

Economic Impact of SCTE® STANDARDS ON THE CABLE INDUSTRY

SCTE Standards have driven consistency and commoditization of cable products/practices powering huge growth in customers, revenue, and reliability. SCTE Standards Program has created and regularly updates more than 300 standards/operational practices for every aspect of cable technology. Our Explorer initiative is spearheading cable's progress in telemedicine, aging in place, IoT, and other areas on the 10G platform. Following is a brief snapshot of the program's operational/ business value.

SCTE Standards At-A-Glance

OVERVIEW

Five Subcommittees



Over 130

>130 operator, vendor, academic, and association member companies.

\$1.1 Trillion

Has directly contributed to more than \$1.1 trillion¹ in industry revenue.

BUSINESS BENEFITS

- Industry ROI from enablement of linear/advanced advertising and broadband data/voice.
- Volume production of hardware/software drives costs down while expanding industry's market footprint.
- Worldwide acceptance of standards fuels international growth.

OPERATIONAL BENEFITS

- Freedom from reliance on competitive industries' standards.
- Single source for standards, best practices, and training drives workforce excellence.
- Interoperability across equipment optimizes service performance.
- Commoditization keeps costs low and accelerates deployment.

DIGITAL PROGRAM INSERTION: ADVERTISING SYSTEMS INTERFACES

49 Billion

Key elements of Canoe platform that delivers 49 billion ad insertions across 90,000 VOD programs in 38 million homes.

\$1.5 Billion

Total cable VOD revenue/year = >\$1.5 billion².

“ The SCTE-130 set of specifications provided the industry with an extensible framework of interfaces that established solid standards for dynamic ad insertion while inviting innovation and variation. SCTE-130 has not only enabled the monetization of VOD, resulting in over \$1.5 billion in new revenue for the cable industry, but is also driving the industry's addressable advertising initiatives in the near future. ”

Joel Hassel, CEO, Canoe Ventures

DIGITAL PROGRAM INSERTION CUEING



Emmy® Award-winning foundation of cable TV advertising business.



Automation of ad insertion reduces costs and increases revenue.



Greater reliability helped grow brands' spends on cable.

\$32 Billion

Total local and network cable ad revenue in 2019 >\$32 billion³.

\$465 Billion

Total cable ad revenues 1996-2019 >\$465 billion³.

BROADBAND STANDARDS

(IP/Cablecom, DOCSIS®, etc.)

Massive Rollout

Open data standards, not proprietary interfaces, contributed to FCC support of cable as "information service" and massive rollout of broadband.



\$46 Billion

Cable broadband revenue for 2019 >\$46 billion³.



\$40 Billion

Cable broadband revenue averaged >\$40 billion³/year for last four years.

21 Years of Growth

Cable broadband subscriber growth: 0.3MM in 1998 to >66 million³ in 2019.



\$645 Billion

Total cable broadband/voice/commercial services revenue 1996-2019 >\$645 billion³.

¹ Source: NCTA. Includes broadband, advertising, voice, and commercial services revenue, 1996-2019.

² Source: Canoe Ventures

³ Source: NCTA