

January

Adult Entertainment: Boom or bust? (Multichannel News and B&C)

Despite success on the TV screen, some of the largest adult-entertainment players in cable TV are struggling online. As the number of new web sites has surged, they offer a flood of free - or deeply discounted - content. Moreover, millions amateurs are also changing the fundamental business dynamics seeking nothing more than exhibitionist notoriety - for free. Can traditional TV players draw advertisers on the Web?

New Rules of Media Engagement (Multichannel News and B&C)

Bandwidth (Multichannel News and B&C)

February

Translation Please: tru2way (Multichannel News)

The one thing that's always true about tru2way is that it has many possible interpretations. It means one thing to regulators, another to TV makers, and yet another to software developers. Get the basics from all relevant constituents.

How to Profit at Customer Care (Multichannel News and B&C)

Every Multichannel service provider had hundreds of channels of programming, plus a triple play with Internet access and telephone service. Here are the principles involved in making customer service your differentiator in the market place. And why keeping customers is a lot more profitable than trying to win new ones.

Advanced Advertising (Multichannel News and B&C)

Baby Boomer (Multichannel News and B&C)

March

Translation Please: Analog Spectrum Reclamation (Multichannel News)

Cable operators are simmering down to two main choices, when it comes to making more bandwidth available for more HD channels, ethnic programming, and the broadband speed advancements that come with DOCSIS 3.0. One is analog spectrum reclamation. The other is switched digital video. How does each one stack up in terms of actual bandwidth savings and cost? Learn how to do the math on SDV v. analog reclamation.

Automating the Digital Future - Increasing your Profits and Efficiencies (B&C)

How-to on how software can lower operational costs and improve efficiency of network and station operations.

The New Washington Landscape (Multichannel News and B&C)

April**Translation Please: DOCSIS 3.0** (Multichannel News)

The latest chapter in the cable modem story is DOCSIS 3.0. You've heard a lot already about channel bonding, and making room for crazy-fast speed offerings. But do you know the other moving parts contained within the DOCSIS 3.0 spec?

Audio Challenges - Transition to Digital (B&C)

Overcoming the Key Audio challenges and making sure your station is ready for the Transition to Digital

Internet Video Policy (Multichannel News and B&C)**May****Content Copyright Protection** (Multichannel News and B&C)**Marketing to the Consumer Effectively** (Multichannel News and B&C)**VOD Advertising/Project Canoe/Start Over** (Multichannel News and B&C)**June****Bridge the Gap of Broadband Video** (Multichannel News and B&C)**Kids & Technology** (Multichannel News and B&C)**Multicultural Webcast** (Multichannel News and B&C)**July****The Future of IPTV** (Multichannel News)

This Webcast will take a look at the Future of IPTV and cover such point as:

- Clear Definition of IPTV
- Market Perception of the IPTV
- Quality of IPTV
- What is in Store for the Future of IPTV
- How does IPTV save money – ROI

New Revenue streams for the independents (Multichannel News)**LAS Webcast** (Multichannel News)

August

C3: Does it Measure Up? (Multichannel News)

The big issue of this year's Upfront season is: How is the C3 measurement of commercials working out? And when will the ratings get down to commercial-by-commercial, second-by-second ratings?

Switched Digital Video (Multichannel News)

Interest in Switched Digital Video has Skyrocketed, as operators look to add hundreds of new channels and pack in even more HD content to counter satellite and telco threats. What are the best practices for rolling out this technology? This session will share lessons from early adopters about switched digital video - and what mistake to avoid.

Mobile (Multichannel News and B&C)

September **Taking Care of Business** (Multichannel News)

Cable operators have enjoyed incredible success in offering voice, video and data to residential customers. Increasingly, operators large and small are looking to business services as a new frontier. Some operators estimate that the small business enterprise market (companies with fewer than 100 employees) could be as much as \$50 billion annually. With a potential customer base that has historically been neglected by the telcos, business and commercial services offer a competitive edge for cable operators. A cable operator with strong customer service and an upgraded plant could reap huge benefits. What are the best voice and broadband services for business customers? This webinar offers key insights into how to attract and satisfy this growing customer base.

Sizing up the Multicultural Market Place (Multichannel News and B&C)

October **Broadband Video - Where will your content go next?** (Multichannel News and B&C)

The Next Profit Center for Broadcasters (B&C)

November **Womens Consumption of Media** (Multichannel News and B&C)

Social Networking - TV Meets Social Media (Multichannel News and B&C)

December **State of the industry** (Multichannel News and B&C)

ITV (Multichannel News and B&C)