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

Five Subcommittees

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

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


digITAL PROGRAM INSERTION: ADVERTISING SYSTEMS INTERFACES

49 Billion

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

$1.5 Billion

Total cable VOD revenue = > $1.5 billion2.

DIGITAL PROGRAM INSERTION CUEING

$32 Billion

Total local and network cable ad revenue in 2019 = $32 billion2.

$465 Billion


BROADBAND STANDARDS

(PCA/DOCSIS, DOCSYS, etc.)

Massive Rollout

Open data standards, not proprietary interfaces, contributed to the success of cable as an “information service” and mass medium of broadband.

21 Years of Growth

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

$46 Billion

Cable broadband revenue for 2019 = $46 billion.

$40 Billion

Cable broadband revenue averaged $40 billion/year for last four years.

$645 Billion

Total cable broadband voice+commercial services revenue 1996-2019 = $645 billion3.

STANDARDS

INTEROPERABILITY ACROSS EQUIPMENT OPTIMIZES SERVICE PERFORMANCE.

SCTE-130 interface is a cornerstone of the cable broadband industry.

Single source for standards, best practices, and training drives workforce excellence.

Freedom from reliance on competitive industries’ standards.

Commoditization keeps costs low and accelerates deployment.

Over 130 operational, vendor, academic, and association member companies.

Industry ROI from enablement of linear/advanced advertising and broadband data/voice.

Voluntary production of broadband software drives costs down while expanding industry’s market footprint.

Worldwide acceptance of standards fuels international growth.

GREAT BROADBAND STANDARDS

OPERATIONAL BENEFITS

BUSINESS BENEFITS

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

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