the web or connect to your next video conference call.

"It's really kind of the quality of experience, so the latency, the packet, the jitter, even the amount of bandwidth available factor into that customer view of reliability," Cox VP, Service Infrastructure and Delivery

Mike Latino said during a panel at Expo's Pre-Conference Session Monday. "We've got to be ready to meet that need not only just in normal times, but we've got to meet that going forward."

CommScope CTO, Home Networks Charles Cheevers believes there could even be a time in the near future where certain consumers or businesses are willing to pay for a reliability guarantee. For a fee, they would be assured that they would have enough bandwidth to perform whatever task they need to accomplish at a given time.

"I think there is a desire for consumers to pay for a higher availability and a higher reliability of service. It's a tough one because everyone on this call has done a great job

like an SCTE call that we're on today to make sure that's as reliable as possible."

That's a thought that's certainly possible in a world where networks and digital platforms are offering more ways than ever before for users to customize their experiences. For example, parents can pause WiFi service to certain devices to ensure their children are completing their homework or chores.

"I think we're quickly getting to a world where the network is more service-aware and able to provide more custom connectivity solutions, whether for a gaming household or a work-from-home household. We're at a point where the network, a little bit like slicing for 5G, is at a point where we can enable a customer to control their level of service when they need it and when they don't," Charter SVP, Emerging Technology Andrew Ip said. "It's almost the consumer definition of the internet product."

As customers start to demand different customizations to their service and start to bring more devices into their homes like security cameras or IoT sensors, operators like Charter and Cox will also be looking to enhance the predictability of their networks. That means making their network tolerances tighter to ensure applications like fall detection or a break-in alert are all being delivered properly across the network.

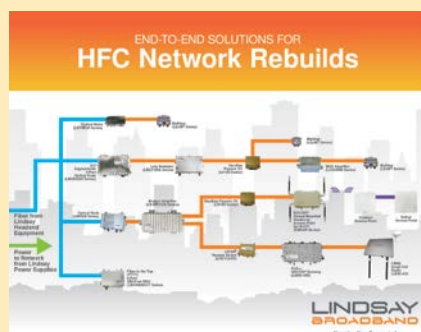
"This really starts to define what the next evolution of our networks is going to be, and that's really about the tighter tolerances, applications and the capabilities like DOCSIS and low latency that will really start to make that happen," Ip said. ■

**"It's almost the consumer definition of the internet product."**

of keeping the service availability so high during COVID," he said. "Even so... there's definitely opportunity there to do more just on timed reliability versus always-on reliability. You pay for the specific stress points

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# Q&A with 2021 WIT Award Winner Patricia Martin

By Sara Winegardner



*The annual Women in Technology Award, presented jointly by WICT, SCTE and Cablefax, is given to a woman whose professional achievements have extended beyond her company to impact and advance the cable telecommunications industry as a whole. This year's recipient, Patricia Martin of Cox Communications, has never been afraid to take on a new challenge. Her ability to lead while actively listening to the ideas of all of her team members is what she credits for her rise to Cox's senior ranks.*

*As the SVP of the operator's Integration Management Office, she is responsible for integrating new and existing acquisitions*

*into the Cox portfolio. She joined the Cox family nearly 15 years ago as a Director of Construction after two years at Patriot Media. There was a time where she imagined herself as a public affairs professional, even starting her degree at the University of Oklahoma with that major in mind. But she's more than pleased with where this path has taken her.*

*Outside of her office hours, Martin dedicates time to creating spaces for under-represented groups and ensuring they feel at home with her and at Cox. She has served as co-chair of the Cox Oklahoma Diversity Council and pushed for the operator's*

*involvement in the state's Pride events. Martin has also been a member of Leadership Tulsa's New Horizons board for diverse community leaders, and served on the board of a Tulsa mental health agency.*

*We spoke with Martin about her technology journey, seizing opportunities to make change within an organization and what progress has been made towards gender equality in the workplace. Edited excerpts of the conversation follow.*

## **What does this award mean to you?**

My partner-in-crime Kim Keever, Cox's CISO, we were peers for six years on Kevin Hart's team. When she won last year, I was so excited for her because I saw everything that she had done for this industry and she killed it. This year, to actually be able to follow her as a winner. That's probably even more meaningful because I think the world of Kim and being able to be side by side with her is pretty cool.

## **Were you always interested in a career in technology?**

I was kind of shocked I ended up in it. My grandparents had a hilarious reaction. I was sitting there, thinking they were going to be like 'what are you doing,' and my grandmother reminded me that I was the child who took all my toys apart. One of my birthdays, she bought me this little ice skater on a frozen pond that had controls. When she gave me the toy, she kind of held on to it and was like 'you're not going to take this apart, right?' Well, of course, then I'm wondering how does the ice skater get across the pond. I have to know what makes it work. And I'm proud to say it was magnets. Maybe the curiosity of making things work was there very, very young.

## **We hear a lot about the need for more women in STEM. What challenges did you face as you rose through the ranks as a woman in technology?**

When I first started out, it was very common to be the only woman in the room, and it was very common that folks expected me to take notes, or 'hey, do you mind ordering that?' And it was a whole evolution for myself, to step aside in a graceful way because there's a part of you that says 'I do take better notes, and you can probably read my handwriting better.' But you have to go, 'Wait a second here.' Let me make sure people know I earned the right to sit at this table, and we're



going to share some of these responsibilities. The evolution that I have seen, especially at Cox, is that we really prize diverse teams and the men are as involved in trying to make that happen... For the most part, I find that technologists want to work for somebody ready to run and get things done. They do not want someone who is status quo, and leaders who can be successful at that are men and women."

**You were elevated to your current role in March and were tasked with creating an office and team within Cox that has never existed before at a time when mergers and acquisitions are abundant. How have you tackled this opportunity?**

I absolutely loved what I did, but I had been doing it for a while and had a fantastic team and succession planning. It was time for me to go do something else, something new, and when the opportunity to create an Integration Management Office came up for Cox as we were looking at other acquisitions, I said yes before they'd even stopped talking... I had to form a team. I had to call people and go 'Hey, I need you to be able to pack your parachute as you are jumping out of the airplane.' Luckily, the outstanding leaders I called were all as highly interested as I was in forming this new Integration Management Office, and several of them had never worked together before. We still meet every morning at 9:15 and go through the laundry list... Communicate, here's the big items, and teams who would think they don't need to know something find huge value in these briefings. I think that's been the secret to our success.

**Are there any particular moments in your career that you're most proud of?**

It was December 2007, and I was a pretty new construction director. It was not really a role that I had ever seen myself taking, but it was probably one of the best roles I ever took and prepared me for everything else I've done since then. I took the role as a developmental assignment to better learn the networking and everything that goes into growing out our physical networks and designing them. All of a sudden, I'm standing in the middle of the biggest ice storm in Oklahoma's history. I have all these construction team members that are almost 100% male, plus all the contractors, staring at me for direction. We were really pushed by the organization, here's the playbook of how construction has always played during these events. The playbook did not put an emphasis on construction being proactive. I was going through the playbook with the team and one of the contractors spoke up and he's like, 'I just got to say that this is dumb.



*"I'm raising children that understand diversity in this world is very important, we should be supportive of everyone and not exclude anyone," says Martin, pictured with her family.*

We should be more aggressive and proactive, but I'm just a contractor, I don't matter.' And I thought that was brilliant... and then I start bringing everyone else into the conversation. On the fly in the middle of a major disaster, we change the playbook as a team because I was listening and taking the best minds into account. We came out of that disaster faster than we'd ever come out of one before, and in better shape.

**What advice would you give to any woman starting out in the field of technology?**

Don't discount what you're capable of, and don't discount opportunities when they arise because that can be the best, most fantastic experience of your whole career that you will use as a basis for everything else. When I think about that construction experience... years of managing that team, who are still fantastic friends and resources of mine, those are things you need to be planting throughout your career.

**What myths about the cable industry need to be debunked?**

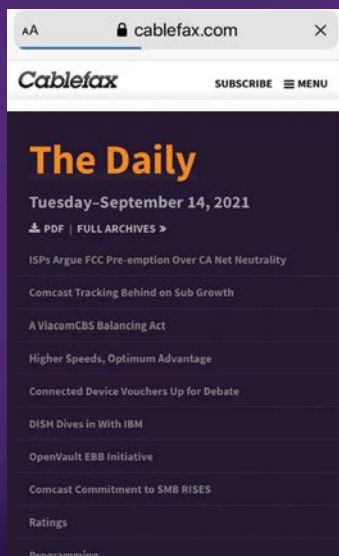
The biggest one is that the cable company doesn't care. At least from a Cox perspective, we think about the customer all the time. How can we make this a better experience for the customer? I don't know if people realize how much effort we put into making these services easier and less complex, and we have people up 24/7 in order to ensure this works for them.

**You have carved out time to give back to underrepresented communities—coordinating Cox's participation in Oklahoma pride events. Mentorship has also been a priority for you. Why is it important to you to do such work?**

My family, my children, are always my number one priority. How do I make the world a little bit of a better place for them and make sure I'm raising children that understand diversity in this world is very important, we should be supportive of everyone and not exclude anyone. It was very important to me in Oklahoma to drive that participation so my children can see we welcome everybody and to make sure that our employees felt the inclusion. I drove the very first Cox vehicle in the parade, and I had an employee come and run up to me in the window and say thank you. It was that connection of you accept me as I am and you support me. And for the females coming up, I had several bosses I worked for, some who told me stories about when they first started working and they could only wear skirts with pantyhose and high heels. One lady I worked for, she talked about one of the females became pregnant and she had to basically terminate them because they should be home taking care of the children. This is how far we've come in a short amount of time. For me, it's about those women kicked the door open for me to walk through. How do I make sure I just blow that door right off the hinges to help all the women that come in after me, that those stories just die out and people never have to experience anything like that? ■

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# CableLabs is shaping the future of connectivity at SCTE Cable-Tec Expo 2021

By Phil McKinney  
President and CEO, CableLabs

The largest cable event in the Americas is back! Returning as a virtual experience to safely bring the cable telecommunications community back together, this year's SCTE Cable-Tec Expo offers the extraordinary opportunity for attendees to discover the emerging technologies and applications transforming the industry and directly connect with the experts leading the connectivity transformation.

Taking place Oct. 11-14 virtually, this year's Expo will provide a uniquely impactful learning and networking experience, empowering attendees to improve consumers' lives and produce outstanding results that drive their businesses forward. SCTE Cable-Tec Expo annually attracts thousands of attendees and hundreds of exhibitors from around the world, and this year's online event is particularly special as it is SCTE's first collaborative event as a subsidiary of CableLabs.

CableLabs is delighted to continue helping shape the future of connectivity at this year's SCTE Cable-Tec Expo. Designed to surpass the outstanding success of 2020's award-winning virtual event, SCTE and CableLabs have put together an even more compelling online experience for 2021.

**Speakers from CableLabs and Beyond**  
Brought to you by SCTE, CableLabs and

NCTA, the 2021 Fall Technical Forum will feature more than 50 sessions spanning myriad topics, from wireline and wireless access networks to converged networks and mobility, energy management and sustainability on the road to 10G, operational transformation, workplace transformation, video services, and much more.

Sessions will be conducted Monday, Oct. 11 through Thursday, Oct. 14, and a number of speakers from CableLabs will participate in a myriad of technical sessions, including:

- "10G and Convergence: A Perfect Union," Monday, Oct. 11, 10 a.m. to 2:30 p.m.
- "Is Fiber the Key to Transport Convergence?" Tuesday, Oct. 12, 1 p.m. to 2:15 p.m.
- "CableLabs Best Common Practices for Gateway Device Security," Wednesday, Oct. 13, 3 p.m. to 4 p.m.

The Expo's full agenda can be found at [this link](#). Additionally, attendees to the SCTE Cable-Tec Expo can visit virtually to view more information and watch demo videos on the following technologies:

- CableLabs 10G and Immersive Media Experiences
- CableLabs Methodology for Intelligent Network Discovery – MIND™



- CableLabs Model-Driven Streaming Telemetry in a Disaggregated CCAP Architecture
- CableLabs Streamlined IoT Device Onboarding
- Gridmetrics Power Event Notification System
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SCTE Cable-Tec Expo is your chance to be an invaluable part of the community creating standards of practice to streamline operations, generate revenue, delight customers and elevate the way we connect with the world around us.

Join CableLabs and the rest of the SCTE Cable-Tec Expo community for an unparalleled virtual experience this October! You can still register for the event at [Expo.scte.org](http://Expo.scte.org). "See" you there! ■

Enter at [www.RegionalRainmakers.com](http://www.RegionalRainmakers.com)

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