
Press Release

Cable Europe Renames Technology Labs

Technology operation rebranded as Cable Europe Labs

Brussels/Amsterdam (IBC) - 15 September 2008: Cable Europe, the industry association representing the leading broadband cable TV operators in Europe, today announced that it was renaming its technology operations 'Cable Europe Labs'. Under its new name, Cable Europe Labs will continue to strengthen its position as the industry's technical centre of excellence.

The European cable industry provides digital TV, telephony and very high speed Internet services to more than 73 million customers.

The technology arm of Cable Europe is also adopting a new corporate identity that is closely aligned with the brand of its parent organisation. This will help the association to better leverage its communications efforts and enhance the profile of the cable industry. The move was announced at a press briefing at the IBC (International Broadcasting Conference) exhibition in Amsterdam.

Cable Europe Labs was previously known as ECL or EuroCableLabs. The rebranding follows the decision in 2006 to rename the Cable Association as Cable Europe. The new Cable Europe Labs 'look and feel' will also better reflect the dynamic identity of the European cable industry.

"Technology innovations, a stimulating regulatory environment and marketing excellence are key elements to the success of the cable industry. Cable Europe provides a coordinated approach to leverage its support in driving the industry forward in those areas." said Manuel Kohnstamm, President Cable Europe and Managing Director Public Policy and Communications, Liberty Global Europe.

Cable Europe focuses directly on technology, regulation and public policy and has established a very close working relation with CTAM Europe, the industry's marketing association.

Cable Europe Labs works closely with Chief Technology Officers of Europe's leading cable operators and has collectively established a work plan to enable a strong and comprehensive range of cable services and exploit the abilities of the cable network.

Malcolm Taylor, Managing Director Cable Europe Labs, said: "Cable Europe Labs focuses on developing a technology roadmap that allows it to leverage the collective scale of the European cable industry. This will help the industry to develop faster, provide customers better products at a lower cost by maximising economies of scale."

For the coming year Cable Europe Labs will focus on the following priorities:

Very High Speed Internet

The development of the next generation of very high speed Internet via cable (EuroDOCSIS 3.0) enables cable operators in Europe to roll out services offering speeds

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above 100Mbps. Cable Europe Labs will continue to develop ever better technology to allow even faster speeds via cable going forward in cooperation with other cable industry organisations around the world.

Digital TV Services

TV services generate about 60% of the revenue of the European broadband cable TV industry. The development of an enhanced platform enabling interactive, multimedia applications on the TV and beyond the living room is of major importance to the industry. By ensuring the highest security for access, cable operators prevent piracy and safeguard their income in VOD and content related sales. The industry actively engages in the development of a next generation of access security (CI+ Interactive) on the digital cable platform.

The future cable network

Cable operators in Europe have upgraded their networks to two-way capability and invested heavily in fibre cabling, giving them a future proof network that can ultimately deliver almost unlimited bandwidth both to and from customers' premises. Fibre backbone networks were installed at Pan-European, national, regional and local levels, bringing fibre as close as 100 meters from every individual customer's home.

Cable Europe Labs is now developing new technology specifications and researching how it can further enhance the modern cable network to maximise its capacity to provide next generation services with the highest quality of service.

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About Cable Europe Labs and Cable Europe

Cable Europe Labs is the technical centre of excellence for the European cable industry. Its core activities are research on emerging technologies, developing standards for cable technology, and certifying vendor equipment. Cable Europe Labs is part of Cable Europe, a trade association that groups all leading broadband cable TV operators and their national associations throughout Europe. The European cable TV industry provides digital TV, broadband Internet and telephony services to more than 73 million customers.

For more information, please visit www.cable-europe.eu/labs or contact:

Toon Diegenant
Head of Communications
T: +32 2 556 21 92
M: +32 475 59 75 52
E: toon@cable-europe.eu
