

Introduction & Welcome: No More Business as Usual

11:00am - 11:10am

Cable operators have gained traction in the lucrative commercial market by upgrading their HFC networks, adding more fiber lines, offering lower pricing, delivering more advanced services, expanding into new verticals and boosting customer service. As a result, MSOs have now built a \$20 billion commercial empire in the US alone. But cablecos now face unprecedented challenges in sustaining that momentum because of the economic wreckage of COVID-19. In this overview, we will look at where the industry stands in the commercial market seven months into the pandemic.

Participants

Alan Breznick - Cable/Video Practice Leader, Light Reading

Cable Keynote: Comcast Business

11:10am - 11:30am

Participants

Speaker: Bob Victor - SVP of Product Management, Comcast Business

Platinum Sponsor Keynote

11:30am - 11:40am

Participants

Keynote: Kevin Bourg - Optical Network Architect, Corning

Market Research Presentation - The Impact of Covid-19

11:40am - 11:50am

Participants

Speaker: Doron Storfer - SVP Syndicated Solutions, Kantar

Cable Fire Side Chat

11:50am - 12:05pm

Participants

Panelist: Satya Parimi - Group Vice President, Enterprise Data Products and Smart Cities, Spectrum Enterprise

Panel: Coping with COVID-19

12:05pm - 12:55pm

With many businesses cutting back and others closing down because of the pandemic, the commercial services sector is suddenly no longer the shining star of the cable industry. Indeed, after two decades of strong growth, cable stands poised to see commercial revenues fall this year. Yet the coronavirus outbreak is also opening doors for new commercial services, such as dedicated broadband offerings for home workers. In this opening panel, we will look at how cablecos are grappling with the impact of the virus on their SMB and enterprise customers.

Participants

Moderator: Alan Breznick - Cable/Video Practice Leader, Light Reading

Panelist: Matthew Davis - Founder & Principal Analyst, Independence Research

Panelist: Kristi Salmon - Senior Director of Marketing, Business Services, Mediacom

Panelist: Robert Tynan - Cisco Director, Service Provider Marketing Strategy, Cisco

Panelist: Brian Washburn - Practice Leader, Network Transformation & Cloud, Omdia

Panelist: Cate McNaught - Emerging Applications Market Development Manager, Carrier Networks, Corning

Panelist: Samih Abdelgadir - VP of Product Development, Hitron

Panelist: Joe Flynn - Vice President, Sales Strategy and Operations, Altice USA

Networking Break

12:55pm - 1:10pm

Market Research Presentation: Cable Business Services Outlook

1:10pm - 1:30pm

Participants

Speaker: Greg Williams - Director of Equity Research, Cable, Satellite & Telecom Services, Cowen and Company, LLC

Cable Keynote

1:30pm - 1:40pm

Participants

Keynote: Jeff Wendling - Executive Director of Technology for Commercial and Managed Services, Cox Communications

Market Research Presentation: The Move to Edge Computing

1:40pm - 1:50pm

Participants

Speaker: David Strauss - Principal, Broadband Success Partners

Panel: Beyond Ethernet: Tapping the Hot New Tech & Services

1:50pm - 2:50pm

Picking up where Ethernet left off, SD-WAN and other next-gen technologies and services are now taking hold in the commercial space. Besides SD-WAN, these offerings include edge computing, tele-health, managed security, video monitoring/surveillance, managed WiFi, industrial IoT, small cells and 5G wireless. Which new technologies and services show the most promise for the post-pandemic world? How are cable operators seeking to leverage them? What results are they seeing so far? Our experts will explore the potential and pitfalls of the next wave of business services.

Participants

Moderator: Erin Dunne - Director of Research Services, Vertical Systems

Panelist: Patrick Knorr - EVP/Chief Commercial Officer, RCN

Panelist: Pascal Menezes - Chief Technology Officer, MEF

Panelist: Antonio Pellegrino - CEO, Mutable

Panelist: Brian Rose - Executive Director, Product Internet, Networking and Carrier Services, COX Business

Panelist: Fernando Villarruel - Chief Architect, MSO Practice, Ciena

Panelist: Kenneth Florenz - Director of Product for ICT and Managed Services, Altice USA

Panelist: Bob Schroeder - Vice President, Enterprise Data Product Management, Spectrum Enterprise

Closing Remarks

2:50pm - 2:55pm

Parimi will discuss Spectrum Enterprise's strategy for deploying SD-WAN and virtualizing other business services and network functions.

Participants

Alan Breznick - Cable/Video Practice Leader, Light Reading

SCHEDULE

CABLE NEXT GEN BUSINESS SERVICES - 06/10/2020

Cable Next-Gen Digital Symposium

October 6 & 8, 2020
Digital Symposium

TIME	
11:00AM	11:00am - Introduction & Welcome: No More Business as Usual 11:10am - Cable Keynote: Comcast Business 11:30am - Platinum Sponsor Keynote 11:40am - Market Research Presentation - The Impact of Covid-19 11:50am - Cable Fire Side Chat
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2:00PM	2:50pm - Closing Remarks

SESSIONS

CABLE ARCHITECTURES AND 5G FRIEND OR FOE - 08/10/2020

Cable Next-Gen Digital Symposium

October 6 & 8, 2020
Digital Symposium

Introduction & Welcome: Moving to Next-Gen Networks

11:00am - 11:10am

In response to the COVID-19 pandemic, cable operators are now scrambling to beef up their networks to handle the heavier loads. But that drive is just part of a broader move to prepare the industry's HFC pipes for the bandwidth and service needs of tomorrow. In this opening overview, we will look at the industry's progress with network upgrades at the dawn of a new decade and the trends that are shaping those upgrades.

Participants

Alan Breznick - Cable/Video Practice Leader, Light Reading

Cable Keynote: Telecom Argentina

11:10am - 11:30am

Participants

Speaker: Claudio Righetti - Chief Scientist, Telecom Argentina

Platinum Sponsor Keynote

11:30am - 11:40am

Participants

Keynote: Robert Wilmoth - Chief Architect, North America Service Provider Team, Red Hat

Panel: Upgrading the Cable Architecture

11:40am - 12:25pm

With COVID-19 accelerating the surge of broadband traffic growth, cable operators are now investigating myriad ways to upgrade their HFC networks. Cablecos are expanding the capacity of their core and regional networks, installing more fiber in their access networks, splitting more fiber nodes, adopting distributed access architecture (DAA), raising RF spectrum limits, exploring spectrum mid-splits and high-splits, virtualizing key network components, automating network systems, deploying artificial intelligence (AI) and examining the new DOCSIS 4.0 specs, among other things.

How are operators progressing with these upgrades? Which ones are showing the most promise? What kinds of challenges are they encountering? What lessons are they learning? How will the post-pandemic landscape look different? In this panel, we will examine these questions and more as we focus on what the "new normal" will mean for cable.

Participants

Moderator: Alan Breznick - Cable/Video Practice Leader, Light Reading

Panelist: Chris Bastian - CTO, SCTE/ISBE

Panelist: Jeff Finkelstein - Executive Director of Advanced Technologies, Cox Communications

Panelist: Curtis Knittle - VP of Wired Technologies, CableLabs

Panelist: Marcin Godlewski - Director of Cable Broadband Product Management, Technicolor

Panelist: Robert Wilmoth - Chief Architect, North America Service Provider Team, Red Hat

Networking Break

12:25pm - 12:45pm

Market Research Presentation: Cable's Next-Gen Network View

12:45pm - 1:00pm

Participants

Jaimie Lenderman - Senior Analyst, Network Infrastructure and Software, Omdia

Service Provider Keynote: Liberty Latin America

1:00pm - 1:10pm

Participants

Speaker: Tim Burke - VP-Mobile Products and Technology, Liberty Latin America

Platinum Sponsor Keynote

1:10pm - 1:20pm

Panel: 5G Friend or Foe

1:20pm - 2:05pm

Now that the big telcos have started rolling out fifth-generation wireless services across the globe, the big question for cable is what will 5G mean for the industry? With Comcast, Charter, Altice and other MSOs deploying their own mobile services, can cablecos take advantage of 5G technology to play even bigger roles in the mobile space? Can they tap into 5G and new Citizens Broadband Radio Service (CBRS) and C-band spectrum to extend their broadband reach and compete against their telco MVNO partners for mobile customers? Or will they mainly play more modest backhaul support roles? In this panel, we will tackle these and related questions.

Participants

Moderator: Alan Breznick - Cable/Video Practice Leader, Light Reading

Panelist: Mike Bangert - Senior Product Manager, VIAVI

Panelist: Tim Burke - VP-Mobile Products and Technology, Liberty Latin America

Panelist: Jack Burton - Principal, Broadband Success Partners

Panelist: Mark Lowenstein - Managing Director, Mobile Ecosystem

Panelist: Shahed Mazumder - Principal Strategist, Technology Strategy, CableLabs

Cable Keynote: Comcast

2:05pm - 2:15pm

Participants

Speaker: Shane Portfolio - SVP of Field Ops Engineering, Comcast

Closing Remarks

2:15pm - 2:20pm

Participants

Alan Breznick - Cable/Video Practice Leader, Light Reading

SCHEDULE

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