

## **CableLabs® and CTAM Launch Cable Movers Hotline**

### **Major MSOs to Offer Service to Cable Customers**

(Seattle, WA – July 21, 2003) **Cable Television Laboratories, Inc.** (CableLabs®) and **CTAM** (Cable & Telecommunications Association for Marketing) announce the phased launch of the Cable Movers Hotline – a project started by the industry to make it simple for existing customers to get cable service at their new addresses when they relocate.

CableLabs and CTAM jointly manage the project, based on strategic guidance from participating cable companies. Hotline testing began in September 2002, and a phased launch began in early 2003. Cable customers in half the nation's cable homes who may be relocating their households may be offered the service in August, and cable leaders expect full national rollout by end of Q1 2004. The process involves transferring calls made by cable "movers" to their existing cable company over to inbound customer service representatives at their new cable company.

The Cable Movers Hotline is based upon Go2Broadband<sup>SM</sup> (G2B), which is operated by CableLabs. G2B is an Internet-based electronic commerce application designed to assist retailers, consumer electronics manufacturers, computer manufacturers, modem manufacturers, content providers and Internet service providers in selling cable consumer equipment and services. Known as the "service locator" for the cable industry, G2B relays consumer service queries, service offers and service requests between cable operators and affiliates.

**Kevin Leddy**, Senior Vice President, Strategy and Development, *Time Warner Cable*, heads the program for CableLabs, and **Joe Rooney**, Senior Vice President Marketing, *Cox Communications*, leads the CTAM team in this effort.

The participating MSOs are: *Adelphia Cable Communications, Bright House Networks, Cablevision Systems Corporation, Charter Communications, Comcast Cable Communications, Cox Communications, Insight Communications, Mediacom Communications* and *Time Warner Cable*. Other cable companies are expected to join the program during the second half of 2003.

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## **About CableLabs**

Founded in 1988 by members of the cable television industry, Cable Television Laboratories is a non-profit research and development consortium that is dedicated to pursuing new cable telecommunications technologies and to helping its cable operator members integrate those advancements into their business objectives. Cable operators from around the world are members. CableLabs® maintains web sites at [www.cablelabs.com](http://www.cablelabs.com); [www.packetcable.com](http://www.packetcable.com); [www.cablemodem.com](http://www.cablemodem.com); [www.cablenet.org](http://www.cablenet.org); [www.opencable.com](http://www.opencable.com) and [www.cablelabs.com/projects/go2/](http://www.cablelabs.com/projects/go2/).

## **About CTAM**

**CTAM, the Cable & Telecommunications Association for Marketing**, is dedicated to advancing consumer and business-to-business marketing excellence, the mastery of new technologies, and strategic learning in cable, broadband and other emerging media. As the industry's primary professional membership organization, CTAM provides marketing education, information and networking opportunities to its members, through conferences, courses, specialized publications, Web sites, consumer research and an active network of local chapters. The CTAM Educational Foundation and its centerpiece initiative, *CTAM's Executive Management Program at the Harvard Business School*, are designed to help senior industry executives manage more effectively in a market-driven, consumer-focused environment.

**Contacts: Mike Schwartz, Senior Vice President, Communications, CableLabs®**, 303.661.9100, [m.schwartz@cablelabs.com](mailto:m.schwartz@cablelabs.com)

**Phyllis Dickerson-Johnson, CTAM, Director, Communications and Media Relations**, 703.837.6575, [phyllis@ctam.com](mailto:phyllis@ctam.com)