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SHOW DAILY

THE CABLE SHOW · CHICAGO

WEDNESDAY, JUNE 15, 2011

## CLOUD COVERS FUTURE

BY PHIL BRITT

Cable companies are moving more of their content from in-house servers to cloud-based servers in order to handle increasing demand that goes beyond simple programming to also include interactive discussions with views, social media fans and followers.

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“More content means more bandwidth,” said Robert  
**SEE CLOUD, P. 12**

## INNOVATE TO KEEP GROWING

BY PHIL BRITT

U.S. companies need to focus on innovation, mobility and global opportunity in order to prosper in today's economy, Maria Bartiromo told attendees Tuesday at the Women in Cable Telecommunications luncheon at The Cable Show 2011.

Bartiromo, Emmy award-winning anchor of CNBC's Closing Bell with Maria Bartiromo, has visited Brazil and  
**SEE WICT, P. 5**



PHOTO BY TIMOTHY HIATT

Cable leaders outlined the future of the industry yesterday: from right, Glenn Britt, chairman and CEO of Time Warner Cable; Philippe Dauman, president and CEO of Viacom; and Jeffrey Bewkes, chairman and CEO of Time Warner. More of the experts' views, see story at right.

## CABLE'S FLEXING MUSCLE

BY JENNI SPINNER

Thanks to a challenging economy, emerging technology and shifting customer demands, the old models governing the cable industry have been blown apart. At The Cable Show's opening session on Tuesday, industry leaders shared ideas on how savvy cable pros can put the pieces together in order to build success.

Experts representing the views of both content  
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## at deadline

The final flight of the U.S. space shuttle program is the subject of a new, one-hour **iN DEMAND**, 3D special, *NASA's Last Launch*. It will focus on the elaborate training, testing and preparation for the planned July 8 launch of the Atlantis space shuttle from NASA's Kennedy Space Center in Florida, with state-of-the-art 3D cameras capturing both the launch and the landing.

**Insight Communications** has selected **itaas** to help lead their EBIF deployment  
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