

## News Release

FOR IMMEDIATE RELEASE

### **Cable hits 20mn EU Broadband Customer Mark**

*EU industry chiefs meet Commissioner Reding for state of play summit on issues surrounding cable increasing role in pushing European connectivity*

*Brussels, 13 October 2009:* Cable Europe announced today latest yearend figures for 2009 which indicate a rise in broadband customers throughout Europe as CEOs addressed priority policy areas in meetings held today in Brussels with Vivian Reding, European Commissioner for Information Society and Media.

"Our meetings today signify commitment from both the business community and the policy community to work together towards the common goal of broadband rollout across the EU. What better occasion to announce the latest 2009 yearend figures† whose estimates push us past the 20 million customer mark, 20.8 million to be exact," said Cable Europe President, Manuel Kohnstamm. "After working with a Commissioner who places a premium on EU consumer connectivity, delivering on a common goal to boost connectivity for EU consumers is certainly a positive way to kick off such meetings."

In a European setting where such great attention has been placed on recovery as well as the growth and jobs agenda, Commissioner Reding was presented with the latest report\* commissioned by Cable Europe. "Continuing on the theme of cooperation between business and decision makers, we find it important to seek areas of mutual benefit for Europe. The employment numbers in the latest report we commissioned paint a positive picture as by the end of 2008 the Cable industry employed around 84,000 people which is 43% growth over a five year period," said Caroline van Weede, Cable Europe's Managing Director. "And if you include related jobs at suppliers and the broadcast industry, we're talking about 178,000 jobs. These aren't jobs that get off shored – they 're sustainable given the local nature of cable and its next generation networks."

The meetings with Commissioner Reding were an opportunity to exchange views on other key policy issues where Cable Europe has been active and will continue dialogue with EU policy makers:

- Cable's high investment in Next Generation networks for Europe and its role in accelerating NGA rollout
- The need for an efficient copyright clearance system in Europe help streamline costs while boosting the European offer for legal digital content
- The renewal of State Aid for broadband which was deemed both timely and necessary by the cable industry in order to best incentivize private investment while minimizing government intervention and market distortion
- Imperatives for cable and its customers to get the most out of the potential opportunities for European connectivity presented by Digital Dividend

Cable Europe reiterated its will to continue to play a prominent role in European level dialogues that concern the wider ICT industry in today's meetings with the Commissioner.

---



# Cable Europe

---

## For more information, please contact:

Gregg Svingen  
Director of Communications  
M: +32 476 490 603  
E: [gregg.svingen@cable-europe.eu](mailto:gregg.svingen@cable-europe.eu)

## About Cable Europe

Cable Europe is a trade association that groups all leading broadband cable TV operators and their national associations throughout Europe. The aim of Cable Europe is to promote and defend the industry's policies and business interests at European and international levels, and to foster cooperation among its members. Cable networks go into the home of 73 million customers in the European Union, providing Digital TV, Broadband Internet and Telephony services.

[www.cable-europe.eu](http://www.cable-europe.eu)

## Cable Europe Members



National Cable Associations of Romania, Bulgaria, Hungary, Poland, The Netherlands, Belgium, Germany, Norway, Switzerland and Czech Republic

## †About Screen Digest

Screen Digest is the pre-eminent firm of industry analysts covering global media markets. Headquartered in London, with offices in New York and Monterey, California, we employ a team of 40 specialist analysts covering film, television, broadband, mobile, cinema, home entertainment and gaming. Our online services and reports provide the information and analysis that hundreds of media companies worldwide base their decisions on.

[www.screendigest.com](http://www.screendigest.com)

## \*About Solon Management Consulting

Solon is the leading consultancy for the European Cable TV industry. Services range from the development and implementation of corporate strategies to M&A transaction support. Clients include Cable operators, telecommunication and media companies, as well as banks and private equity funds.

[www.solonstrategy.com](http://www.solonstrategy.com)

###

---