



A selection of SCTE's ANGA bursary winners outline their experiences at the recent ANGA Cable Show in Cologne and highlight how it has helped them with their business needs.

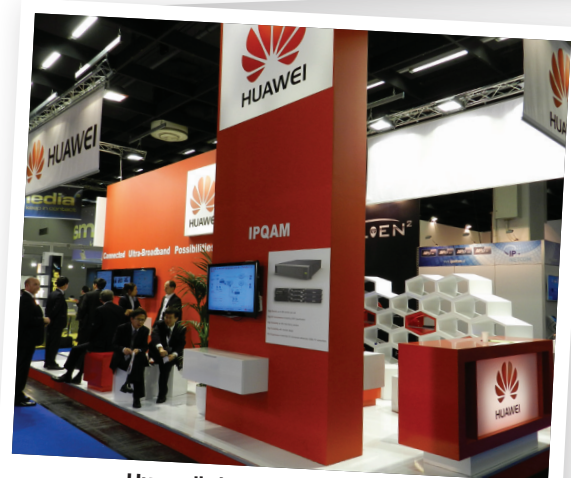
ANGA Cable
Trade Fair for Cable, Broadband and Satellite



The Harmonic stand at ANGA Cable.
(courtesy of Liam Hoad)



The Rohde & Schwartz booth at ANGA Cable.
(courtesy of Liam Hoad)



Huawei's booth at ANGA Cable.
(courtesy of Liam Hoad)



The ARRIS booth at ANGA Cable.
(courtesy of Liam Hoad)



The SCTE held a party for its bursary winners on its booth at ANGA Cable. (courtesy of Liam Hoad)

This year, SCTE paid for 20 lucky bursary winners to fly to the ANGA Cable Show and stay in Cologne for the duration of the event (12 to 14 June 2012, Cologne, Germany). In association with ANGA, it paid for entrance to the exhibition and conference technical sessions for the bursary winners. Each bursary package, open to SCTE members who apply, is worth between £600 and £800. The SCTE also hosted a cocktail party for bursary winners and members on its stand during the exhibition.

Here are comments from some of the bursary winners on their experiences...

Ben Allwright
Managing Director,
Flomatik Network
Services Ltd

Having spent many of my recent years immersed in on-demand software and servers at SeaChange, it was certainly refreshing to attend a show with as many interesting, tangible things to touch and feel as ANGA.



It's been some while since I last visited the event and the growth is quite remarkable.

This is largely representative of the huge cable investments being made in Germany and the surrounding European countries, as many networks continue to consolidate and invest, upgrading their systems to 2-Way, to add DOCSIS Broadband and to migrate to Digital for both linear and on-demand services.

At the same time, I had quite the sense of 'déjà vu'! Many of the traditional vendors prevailed and their wares remained outwardly similar - optical transmitters/receivers, optical nodes, RF amplifiers, RF splitters, RF combining, street-side enclosures and various cables were all on show.

But, closer inspection soon revealed that many of these products had really moved on; they were generally denser, more integrated, digitally-enabled, better built and more sophisticated. They now incorporate the levels of resilience, monitoring and control one expects from mature, hardened systems.

And IP is everywhere too, increasingly, indisputably the de-facto standard for the future of Quad-play communications.

“ It was certainly refreshing to attend a show with as many interesting, tangible things to touch and feel as ANGA. ”

“The conference sessions allowed my colleagues and I to follow some really interesting topics on bandwidth, fibre to the home, TVs going online etc.

Adnan Grajevci
Expert-Implementation
Engineer, IPKO
Telecommunications
LLC, Kosovo

As an SCTE/ANGA bursary winner, I was honoured to be part of the ANGA cable show. ANGA is Europe's leading business platform

for broadband operators and content providers. Nowadays, since most of the time we are watching TV or surfing, internet broadband is essential to our everyday life.

The show was divided in two: exhibition and conference. The exhibition was really wide and hard to cover in one day so we needed three days to see most of the exhibitors and exchange business cards with company representatives who interested us to enable further cooperation with these companies.

The conference sessions allowed my colleagues and I to follow some really interesting topics on bandwidth, fibre to the home, TVs going online etc. In these sessions, we learned a lot from experts and operator representatives discussing broadband solutions and broadband offers as well as what's next on the horizon. This was really helpful for us since we are a broadband operator and could help us provide the latest technology and better service to our customers.

Of particular interest for us were the conference sessions on internet high capacity bandwidth up to 1Gbps that some operators are offering to customers. The question is: do we really need 1Gbps in our homes now and can we really fulfil this capacity with data? Or it is just a keen wish to have high capacity bandwidth in our homes of which, in reality, we will use just a small part.....?

“There were a lot of interesting topics on multi-screen solutions, over-the-top applications, IPTV, IPv6, FTTH etc. and plenty of information to keep the brain ticking.



I hope to be a part of this great show again next year to keep in touch with the latest broadband technology developments.

Thank you, SCTE and ANGA.

Terrence Haggett
Principal Head-end
Engineer, Virgin Media

“Willkommen in Köln,” I think the sign said. It was hard to tell through the heavy rain. “Hmmm,” I thought. Not the best start, but it got better from there. I found my hotel and, in the drier morning, walked over to the conference centre to see the ANGA Cable trade fair for the first time.

Having never been to this type of event before, I wasn't sure what to expect, but I wasn't quite prepared for the level of marketing speak which was a whole new language.....

“This product is vertically aimed, creating the storyboard for a summer feeling....”

“Hmmm.....”

Again, it got better from there. It was good to meet lots of new folks and put faces to the Virgin Media names I've heard over the years as well as to see new technology much earlier than I normally would. All the vendors I encountered were friendly, enthusiastic and willing to answer all the questions I had. Thanks go to the guys at Harmonic and Asheridge, with thanks to Adam from Asheridge in particular.



“It is an essential and unmissable opportunity for MSOs and vendors to meet, discuss current and future developments and opportunities and build upon those opportunities created at SCTE lectures and other events.

I attended quite a few of the presentations. There were a lot of interesting topics on multi-screen solutions, over-the-top applications, IPTV, IPv6, FTTH etc. and plenty of information to keep the brain ticking..... I even managed to add some phrases to the little bit of German that I'd learnt twenty years ago....

Overall, I was surprised at the size of the exhibition and congress, over two levels with hundreds of stands and thousands of pieces of equipment. Together with the lecture presentations, there was so much to see and do so it was a lot more tiring than I expected. I was glad that my badge allowed me access to the drinks area for a sit-down and some food.

Thanks to the SCTE for the opportunity and thanks, in particular, to Bev for her help and hospitality.

Heading out of Cologne on the last day, I felt it was time to put a little of what I'd learnt into practice. So, I went into a well known restaurant chain and ordered (in German) from the menu.

“You wanna make it a large meal?” came the unenthusiastic English reply.....

“Hmmm.....”

Liam Hoad
Deployment Manager,
Deployment and
Performance, Civils and
Access Engineering,
Virgin Media

I would like to thank the SCTE for the bursary supporting me with flights and accommodation for the full duration of the ANGA Cable show and for access to the show (in concert with ANGA).

I was very pleased to have been selected by the SCTE for a bursary for the second year running for the ANGA Cable show in Cologne. It is an essential and unmissable opportunity for MSOs and vendors to meet, discuss current and future



developments and opportunities and build upon those opportunities created at SCTE lectures and other events.

This year I was able to meet again with numerous vendors and other MSOs (too numerous to list) to discuss deployments and technical issues affecting us all. During the event, I was able to represent the SCTE and Virgin Media and conduct review meetings following deployments from opportunities which arose from last year's show. It was great to meet with Bo Kronback after we deployed some 72 units to date, these have been greatly received within the engineering teams as Virgin Media continues to optimise its RF network. Harmonic hosted numerous presentations and discussions and its CCAP product holds great interest. The advances with the JDSU Pathtrak system look to further increase its capabilities and, with engineering discussions with Vector, Asheridge, Technetix, Arcom and Skyline the show proved once again to be very beneficial for Virgin Media.

With LTE looming on the horizon, we all need to learn from each other's experience quickly to ensure minimum impact on our networks and customer experience. Given that the show lasts three days, it should have proven easy to conclude all business but there are still ongoing work streams driven from conversations held at the show.

Nick Linney
Capacity Management Network Support,
Virgin Media

I have been working in the cable industry for more than 17 years and my current job role at Virgin Media is capacity management support of its cable broadband network. My main interests on the list this year were:-

- The development of the Converged Cable Access platform (CCAP) and how that will evolve into a DOCSIS / Narrowcast Video/Broadcast platform and how DOCSIS Advance MAC phy will be part of this
- Current developments in IPTV
- New DOCSIS cable modem products.

“ Once again, ANGA Cable did not disappoint. .. ”

Although I have attended the ANGA Cable show before, this was the first time that I had attended on a bursary kindly awarded to me by the SCTE/ANGA. Once again, ANGA Cable did not disappoint.

As our flight was a late arrival on Monday, we knew we only had limited time at the show. Fortunately, the Congress Centre is ideally situated close to Cologne town centre and has good transport links with just a short train ride from the airport. With a good range of hotels available in the town centre, it makes meeting with vendors after the show much more possible.

Registration at the show was very efficient; our entrance passes were waiting for collection.

To make best use of the limited time we had available at the show, we pre-booked meeting timeslots with a selection of key vendors for booth/stand tours a week before the show. This enabled us to get the full attention of the vendor, reserve the attention of other key personnel on the stand and make full use of the stand facilities. The meeting rooms inside the stands are extremely useful when quiet is needed. It is amazing how the stands can get so busy and congested.

I like the 2-floor layout of the exhibition with clear plans to easily locate vendor stands. However, one of our objectives was to aim to see as many new products as possible and therefore a visit to each stand is essential. Some products, such as those associated with satellite, would perhaps be better segregated more to reduce the mix of products in certain areas of the exhibition.

Being a large show, vendors are able to exhibit a large range of equipment with the advantage that this can be 'powered up' and allow 'hands on'. The stands lend themselves well to end-of-day receptions where a more informal environment is achieved to again meet vendors, other cable operators, colleagues and SCTE members to exchange findings/ideas.

The SCTE played its role very well in providing this on its stand. Included in the SCTE bursary is a technical pass which enables us to access a refreshment breakout area with complimentary hot/cold drinks which was a useful meeting place for colleagues, meeting other service operators and vendors and ideally situated next to the Congress entrance.

Due to the meeting schedule we had already set up, we only had a few opportunities to attend the congress. It was a little disappointing that the Tech pass did not allow access to the Strategy panels which reduced our options further. However, the Congress event 'IPv6 and Cloud Services – The Trigger for the new DOCSIS 3.0 World' we did attend was very good. Key items of interests seen this year were:-

- It was interesting and pleasing to see the amount of vendors that are developing a CCAP platform and those becoming new entrants to the CMTS market with a proposed upstream solution.
- A 24 downstream x 8 upstream Puma chipset DOCSIS 3.0 cable modem on demonstration achieving ~800 Mbps.
- A demonstration of the capabilities of the ARRIS ServAssure cable monitoring platform highlighted some excellent reporting functionality.

It was clear from the attendance that ANGA still remains a high profile yearly event in the exhibition calendar and is very well attended by major service operators and key players in the cable industry. The coming together of this expertise from all aspects of the industry is a great opportunity to meet with these people exchange ideas, views, see/use their products and all this over just two days, something that would take much longer outside an event like this.

Thank you once again to the SCTE and ANGA for providing this bursary so that I could attend the ANGA cable show.

Edmond Verbovc

Team Leader - Telework Installation, IPKO

After visiting the ANGA Cable Show, it is very hard to find the words to describe what I really gained during the three days the show. First of all, I wish to thank the SCTE for giving me the chance to attend this event which influenced me greatly and will affect my present and future career.

Of particular interest to me was the conference held during the ANGA event. I attended most of the sessions and, during



“ I wish to thank the SCTE for giving me the chance to attend this event which influenced me greatly and will affect my present and future career. ”

Cable to go

- **Metadata drives the retail experience**
 - Amazon relies on the retailers to create a good consumer experience, providing just API
 - Providers should do the same – focus on the CDN, let content creators provide everything else
- **Move from close to open infrastructure**
 - 4C's – Control, content, context, communication
 - Money can be made with the analytics
- **Automatic content recognition**
 - Watermarking
 - Fingerprinting
 - Sync also ads, not just live TV



Above: Notes from IPKO's presentation on its ANGA visit

the discussion periods, different operators from different countries described their experiences whilst comparing the influence of the latest trends that are affecting them. During the discussions, I was able to compare these with my own company experience. This method of communication enabled me to clearly and realistically approach new concepts and challenges.

During the show, I had the opportunity to meet different people from different companies and countries and exchange

views and experiences which will affect the way I work in the future. After we returned to Prishtina, we presented our ANGA experience to our management and each of us presented a topic of interest that was related to our unit/department.

Once again, thank you SCTE and ANGA, for giving me this opportunity to visit the ANGA Cable Show event.



WHY NOT APPLY?

If you wish to apply in advance for next year's SCTE ANGA or IBC bursary, email office@thescte.eu with 250 words explaining why you wish to receive the bursary. Full details can also be found on the SCTE's website at <http://www.thescte.eu/index.php/about-us/awards-and-bursaries>

Remember that you must be an SCTE member to apply for the IBC or ANGA bursary – joining is easy at <http://www.thescte.eu/index.php/join/membership-categories>