



Making Connectivity 'Cool'!

By Sara Waddington, Managing Editor, SCTE

The Cable Center's programmes connect people and ideas to advance innovation. Its President and CEO, Jana Henthorn, outlines its latest initiatives to keep moving cable forward and foster innovation, entrepreneurship and skills in the industry.

Established as an educational non-profit organisation in 1985, The Cable Center plays an integral role in the cable industry. The Center's resources and information all document cable's rich heritage. The Cable Center tells the story of the cable industry, highlighting for the global community the significant contribution made to technology, society and culture while supporting industry innovation through a range of future-focused initiatives.



**Jana Henthorn,
President and CEO,
The Cable Center**

The Cable Center is the home of The Cable Hall of Fame, recognizing individuals for their outstanding contributions to the industry, and the Barco Library and Edward D. Breen Technical Archives, which house the world's largest collection

of cable-related information and resources. Headquartered in Denver, Colorado (U.S.), The Cable Center's industry-wide mission and scope of service supports everyone involved in cable's sphere – operators; programmers; vendors; suppliers; professionals; non-profit industry organisations; academics; the press and the public.

Its Customer Experience programme has helped cable operators to retain and improve their customer bases. The Center has also broken new ground in the cable industry with its oral history programme, industry recruitment initiatives and Mavericks Lectures, along with its Intrapreneurship Academy (IA).

Jana Henthorn, President and CEO of The Cable Center, outlined its latest new initiatives to keep moving cable forward and foster innovation, entrepreneurship and skills in the industry. The Cable Center has been a longstanding and valuable partner to SCTE, The Society for Broadband Professionals, over the years and is its training bursary partner in the U.S. for the Intrapreneurship Academy (IA).

BBJ: Please outline any recent successes or achievements and the reasons for this?

JH: The Cable Center continues to be our industry's storyteller. We celebrate where we've been to guide where we're going and we honour impact, achievement and service. We have invested in programmes, curricula and activities that empower today's industry disrupters, innovators and leaders to define our new era.

We are extremely proud of our achievements this year. We recently completed season two of our podcast 'Stories from the Headend'. The season's nine episodes focus on innovation and include:

1. Risk Taking – Financial Leaps of Faith.
2. Risk Taking with Paul Kagan.
3. C-SPAN at 40: Cable's Gift to Democracy.
4. C-SPAN at 40: Cable's Gift to Democracy with Rob Kennedy.
5. CableLabs: 30 Years of Tech Innovation – CableLabs Today & Tomorrow.
6. CableLabs: Leghorn's Legacy.
7. The Cable Center's Intrapreneurship Academy – Why Intrapreneurship?
8. The Cable Center's Intrapreneurship Academy – A Lecture from Leslie Ellis and Ken Klaer.
9. The Cable Center's Intrapreneurship Academy – A Lecture from Coleman Breland.

We can definitively say that no industry has as robust a history of entrepreneurship as ours. Iconic founders such as Alan Gerry, John Malone, Kay Koplovitz, Ralph Roberts and Bill Daniels compel us to move fast, disrupt the status quo and inspire a new generation of leaders.

Standing on the shoulders of giants, we have now established the industry's first and only Intrapreneurship Academy (IA) – an intensive innovation programme which gives the next generation of leaders the tools, processes, language and confidence to advance ideas at their companies. We are delighted that the SCTE, The Society for Broadband Professionals, has included this course in its training bursary programme. To date, more than 115 graduates are flourishing, generating revenue and making impact with their innovations. IA Class 7 is currently in progress, and Classes 8 and 9 are scheduled for summer and autumn this year.

A new 'intrapreneur' training bursary

The SCTE, Society for Broadband Professionals, is proud to present two new training bursaries for its members, in conjunction with The Cable Center in the USA, for its future-focused Intrapreneurship Academy (IA). This eight-week life skills programme is specifically aimed at rising leaders in the cable industry and will educate and empower industry 'up-and-comers' to be more entrepreneurial with projects and become 'intrapreneurs' (envisioning and effecting innovation in their organisation's corporate structure).

This session includes travel to The Cable Center's headquarters in Denver (USA) for the initial week's session, followed by online self-study (with chat groups) and a final trip to Denver for graduation. Bursary candidates are expected to actively blog about their experiences during the course and include a report for SCTE's *Broadband Journal* and The Cable Center. The Cable Center will underwrite the cost of the course and SCTE will pay for travel and accommodation in the USA.

SCTE members must submit 300 words on why they would benefit from this training bursary to office@thescte.eu. For further information, see www.intrapreneurshipacademy.org



SCTE bursary scholar Ian Wheelock, of Commscope Ireland, with Jana Henthorn and IA Dean Robyn Bolton during the IA Class 7 Kickoff at The Cable Center

We continue to invest in programmes to forge vibrant connections and conversations about important topics such as Customer Experience via our C5 group. Through our Innovation Laureates and Mavericks Lecture programmes, we are dispatching our industry heavyweights to college campuses to evangelise industry opportunities for new graduates. From IoT to cyber security to streaming to coding – we're committed to making connectivity "cool"!

As we make strides in these exciting areas, we have embarked on an important organisation planning exercise called Vision 2025, an in-depth initiative that allows us to chart our course for the next five years and beyond. We see our future centred on supercharging intrapreneurship, advancing innovation and creating lasting impact within our fast-changing industry. We will draw from our robust past to inform a bold future. This is an important moment for The Cable Center. The choices we make now will ensure our fiscal strength so that we can serve as the guardians of our rich heritage while investing in a high-impact future.

BBJ: What are your views on the business climate in 2020?

JH: The continuing acceleration of disruption will provide opportunities for nimble organisations and risks for those slower to react. Political factors may also introduce risk into the global business environment.

Overall, the business environment for broadband continues to thrive. The decline of the video customer is being replaced by the more profitable broadband customer. Despite cord

cutting predictions, broadband subs and wireless customers are growing.

Just as in Europe, there is a continuing move to 10G in the U.S., which will allow for faster Internet speeds and less latency, as well as drive the development of new use cases we haven't even thought of yet.

BBJ: Which issues are of prime importance for the cable industry and how are you addressing these issues?

JH: It's all about cultivating people. We will leave technology innovation to CableLabs, SCTE-ISBE and the Society for Broadband Professionals. At The Cable Center, we focus on people innovation. We empower internal innovators with the tools to drive innovation from within. These intrapreneurs – people who turn ideas into products, programmes or processes that add measurable value to their companies – are the unsung heroes of innovation in business today, driving change within their organisations.

Through our Intrapreneurship Academy (IA), we are creating an army of innovators within the industry.

BBJ: What is your strategic and technical focus/vision over the next few years? Are there any new initiatives you would like to highlight?

JH: As I mentioned, we recently embarked on Vision 2025, our five-year business plan that will chart the course for The Cable Center's future.



Industry journalist Leslie Ellis and Ken Klaer of Comcast participate in an IA Capstone panel, moderated by IA Dean Robyn Bolton



Jana Henthorn and Jay Rolls talk innovation and intrapreneurship at The Cable Center



IA Class 6 participants gather in the Barco Library during their IA Kickoff at The Cable Center

Our Ambassadors Council gathers Cable Center champions from all over the industry, from content providers and MSOs to associations. Through social media, interaction and programme attendance, the Ambassadors Council helps to support The Cable Center and drive its mission of connecting people and ideas to advance innovation. The Ambassadors meet monthly to stay up-to-date on our programmes, events, opportunities and resources. This year, we are growing our Ambassadors Council to include an LA contingent, and there are plans to expand to Atlanta and New York.

We also have a visiting professor from Purdue University, Dr. Katie Brownell, who is with us through to May. She is a political historian and is finishing her book on the politics of cable television from the 1970s through to the Clinton administration. She will be organising and presenting a symposium on politics, media and history of the 1990s on **15 April 2020** in the Malone Theater, at The Cable Center. Dr. Brownell is on the advisory board for the Center for C-SPAN Scholarship & Engagement at Purdue, has worked closely with Brian Lamb and the C-SPAN Video Library and has appeared on C-SPAN3 as a panellist and lecturer. She is also the author of 'Showbiz Politics: Hollywood in American Political Life (2014)'.

BBJ: Which trends do you see developing in global cable/broadband markets?

JH: Many think that we are in the golden age of television and, with all the streaming options available to us, you can see why. There is an abundance of content on a variety of platforms.

With all these platforms, Disney+, Peacock, Hulu, ESPN+, Apple TV+ and more every day, it remains to be seen how many



Kerry Scott of Liberty Latin America leads an activity with industry interns during Intern Day at The Cable Center, an annual industry intern orientation with Liberty Latin America, Liberty Global and CableLabs

of them will be viable over time. We may be approaching a scenario where there is too much content and an insufficient audience and return. Surely some of this will shake out and streamline to manageable numbers. How many cake-baking and zombie survival shows can a person watch (more than I'd like to admit), and in how many platforms can viewers continue to invest?

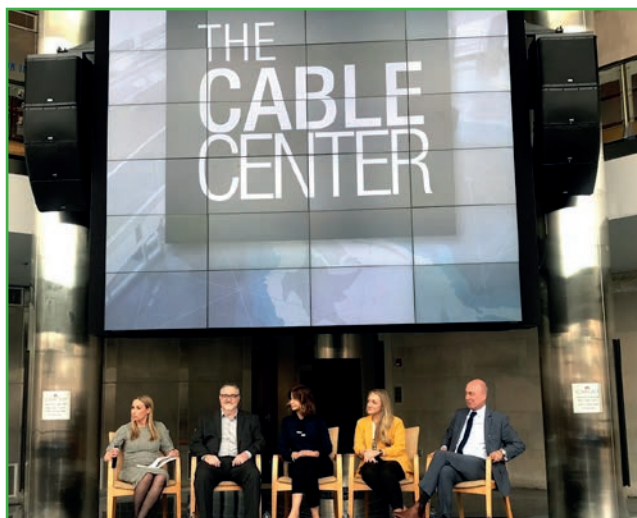
BBJ: Where do you see the greatest challenges and opportunities?

JH: At The Cable Center, we are focused on creating lasting impact within our ever-evolving industry and drawing from our past to inform our future.

As competition in our industry continues to heat up, it will be interesting to see how the latest trends continue to play out and drive innovation, and how industry participants navigate the new ecosystem as the industry expands.

BBJ: Please update us on the latest news on the Cable Hall of Fame.

JH: We are so looking forward to welcoming seven leaders who are changing the world of cable media and video entertainment to the red carpet for the Cable Hall of Fame celebration. The 23rd annual Cable Hall of Fame celebration will be held on **30 April 2020** at the Ziegfeld Ballroom in New York City. The honourees were selected for their trailblazing leadership, entrepreneurship and innovation in the cable media industry. Since 1998, 140 luminaries have been inducted into the Cable Hall of Fame.



NCTA's Kristin Buch, NCTA's Mark Bell, Cox's Leigh Woisard, Ride TV's Amanda Morris and C-SPAN's Peter Kiley participate in a panel discussion before the NCTA's Public Affairs Committee at The Cable Center

The 2020 Cable Hall of Fame class represents every facet of our industry. They have helped to change the entertainment world we now live in and continue to create new and innovative video consumption models.

Our honorees include: Bridget Baker, CEO, Baker Media Inc.; Jim Blackley, advisor to the CEO, Charter Communications; Cathy Hughes, Founder and Chairwoman, Urban One and Alfred C. Liggins III, CEO, Urban One; Chairman and CEO, TV One; Jeff Marcus, Cable Pioneer; Dave Watson, President and CEO, Comcast Cable and Jeff Zucker, Chairman, WarnerMedia News & Sports and President, CNN Worldwide.

BBJ: Can you outline some of your international initiatives or plans for this year?

JH: I'm really proud of a grassroots-led effort to develop and implement a half-day track geared towards women in technology, which will debut this May at a major international conference in Europe. The Cable Center is working in tandem with The Society for Broadband Professionals and representatives from Corning, Rincon, WICT GLOBAL and WICT Europe to include more women in the conference as presenters, and to develop content aimed at providing a process for moving their ideas forward. This session will be part of the 75th anniversary conference track for the Society for Broadband Professionals.



The C5 programme gathers at The Cable Center for one of its quarterly conferences

This has been an informative experience for us and a great opportunity for us to grow our network and relationships abroad. We are calling the half-day track the Empowerment Summit and have lined up some top-notch speakers. Overall, our objectives are to help build a community and network that will inspire women to be a part of the tech dialogue and provide them with effective tools for participation. I applaud the ANGA Board for supporting our efforts and I look forward to The Center being involved in many more ANGA Empowerment Summits.

BBJ: Is there anything else that you wish to add?

JH: I would like to congratulate The Society for Broadband Professionals on your 75th Anniversary! Thank you for all you do to make our industry stronger, better and faster. We cherish our partnership with you and appreciate the many joint accomplishments we share. Hats off!

BBJ: Thank you for your time.



Contact

For further details of the Cable Hall of Fame on, see www.cablehalloffame.com or tel: +1 720 502 7515.

SCTE members can apply for a training bursary to the Intrepreneurship Academy by emailing office@thescte.eu



2020

CABLE HALL OF FAME

THURSDAY,
APRIL 30, 2020

ZIEGFELD
BALLROOM

NEW YORK
CITY

THE CABLECENTER

CONGRATULATIONS TO OUR 2020 HONOREES



BRIDGET BAKER
CEO,
BAKER MEDIA INC.



JAMES A. "JIM" BLACKLEY
ADVISOR TO
THE CEO,
CHARTER
COMMUNICATIONS



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FOUNDER &
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DAVID N. WATSON
PRESIDENT & CEO,
COMCAST CABLE



JEFF ZUCKER
CHAIRMAN,
WARNERMEDIA
NEWS AND SPORTS;
PRESIDENT,
CNN WORLDWIDE

TOP 5 REASONS TO ATTEND THE CABLE HALL OF FAME

1. **To be seen** on the red carpet
2. **To see me** on the red carpet
3. **To see how** Jana and I open the show this year (no zipline for me!)
4. **To see** whose acceptance speech runs long (they won't...)
5. **To join me in saluting** the outstanding 2020 Honorees!

- **Michael Willner**,
President & CEO of Penthera Partners,
chairman of The Cable Center's Board of Directors

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