



An Eye on ANGA

By Sara Waddington, Managing Editor, SCTE

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

The SCTE finalised 20 SCTE bursary places for the ANGA conference and trade fair in Cologne, Germany on 3-5 May 2011. Each bursary package, open to SCTE members who apply, is worth between £600 and £800. It included a full conference registration, economy flights from anywhere in Europe, an invitation to the ANGA party and three nights' hotel accommodation in Cologne. The SCTE also hosted a bursary winner party on the Motorola stand during the exhibition.

Here, a selection of ANGA bursary winners highlight their experiences at ANGA and outline how information gleaned at the exhibition has helped them further their business.



Kevin Dawson, Confederation of Aerial Industries (CAI)

There are many benefits of being an SCTE member. From an educational point of view, the Society's lecture meetings are a must, plus there is also the SCTE's quarterly technical journal, "Broadband" and the comprehensive training courses, to name but a few. On the

social side, benefits include gala dinners, golfing days and cocktail parties, but the benefit that I want to highlight is the generous bursaries that the SCTE offers for ANGA and IBC.

The requirement to win the SCTE's bursary, for SCTE members, was to write a short application explaining why you wanted to visit ANGA and what this opportunity would mean to you and how. As I am a CAI A1/A2 Assessor and PTTLS qualified etc, I have to produce evidence of Continued Professional Development (CPD) for my membership of the Institute for Learning (IFL) if I wish to continue being a member of the IFL. It was these reasons that I gave for my interest in visiting ANGA.

By now, you will have gathered that I was selected by the SCTE Executive to qualify for a bursary on the strength of my application and was lucky enough to visit Cologne in Germany for the exhibition along with 19 other winners.

The ANGA Cable – Trade Fair for Cable, Broadband and Satellite is organised by ANGA Services GmbH, a subsidiary

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of ANGA Association of German Cable Operators e.V. The ANGA Association represents more than 150 companies in the German broadband business, who supply more than 18 million cable households.

The event is held over three days in Cologne, Germany, and the show just continues to grow each year, I am told. This year there was plenty to feast your eyes on as the show had expanded from one to two floors. It seems that this is very much a venue for manufacturers to show their latest equipment to the European distributors and it was nice to see many friends there such as Global Invacom, Horizon, Promax, Triax and Antiference to name just a few along with manufacturers from Asia, China and Taiwan (15% of total exhibitors).

Many platform operators were also in evidence such as ASTRA, EUTELSAT and most European satellite broadcasters were also showing the world their latest broadcasting technology. Everything from screw on F-Type connectors to the latest fibre optic installation equipment was on show. It seems that Fibre is here and here to stay. Fibre did seem to be the technology on signal distribution at ANGA.

One interesting stand we saw was the MoCA stand (The Standard for Home Entertainment Networking). MoCA - Multimedia over Coax Alliance - is an open industry standards Alliance of Companies. The MoCA technology standard provides the backbone for whole home entertainment networks of multiple wired and wireless products, potentially every home with coax can become a connected home using MoCA technology. Now just take a minute to think about that and the potential this standard has for an installer in our industry. See www.mocalliance.org

There were also many seminars to attend. One seminar I found particularly interesting was chaired by our very own Dr Roger Blakeway, President of the SCTE, on video delivered on Broadband Networks. The controversial issue here was

the introduction of encryption such as Conax, for example, to restrict or introduce the concept of pay per view on the web. Now that will potentially affect everyone if introduced.

Owen Wilson, Virgin Media

The chance to meet with vendors was taken very seriously and lots of discussions took place on various topics, with updates on technology sought. The ANGA show provides a great opportunity to find out about the latest advancements as well as catch up with vendors and other operators to discuss what is happening industry-wide. It is also a great atmosphere to meet and renew acquaintances with European and International colleagues.

My thanks to the SCTE who made it possible for a large number of us to attend. My discussions with vendors at the show included Harmonic, Technetix, JDSU, Arcom, Teleste, Motorola, Corning Cablecon, Safecomm, Oltronix, VeEX, Aurora Networks, ARRIS and Vector. Lots of other smaller suppliers had FTTx products on display.



Dorian Shehu, Albanian Broadband Communication - ABCOM

Many thanks again to the SCTE for giving me this opportunity which resulted in more useful data than predicted. Visiting the ANGA show was a very impressive experience as was the chance to meet and talk to industry players around the world. Meetings were held with vendors, integrators, middleware, STB producers and CAS or DRM providers, plus video transmission manufacturers. These included Cisco, Teletylnx, Kaon, Topfield, Pace-Latens, Intek Digital, Nagravision, Beesmart, CubiWare, Envivio etc.

Being at the show gave me the opportunity to touch and sense real live solutions, already deployed, and get the real user experience. It also helped me understand which solutions better fulfill our needs.

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The Motorola booth was the venue for the SCTE bursary party at ANGA

Having direct contact enabled me to continue setting up meetings and demos with the vendors to understand and find the best solutions for us to add and improve services and deliver for less.

Having worked in the cable industry for 23 years and, for one reason or another never having been to a single cable show, the bursary on offer by the SCTE was too good an opportunity to miss. With fingers crossed, I waited to see if I would be lucky enough to be awarded one of the bursaries.



Steve Ingram, Virgin Media

It was good to get the opportunity to meet all the vendors that I have dealt with over the years in an informal surrounding and to see what products they have at present and what is coming up in the future. It also gave me the chance to establish new contacts with different vendors and to see what technologies they presently have which could be used within Virgin Media.

My thanks go out to the SCTE for giving me this chance to visit such a great cable show, which was much larger than I thought it would be.



Jim Price

I did indeed enjoy the trip to ANGA and found it very worthwhile. I have now officially retired, but remain keenly interested in the ongoing developments of the services and technologies employed by the broadband industry, not least to assist in my involvement

with the STEM volunteering scheme under which both retired and practising engineers go into schools to assist in the teaching of engineering subjects by bringing practical experience to the classroom, based on the mentors' real life experiences in their present or past employment. The overall objective is to persuade students that engineering is not all about greasy overalls, and that mathematics has a practical application and is not merely a routine number crunching process.

I found the exhibition to be extremely well organised and the relaxed atmosphere provided an excellent opportunity for me to get up to date information from representatives of technology companies, people who I would have found difficult to access in any other way. Even though I was not a 'customer' in the traditional sense, they were happy to assist. I feel that I now have rapport with a number of such experts and that I am able, should the need arise, to call upon their expertise in the future.

“ The quality of the papers and panel sessions was excellent throughout; there was not one session which made me question why I went to it! ”

It is a reflection only on the wide range of the subject matter and in no way a criticism, to say that it was sometimes difficult to decide which of the two parallel conference sessions to attend since the vast majority of the papers were of considerable interest to me. The several German language sessions I attended benefitted from the excellent translation service, with barely a stumble in the English version! The quality of the papers and panel sessions was excellent throughout; there was not one session which made me question why I went to it!

My visit to the show also provided a great opportunity to meet and be recognised by old friends and former colleagues in the broadband industry. I must have done something right to be remembered so many, some of whom I had not seen for several years whilst I have been out of the mainstream of the industry. Sadly, I was not able to do full justice to the splendidly organised social evening as I was still recovering from my recently injured foot!



**Paul Smith, Virgin Media
(SCTE Executive Member)**

With my flights and hotel booked well in advance, the Cologne railway map tucked in my pocket and my SatNav to find the hotel, I was ready for my second visit to the ANGA Cable show. My previous visit had just been to the exhibition and I had always wanted to attend the talks. This time it was the full works, even a stylish ANGA shoulder bag for all my papers.

The exhibition was on two floors and appeared absolutely massive; you definitely needed the floor plan to navigate the stands. First morning, first stop was to the SCTE stand to say hello and thank you to the team, busy as always, I left them to it. I had loosely arranged to meet several people from different vendors to discuss technical matters; the show is the ideal meeting place to go through your list of needs and questions. With some confirmed times in my diary for the next couple of days, it was time to find the Congress.

With a wave of my badge I was into the Congress area, after a quick coffee and cake it was time for the opening meeting. The hall for the opening meeting was absolutely packed with hardly room to stand and after a few minutes it was time to exit and to find out about the technical talks. Looking through the descriptions I found several English talks that interested me and they proved to be very worthwhile.

I had never attended a translated technical talk before so, with a little bit of apprehension, I sat down with my headphones. The translation from German into English was absolutely brilliant and given with the right amount of emphasis. All of the talks were most enjoyable and greatly appreciated.

Overall the show was good, but I'm afraid for me these days one piece of network equipment looks like another. The Congress talks were the icing on the cake, without the bursary I could never have attended them. I am deeply indebted to the SCTE for this opportunity to attend the ANGA show.



The SCTE held a party for its bursary winners on the Motorola stand at ANGA.



Dr Roger Blakeway (left), SCTE President, Frank Summerfield of the SCTE Executive (centre) and Dr Christine Rickett of Motorola Mobility at the SCTE bursary party.

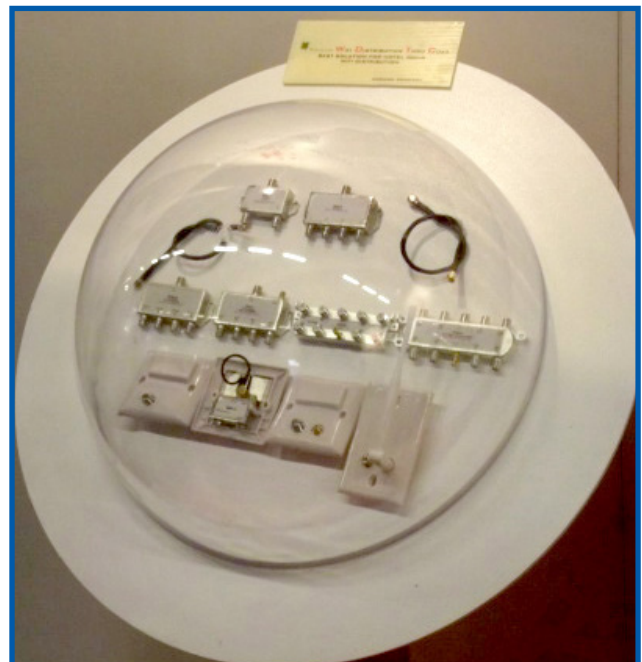


Les Hampson, TV and Satellite Ltd, CAI Vice-Chairman

Having never been to an exhibition outside the UK before, ANGA was quite an eye opener and reminded me of the old Cable and Satellite Show at Earl's Court. Stands ranged from the huge 'mega bucks' affairs of the big manufacturers to some quite small ones that, if you blinked, you may miss. However, it was these smaller stands that were of more interest to me as an aerial and satellite system installer, looking for ways to diversify into new areas and also as Chairman of the CAI's Education and Skills Committee, looking for new opportunities for training courses.

It was interesting that the Far Eastern companies were all pitched together in one area and it was on one of these stands that I came across my first interesting product. The Horman Company from Taiwan were exhibiting a WiFi distribution system that used the existing TV coax to send the signal around the building with an adapter at the consumer end to give WiFi and TV signals – what a boon for hotel installations. Just need somebody to market them in the UK now. ...

Along similar lines, the MoCA stand was also very interesting (and it was nothing to do with free coffee) although it is to do with distribution of TV content, amongst other things, via coax.



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“ The benefits for us within Virgin Media are far reaching and not easy to quantify but we would like to extend our thanks to the SCTE for supporting our attendance in every way. ”

The Multimedia over Coax Alliance is an open industry alliance that have a set of standards that provide the backbone for whole home entertainment networks of multiple wired and wireless products. Its protocol allows entertainment equipment to easily talk to each other and even allows HD to be sent via the coax. It defines a home entertainment network as being multiple streams of standard and high definition content that is distributed anywhere throughout the home at any time. This could include multi-room DVR, IPTV, movies, music, photos or gaming.

The problem has been moving this type of content seamlessly and without interruption, with video requiring high bandwidth and low latency to give high performance and reliability. MoCA has addressed this and its standard is the only one that appeals to pay TV providers and subscribers to give HD content distribution around the home (from TV to TV, and PC to TV and back again) without interruption.

At present, there does not appear to be much in the way of MoCA-certified equipment available in the UK but I'm sure it will come.

Was it worth it? Yes, it was certainly an experience and I did gather some useful information but I think from my own company's point of view there was little for me that was different to the CAI shows.

Those who are distributors of equipment probably would get a lot more from it than I did and I found it quite interesting spending time with Paul Blake of Blake UK talking to him about things that I use as an installer and what would be useful new products. Would I go again? Perhaps, but not for all three days.

Liam Hoad, Virgin Media

Meetings during ANGA were held with Motorola, Cisco, Harmonic, Asheridge, Technetix, JDSU, Frame, VeEx, Kronback, Skyline, Alltrade, VGI, Edgware, MoCA, Arcom and UPC Ireland, and others. The meetings and further discussions proved extremely useful and further opportunities have become available from these discussions to visit other MSOs and observe the ways in which similar installations to those utilised by VirginMedia are being used in other ways and could prove beneficial to VirginMedia.

The benefits for us within Virgin Media are far reaching and not easy to quantify but we would like to extend our thanks to the SCTE for supporting our attendance in every way.



Janhein van Brien, SCTE Vice President

There's no denying that ANGA is Europe's premier Cable event. I hadn't visited ANGA in the last four years due to time and budget constraints and jumped at the opportunity when the SCTE offered 20 bursaries for entry and accommodation in Cologne this year. Having access to so many product vendors with their latest products on demo (often with their key product specialists present), access to the conference and networking with colleagues, all in one place, is a unique opportunity to keep up to speed with the fast-moving broadband market. A very valuable membership benefit from the society which I'm surprised hasn't been several times oversubscribed....



APPLY FOR YOUR BURSARY TODAY

SCTE has also announced the winners of the 2011 IBC bursary package - Jože Škvorc, who is the Head-End Technical Manager for B. net Hrvatska in Zagreb, Croatia, Matt Yarwood of Virgin Media, Andrew Isherwood (AI consortia) and John Callas (Virgin Media).

If you wish to apply in advance for next year's SCTE ANGA bursary, email office@thescte.eu with 200 words explaining why you wish to receive the bursary. Remember that you must be an SCTE member to apply for the IBC or ANGA bursary.