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## 5Qs: SCTE's Dzuban Gets Us Ready for Cable-Tec Expo

After two years of virtual **SCTE** Cable-Tec Expo gatherings, cable's largest technology show is back in person next week, with more than 100 hours of learning kicking off in Philadelphia Monday. SCTE said the show has already matched attendance numbers from the last in-person Expo in 2019 and it's on course to exceed 2019 in both attendees and exhibitors. SCTE President/CEO *Mark Dzuban* gave us a preview of what's ahead.

**What does it mean to be back in person?** Our industry is a community, most of us have been together for multiple decades. We share ideas as empirical scientists; we like to see innovation and talk about it in real time. Our industry is rare as far as the level of comradery and the passion we have for our industry and the future we are creating.

**Are you offering a virtual component?** There is an "ONLINE STREAMING CONTENT ONLY" registration option. However, all Expo programming will NOT be live streamed. The only way to see everything is to attend in person. On-demand video will be available to full conference attendees for a full 60 days following Expo (thru Monday, Nov. 28). After that, 2022 Expo proceedings (PPTs with audio) will be available with the members only on the SCTE website.

**This is the first in-person Expo since the CableLabs merger. Will that create a different feel for the conference?** Yes, it raises the bar! The merger empowers the col-

laboration of ideation and implementation to accelerate our ability to compete in our marketplace. We have some of the best technologists in the industry supporting our Fall Technical Forum, and our current technology in collaboration with those that deploy science. I use the algorithm of  $1+1=3$  to describe the value of **CableLabs** and SCTE working together.

**With billions coming in government funding for broadband deployment, what sort of considerations will Expo delve into as it comes to construction and expansion?**

Our vendor partners will be representing construction technology from bucket trucks to hardware, and our Fall Technical Forum will include optical networking and DOCSIS 4.0 to explore best practices for upgrading existing networks and constructing new networks. For example, the program includes A Clear Vision of Optics (Tuesday, September 20, 2022, 8:00 AM - 9:15 AM) and Charting the Course Toward DOCSIS 4.0 (Wednesday, September 21, 2022: 8:00 AM - 9:00 AM) You don't have to wait until DOCSIS 4.0 to get started on your DOCSIS solutions. There are incremental steps that will make the move to 4.0 so much more manageable.

**The agenda really covers a wide range of topics, including AI, NFTs, 10G, fixed wireless. Is there any one topic that you see dominating conversations at Expo?** 10G!

10G encompasses many of the elements composing our networks and is "creating infinite possibilities" for future connectivity. On Wednesday, September 21, will be the 10G Challenge Fireside Chat with CableLabs President and CEO

THE WICT NETWORK LEADERSHIP CONFERENCE

# THE GREAT RESET

OCTOBER 10-11, 2022

New York Marriott Marquis

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THE WICT NETWORK 2022  
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The WICT  
Network  
Empowering Women  
in Media, Entertainment and Technology

Phil McKinney and judge Cate McNaught, of Corning Optical Communications. Together, they will announce the winners of the 10G Challenge and highlight exciting new innovations that will power and transform the way we live, work, learn and play. Among the sessions of note is Navigating 10G Journey (Wednesday, September 21, 2022, 2:30 - 3:45 PM). What we're doing today is bringing 10G to life. But how exactly? In this session, we'll discuss the three Ws of 10G ... what, when and why. With a triumvirate of experts – CableLabs' Karthik Sundaresen, Volpe Firm's Brady Volpe and CommScope's John Ulm – let's explore a view of adding network capacity and operating a virtual CMTS in this expanding environment. Shaw Communications' Damian Poltz moderates.

CABLE HALL OF FAME RETURNS TO NYC

NCTA President/CEO Michael Powell's wife wasn't able to join him in NYC's Ziegfeld Ballroom Thursday evening for his acceptance into the Cable Hall of Fame, but for good reason. She was in Arizona meeting Theo, the couple's first grandson. The Cable Hall of Fame, a more intimate affair than prior occasions, was a celebration of another batch of cable superstars, including Telenet Group Holding CEO John C. Porter II, CableLabs COO Emeritus Chris Lammers, OWN TV Network & OTT Streaming President Tina Perry and Comcast Cable President, Northeast Division Kevin Casey. Some of the 2020 and 2021 Hall of Fame honorees, all of whom's ceremonies were disrupted in some way by the pandemic, helped introduce the honorees with one exception. Boycom Cablevision President/CEO and ACA Connects Board Chair Patty Boyers was introduced by her son, NCO Sergeant First Class Matthew

Boyers. The Cable Center also awarded the 2021 and 2022 Bresnan Ethics in Business Award honorees: the late Bill Daniels and former Cox Communications President Pat Esser. Esser, still in his first year of retirement, offered some wise words on his learnings from more than 40 years in the cable business, encouraging CEOs to recognize the importance of diversity and the power of optimism. Most of all, he believes the most ethical leaders exude gratitude. "I learned that the most respected leaders ask for a lot, but they also give a lot," Esser said. "Simply put, tell those you care about what they mean to you." We'd be remiss not to mention who provided original music for the festivities: One Touch Intelligence VP/Lead Analyst and former Cablefax Publisher Michael Grebb.

PRIME VIDEO BEGINS NEW ERA

It was a big night for Amazon as fans gathered to watch Prime Video's first "Thursday Night Football" telecast, a showdown between the Los Angeles Chargers and Kansas City Chiefs. It was also the debut of the commentating duo of Al Michaels, who spent 16 seasons as the play-by-play voice for NBC's Sunday Night Football, and Kirk Herbstreit, who's built his notoriety in the college football realm. But as the two appeared on the screen for the first time, some issues began to take shape. The audio of the two's introduction was nearly flushed out by the crowd noise. Whether that was "fixed" before kickoff or not, some took to Twitter noting the crowd's noise level didn't seem to translate well to the broadcast. "Amazon needs to work on the crowd audio," CBS Sports college football writer Tom Fornelli tweeted. "Arrowhead [Stadium]'s one of the loudest places in the league but it sounds like the fans are a half-mile away." Some also complained about buffering and drops

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in video quality, but when running smoothly, many [praised](#) the broadcast's quality. The alternate stats-heavy broadcast was another point for Prime, providing an all-22 camera angle, information from chips installed in uniforms and other real-time trends. Most importantly for Amazon—whose Founder/ Executive Chairman *Jeff Bezos* was sitting next to **NFL** Commissioner *Roger Goodell* at the game—the app didn't crash, and its debut in the primetime sports world set the stage for the next 11 years. – **DISH Business** customers will be able to watch **Prime Video** telecasts at no added cost through an agreement between the provider and **Amazon**. The partnership adds to the MVPD deal [made with DirecTV](#) to extend access to the broadcast in restaurants, bars, lobbies and other venues. Residential customers can watch games with an internet-connected receiver on channel 301, but a Prime subscription is required.

**HISPANIC HERITAGE MONTH**

**Spectrum** has an on-demand collection of Latino-inspired movies from the past 30 years for Hispanic Heritage Month. Customers can find them under the "Hispanic Cinema" category in the Spectrum On Demand Portal, which includes films such as "Selena," "The Motorcycle Diaries," "Frida" and "Coco." The collection will be available through Oct. 15.

**PROGRAMMING**

Ahead of the upcoming international break, **Fox Sports** and **FuboTV** will have 55 total UEFA National League matches. The window kicks off on Fubo with Scotland vs. Ukraine on Wednesday at 2:45pm, followed by Belgium vs. Wales on Thursday at 2:45pm on **FS1**. Fubo will have a pair of rivalry matches to help round out the week: Netherlands vs. Belgium on Sept. 25 and Portugal vs. Spain on Sept. 27, with both matches starting at 2:45pm. Other matches will also be broadcast on **FS2** and **Fox Soccer Plus**. – *Jennifer Griffin* signed a multi-year deal with **Fox News Media** and will now be **Fox News'** chief national security correspondent. Griffin recently covered the conflict in Ukraine, adding to her 30+ years of reporting experience. She originally joined the network as a correspondent based in Jerusalem.

**CABLEFAX DASHBOARD**

**Twitter Hits**

**Netflix** @netflix

This video of Squid Game star Oh Young-Soo tearing up the dance floor at the Netflix #Emmys party last night will have you smiling from ear to ear



**@JOHNatACA** @JOHNatACA1

Great night in NYC for @ACAConnects Chair @BoyersPatty induction into @TheCableCenter HOF! Among the packed house are her favorite cheerleaders @GRANTatACA @rshawreds & @MATTxACA #Congratulations Patty 🎉🏆



**USDA** Dept. of Agriculture @USDA

During #HispanicHeritageMonth, we celebrate the histories, cultures and contributions of Hispanic Americans and reaffirm our commitment to ensuring equity across USDA, removing barriers to access and building a workforce more representative of America.



**Research**

(Source: OnePoll Study on behalf of Plex)

- > 73% of Americans have a list of TV shows and movies they want to watch, but 68% find it "nearly impossible" to get through their watchlist.
- > 58% of respondents struggle to keep track of what they want to watch.
- > 46% of women try to remember what they want to watch while 46% of men will use a notetaking app on their phones.
- > Americans spend an average of 30 minutes searching through streamers before deciding what to watch.

**Up Ahead**

**SEPTEMBER 19-22:** [SCTE Cable-Tec Expo 2022](#); Philadelphia

**OCTOBER 10-11:** [The WICT Network's Annual Leadership Conference](#), NYC

**OCTOBER 11-12:** [36th Annual NAMIC Conference](#), NYC

**OCTOBER 12:** [Kaitz Dinner](#), NYC

**NOVEMBER 3:** [Fiber Broadband Association Regional Fiber Connect](#), Columbus, Ohio

**Quotable**

"We welcomed the input from all of our shareholders and I think all the things that were in that letter are things that we either have talked about, are talking about, or even engaging more in the future. Whether it's the integration of Hulu, which we would love to do tomorrow if we could. Obviously, it takes a willing partner on the other side, at least before '24. But that's imminent anyway. Whether it's ESPN, which we just talked about, whether it's share buybacks or dividends, those types of things... I like to look at almost every one of our businesses through the eyes of the ultimate consumer because I believe if you do that, then you can't go wrong."

– **Disney CEO Bob Chapek speaking on CNBC's "Squawk on the Street" about a recent letter from activist investor Dan Loeb and Third Point LLC**