

Entertainment & Communications Converge at TelcoTV 2008

A multivendor IPTV industry demonstration and new consumer research report rating telco, cable, and satellite TV offerings will drive this year's new, expanded show

IRVINE, Calif. – June 24, 2008 – TelcoTV, the premier meeting place for the massive convergence of the entertainment and communications markets, today announces an expanded show with two prestigious new components to be demonstrated during this year's November 11-13, 2008, conference at the Anaheim Convention Center in Orange County, Calif.

In its seventh year, TelcoTV is the largest and longest running telecommunications industry conference and exhibition focusing on TV and IPTV, as well as Internet and mobile video services. In addition to the expected 3,500 senior executives from a wide range of global telecom service providers large and small, this year's event will also include entertainment, digital media, advertising, Internet, and computer industry executives who want to partner with telcos to drive content and services over the "three screens" where consumers view video – the TV, computer, and mobile phone. More than 175 exhibitors and hundreds of press and analysts are expected to attend as well.

In conjunction with this year's show, the results of a new research report – "Is IPTV Ready for the Prime Time Consumer?" – will be announced by *Heavy Reading*, the leading independent market research organization solely focused on service providers and their technology and business needs. The report will uncover consumer attitudes toward video services from telcos, cable companies, and satellite providers in terms of overall quality, value, satisfaction, customer service, and quality of experience. The survey results will provide deep insight into the types of interactive services and applications consumers are most interested in, the prices they will be willing to pay for those services, and the network providers they prefer and believe will be most able to provide those services.

Also new to the show will be the "Relax – You're Connected" Showcase by The Broadband Forum (formerly the DSL Forum). In a special demonstration area on the show floor, the Broadband Forum and key industry technology leaders and service providers will showcase the full broadband ecosystem. From the latest in access options to new provisioning tools and digital home advancements, the Forum will show how broadband has evolved, and how achieving the optimum quality of customer experience is possible today. This multivendor showcase provides a great opportunity to see who is leading the pack in establishing the global standards for broadband and IPTV.

"The Broadband Forum's technology demonstration and *Heavy Reading's* comparative research are two ways that TelcoTV 2008 is continuing its industry leadership, as the No. 1 IPTV and video show for telcos in the U.S.," says Joseph Braue, Group Director with TechWeb's Light Reading division, which co-produces the show with the National Telecommunications Cooperative Association, a group of almost 600 service providers, more than half of which offer TV and/or IPTV services.

Kevin McGuire, Vice President of Business and Technology at NTCA agrees: "Traditional telcos are in the midst of monumental change. They are transforming and rebranding themselves as entertainment companies. And TelcoTV is transforming right along with them. Our expanded coverage encompasses, not just video into the living room, but all forms of digital media, be it through the set-top box, over the Internet, or via the mobile phone."

The TelcoTV show includes the largest TV and IPTV exhibit floor in the United States, with more than 115 vendors already committed, as well as a three-day conference program that is focusing on IPTV, TV, Internet video, mobile video, advertising, and successful content strategies. See www.TelcoTVonline.com for more info.

#

About The Broadband Forum

The Broadband Forum mission is to develop the full potential of broadband. Focused on home-to-core network and management solutions, our standards empower providers to achieve more with their broadband deployments. Established in 1994 as the ADSL Forum and later as the DSL Forum, the Broadband Forum has seen its work over the past 14 years evolve from addressing physical-layer ADSL transport specifications to advanced transport and management specifications for all forms of broadband. The Broadband Forum's formal BroadbandSuite(TM) Release Program and all technical reports are publicly available at www.broadband-forum.org.

About Heavy Reading

Heavy Reading is an independent market research organization offering quantitative analysis of telecom technology to service providers, vendors, and investors. Its mandate is to provide the comprehensive competitive analysis needed today for the deployment of profitable networks based on next-generation hardware and software. www.heavyreading.com

About Light Reading

Founded in 2000, Light Reading (www.lightreading.com) is the ultimate source for technology and financial analysis of the communications industry, leading the media sector in terms of traffic, content, and reputation. It reaches an extensive audience of executives and technologists within the telecom and enterprise networking communities, as well as the financial/industry analysts and investors who track these sectors. Light Reading was acquired by United Business Media in August 2005, and operates as a unit of TechWeb.

About TechWeb

TechWeb (www.techweb.com/aboutus) the global leader in business technology media, is an innovative business focused on serving the needs of technology decision-makers and marketers worldwide. TechWeb produces the most respected and consumed media brands in the business technology market. Today, more than 13.3 million* business technology professionals actively engage in our communities created around our global face-to-face events Interop, Web 2.0, Black Hat, and VoiceCon; online resources such as the TechWeb Network, Light Reading, Intelligent Enterprise, InformationWeek.com, bMighty.com, and The Financial Technology Network; and the market leading, award-winning InformationWeek, TechNet Magazine, MSDN Magazine, Wall Street & Technology magazines. TechWeb also provides end-to-end services ranging from next-generation performance marketing, integrated media, research, and analyst services. TechWeb is a division of United Business Media, a global provider of news distribution and specialist information services with a market capitalization of more than \$2.5 billion.

About NTCA

The National Telecommunications Cooperative Association is the premier association representing more than 580 locally owned and managed telecommunications cooperatives and commercial companies throughout rural and small-town America. NTCA provides its members with legislative, regulatory, and industry representation; meetings; publications and educational programs; and an array of employee benefit programs. Visit us at www.ntca.org.

CONTACT:
Tony Fisch
President, Tony Fisch Consulting
(323) 461-7878
tony@fischconsulting.com