



Cable industry – a frontrunner of innovative content delivery

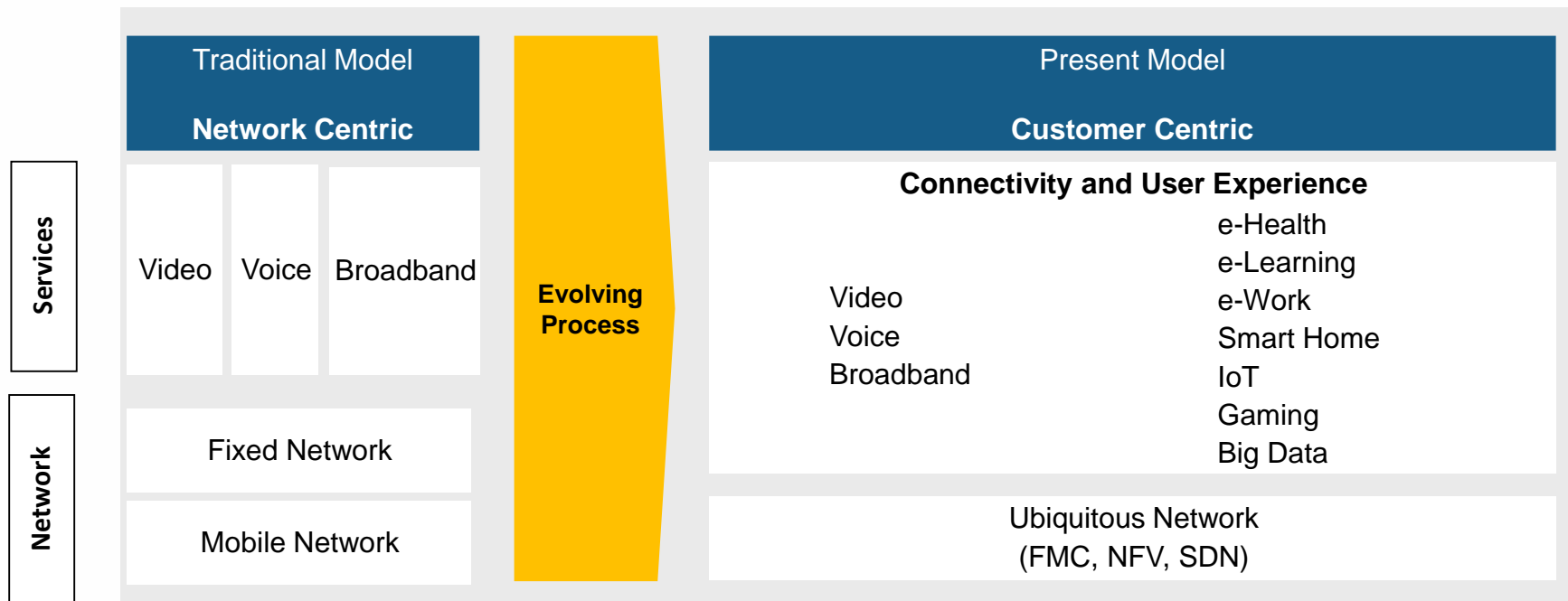
Paulo Valente

Geneva – 25 January 2018

- 1 The business shift of the Cable industry**
- 2 Standardization as a business pillar**
- 3 Robust networks to deal with content delivery**

The shift of the business model

From a Network Centric model to a Customer Centric Model



The shift of the business model

Communication style across demographics

**>60
TRADITIONALS**



LET'S TALK

**>50
BOOMERS**



EMAIL OR
CALL ME ON
MY MOBILE

**40
GEN X**



TEXT ME

**30
GEN Y**



FACEBOOK
TWEET ME

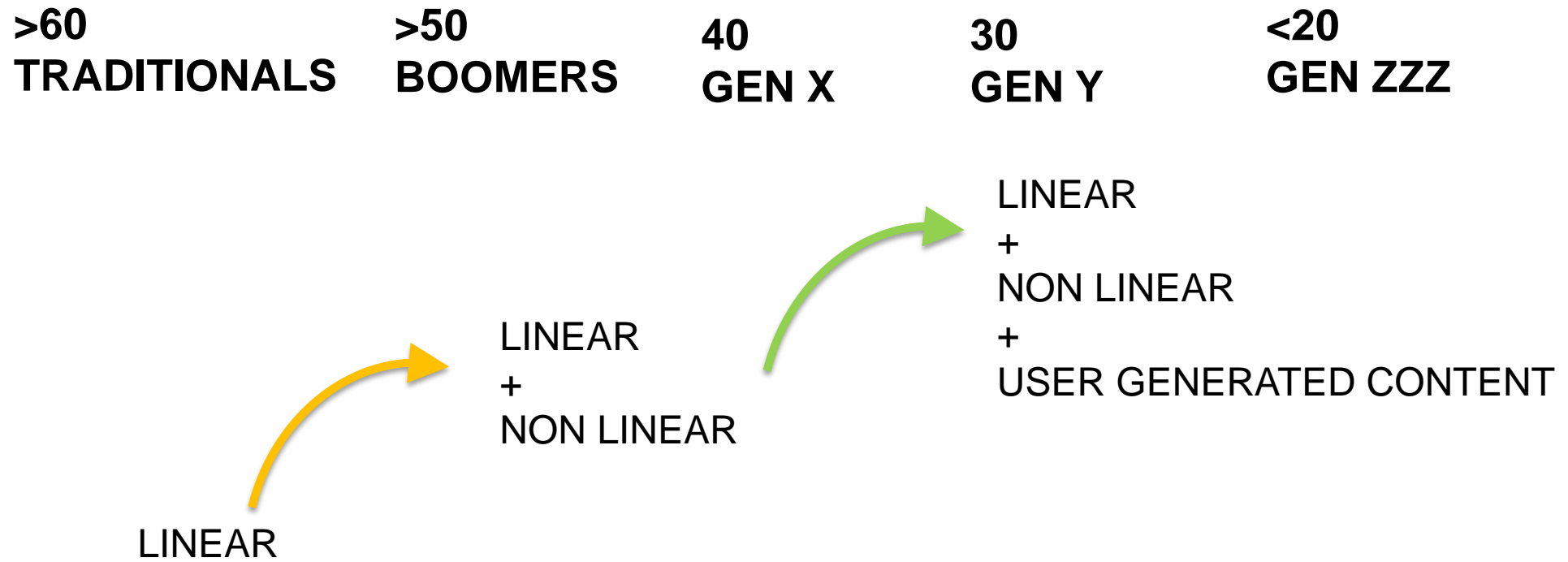
**<20
GEN ZZZ**



SNAP CHAT
INSTAGRAM ME

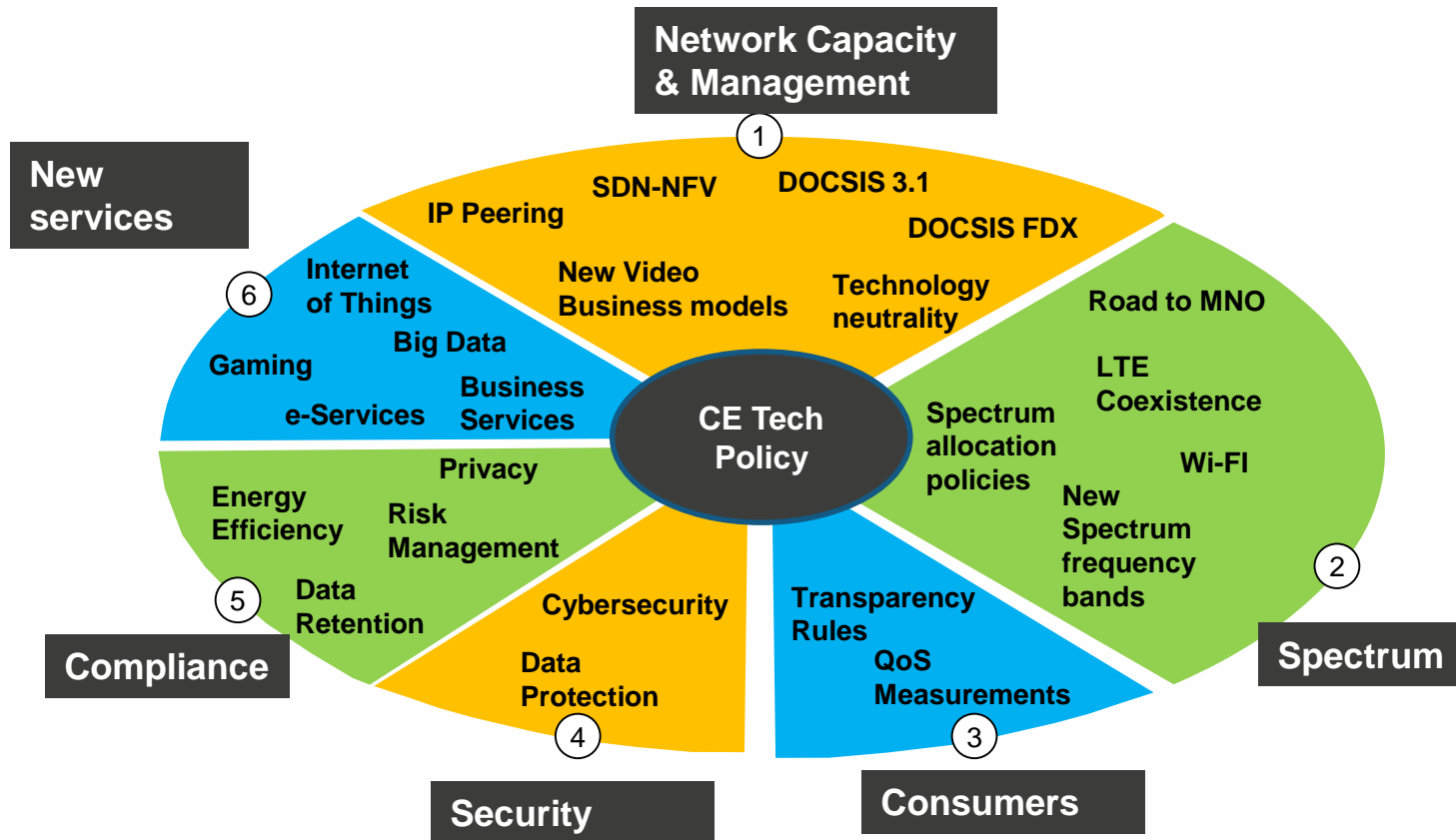
The shift of the business model

Video consumption style across demographics



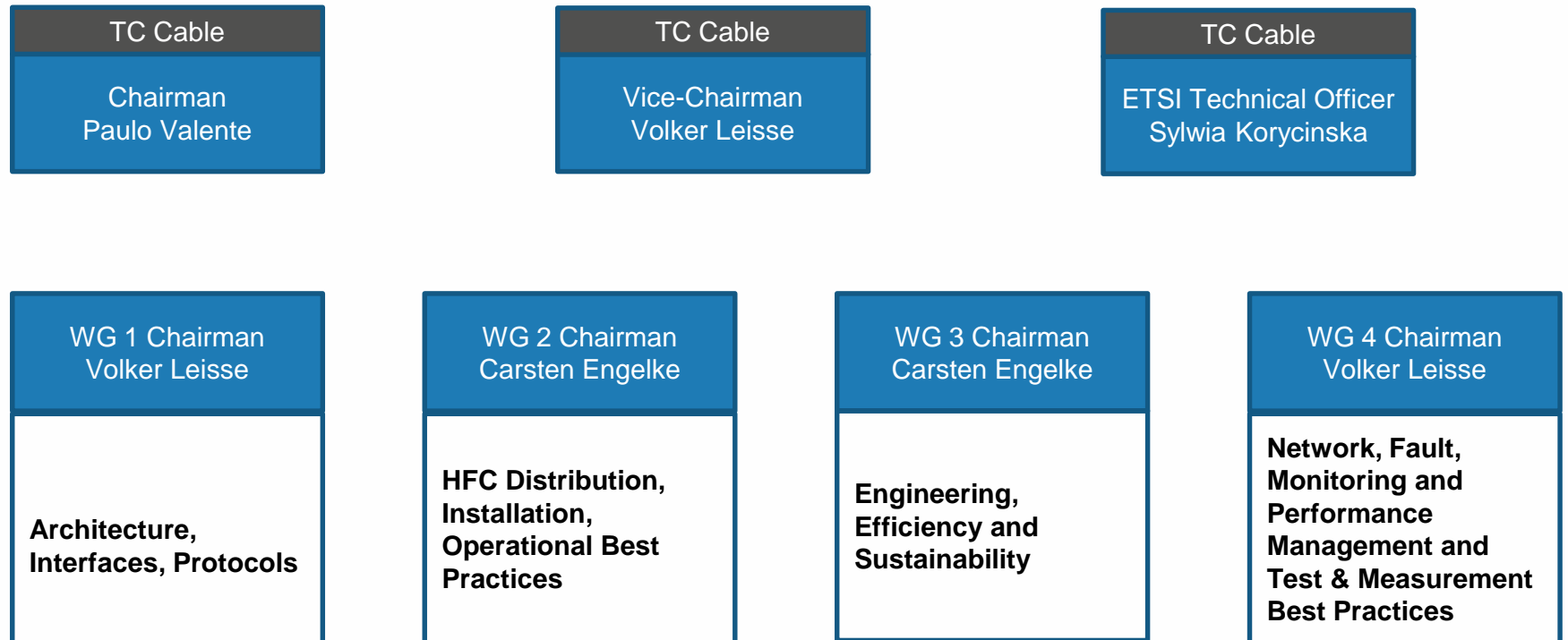
Non exhaustive

Technology impactful areas



- 1
- 2
- 3

ETSI TC Cable – Organisation



ETSI TC Cable – Working Groups

Activities

WG1 Architecture, Interfaces, Protocols

Creation, development and maintenance of Standards and other ETSI deliverables related to:

- Cable system architectures and architectural elements
- Network and system interfaces
- Data over cable systems
- Advanced head-end architectures
- Customer Premises Equipment and Home Networks
- Cable-Mobile systems including their architecture elements for: (1) Wi-Fi; (2) Mobile; (3) Core network; (4) Convergence
- Review and contribution to activities of other ETSI Technical Bodies and external organizations requiring expertise in architectures, interfaces and protocols of HFC networks

WG2 HFC Distribution, Installation, Operational Best Practices

Creation, development and maintenance of Standards and other ETSI deliverables related to:

- HFC network infrastructure and distribution
- Physical HFC plant technologies and characteristics
- Frequency and spectrum management within HFC networks

Establishment of operational guidelines to share experiences and promote best practices

Review and contribution to activities of other ETSI Technical Bodies and external organizations requiring expertise in HFC networks

ETSI TC Cable – Working Groups

Activities

WG3 Engineering, Efficiency and Sustainability

Creation, development and maintenance of Standards and other ETSI deliverables related to

- Energy Efficiency Requirements
- Energy Efficiency Metrics
- Sustainability Requirements
- Headend Equipment
- Outside Plant Equipment
- Customer Premises Equipment

Establishment of operational and engineering guidelines to share experiences and promote best practices
Review and contribution to activities of other ETSI Technical Bodies and external organizations requiring expertise in energy efficiency and sustainability of HFC networks

WG4 Network, Fault, Monitoring and Performance Management and Test & Measurement Best Practices

Creation, development and maintenance of Standards and other ETSI deliverables related to

- All parts of the end to end network
- In-home network
- Access and distribution network
- Core network
- Systems
- Services

Establishment of technical guidelines/reports, implementation guidelines, specifications and promote best practises.

Review and contribution to activities of other ETSI Technical Bodies and external organizations requiring expertise related to the area of responsibility

ETSI TC Cable – Main Supporters

Main supporters of TC Cable activity and deliverables



LIBERTY GLOBAL



vodafone



Cable Europe

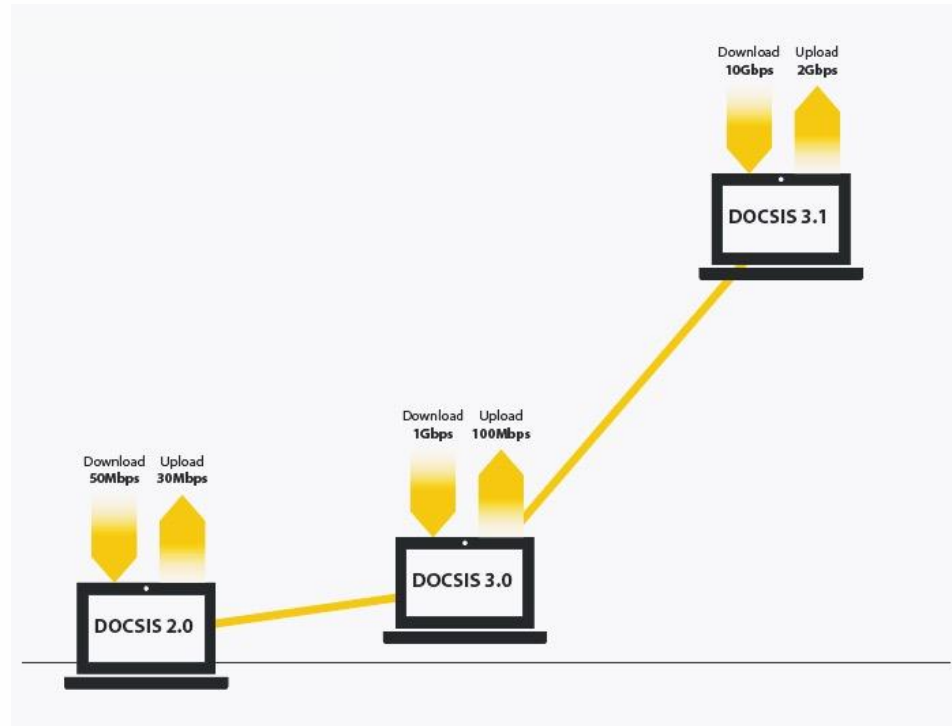


CableLabs®

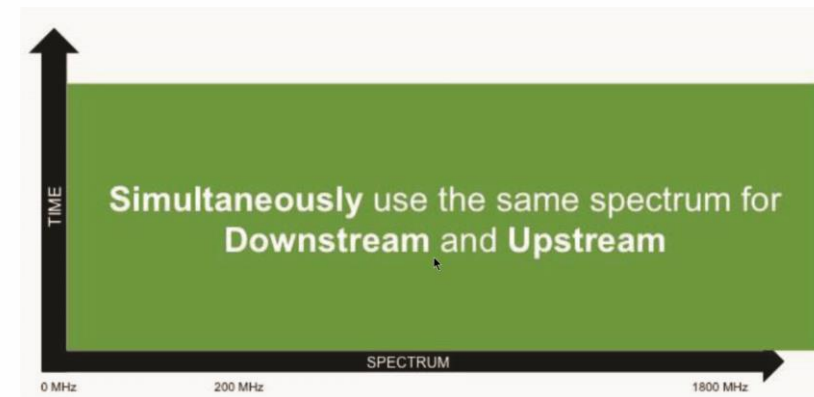
Together, these supporters, represent and produce deliverables to a sector which goes into the home of 63.7 million customers in the European Union, providing Digital TV, Broadband Internet, and Telephony services

Cable operators are building robust networks to deal with the business shift

DOCSIS 3.1 + FDX



Fixed Mobile convergence



From HFC to Distributed Access Architectures

SDN/NFV



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