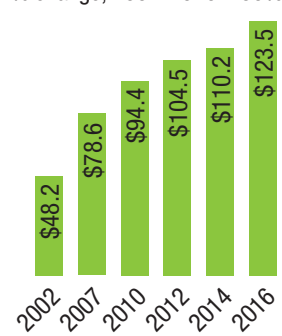


Cable's Economic Impact

WHAT'S INTERESTING: The U.S. cable operator industry (MSOs, in other words) added nearly 80,000 net new jobs from 2002 to 2016, accounting for 0.5% of total job creation in the nation over that period. But wait: It gets better. Including indirect employment – people with jobs allied to the cable industry – as of 2016, the cable operator industry accounted for more than 2.3 million U.S. jobs representing more than \$106 billion in personal income. Gross economic output attributable to the cable operator industry: a cool \$348 billion.

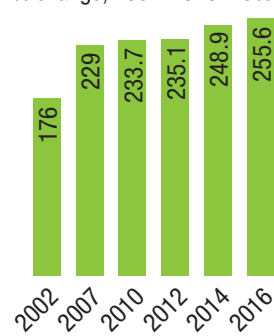
Revenue (bil.)

Absolute growth: \$75.3
% change, 2002-2016: 156%



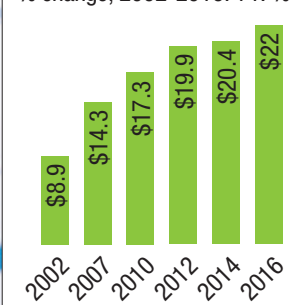
Employment (000s)

Absolute growth: 79.6
% change, 2002-2016: 45%



Employee Compensation (bil.)

Absolute growth: \$13.1
% change, 2002-2016: 147%



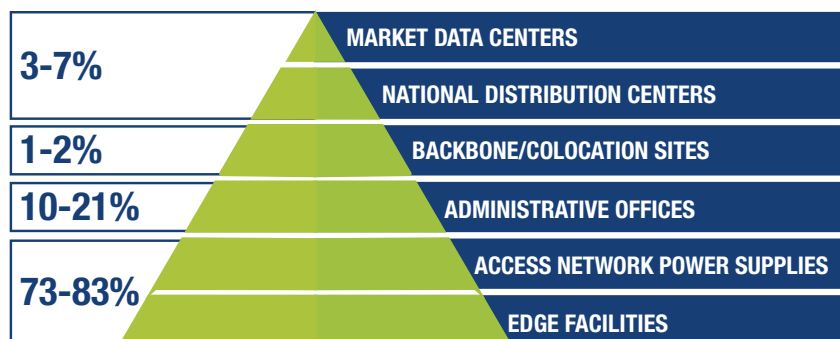
SOURCE: NCTA: THE INTERNET & TELEVISION ASSOCIATION

Powering Our Industry



SCTE • ISBE ENERGY 2020

Cable Operator Power Consumption Pyramid



WHAT'S INTERESTING: The data here on cable industry power consumption shows how access networks and edge facilities consume the vast majority of energy required to power the cable industry. The findings are tied to Energy 2020, the multi-year campaign through the SCTE • ISBE Energy Management Program that aims to provide cable system operators with the energy management standards, technology innovation, organizational solutions and training that look to help the cable industry meet prescribed energy goals. A key objective: enabling workforce teams to optimize technology for maximum efficiency.

SOURCE: SCTE ANALYSIS OF ENERGY 2020 PARTICIPATING PROVIDER DATA

DOCSIS 1.1

DOCSIS 2.0

DOCSIS 3.0

DOCSIS 3.1

FULL DUPLEX DOCSIS 3.1

Added voice over IP service

Higher upstream speed

Greatly enhances capacity

Capacity and efficiency progression

Symmetrical streaming and increased upload

40 Mbps

40 Mbps

1 Gbps

10 Gbps

10 Gbps

10 Mbps

30 Mbps

100 Mbps

1-2 Gbps

10 Gbps

2001

2002

2006

2013

2017

SOURCE: CABLELABS