



News Release

Cable companies focusing on the consumer as industry continues to evolve

(Brussels, 9 March 2017): The rise of millennial culture and how this is changing existing trends was a common theme throughout the two days of this Cable Congress 2017. As the Congress drew to a close, discussions focused on marketing to tomorrow's consumers and investment plans for the future.

Karin Heijink, Vice President for Channels and Product at Viasat World, said "the marketing four Ps of yesteryear have now become SAVE: Solution, Access, Value and Experience/Engagement." This change in focus is being shaped by consumer needs and expectations. Inge Smidts, CMO of Liberty Global, said that Liberty Global is "moving from a product-driven company to a company that is consumer-centric and focused on the experience" to reflect this changing world. "I believe in CVP rather than SAVE: consumer value proposition."

The trend was also touched upon by Jonas De Cooman of Appiness, winners of the 2017 Innovation Showcase Award for their app 'Spott'. The app allows consumers to identify products in TV shows they watch and connects them with vendors where they can buy them. De Cooman explained that "The time of push marketing is over, brands cannot buy media and push it onto the audience anymore. Now we are evolving to full marketing, and giving the keys to the consumer who decides if they want to engage with those products."

At the final session of Congress, industry leaders predicted a strong future for cable. Clif Marriott, Managing Director at Goldman Sachs, said that investment priorities in cable should focus on "network capacity to become a broadband leader, mobile in selected markets, content to futureproof the business, and cable expansion." Andrew Barron, Chairman of Com Hem, pledged to use his company's strong performance to invest for the long term, and Manuel Kohnstamm, Chief Corporate Affairs Officer at Liberty Global, stressed the importance of "improving the customer experience and the technology around it." The panel also predicted there would be further consolidation in the European cable sector, which currently has more than 5,000 operators.

Earlier in the day Claire Bromiley, Corporate Responsibility Manager at Unitymedia, was presented with the Cable Europe Fellow Award for 2017, in recognition of an initiative that enabled more than 10,000 refugees in Germany to keep in touch with their families. Unitymedia connected 140 refugee hostels for free for one year after considering how it could play a role in the refugee crisis. Claire said "we believed in the strong power of connectivity in inclusion and long term integration."

Cable Congress 2017 took place in Brussels on Wednesday 8 March and Thursday 9 March. Please visit www.cablecongress.com for the latest updates, talk to us on Twitter via @CableEurope, and follow the conversation live using #cablecongress.

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About Cable Europe

Cable Europe is the trade association that connects leading broadband cable TV operators and their national trade associations throughout the European Union. The regulatory and public policy activities of Cable Europe aim to promote and defend the industry's policies and business interests at European and international level. The European cable industry provides high speed broadband internet, TV services, and telephony into more than 63 million homes in the European Union.

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