

# CABLE MEANS BUSINESS

## How Cable Serves the Education Community

Our Services ... Our Network ...Our Philanthropy

### Our Services

Who is providing the most advanced, leading-edge technology and networking services for schools? It's the cable industry.

Cable's vast fiber-based network offers schools:

- A complete package of **telephone, video and high-speed Internet services**;
- A suite of **security** and firewall services;
- **Local, personalized** sales support and customer care;
- Tailored, cost-effective, **customized solutions** to fit administrative and instructional advanced networking needs.

Cable's education services provide:

- **Reliability** – secure, stable, robust and trustworthy systems
- **Flexibility** – innovative solutions customized to the specific needs of school districts or individual schools
- **Scalability** – cable will grow with the network needs of a school or district
- **Affordability** – cost-efficient use of taxpayers' money



## Our Network

- The cable industry has created the most robust and widely available broadband network infrastructure in the U.S.
- Cable's broadband service is the fastest, most secure and feature-rich in the nation, reaching more than 92 percent of U.S. residences and the majority of U.S. business and government entities.
- Cable companies invested more than \$13 billion to upgrade network infrastructure in 2007 alone.
- Cable companies offer one or both of the following broadband network infrastructures:
  - **Hybrid-fiber coaxial (HFC) network**  
This is a broadband network that uses a combination of fiber optics and coaxial cable. Typically, the fiber optic portion of the network supplies the backbone, and the coaxial cable portion of the network connects from the backbone to the customer.
  - **Fiber-optic network**  
Cable also offers, in some areas, end-to-end fiber-optic networks. These are typically useful in multipoint configurations, such as linking several schools within a geographical area.



## Our Philanthropy



**Cable in the Classroom (CIC)** is the U.S. cable industry's non-profit education foundation -- fosters the use of cable content and technology to expand and enhance learning for children and youth.

A leading advocate for media literacy, CIC serves more than 80,000 schools and libraries with more than 500 hours each month of commercial-free, copyright-cleared educational programming.

Supported by the nation's cable companies, CIC's complimentary cable and broadband services are valued at \$125 million annually.

## PointSmart.ClickSafe.

This campaign, developed through CIC, promotes online safety and media literacy. **PointSmart.ClickSafe.** consists of materials, tips and easy-to-use controls to ensure that children and families enjoy a safe and fulfilling Internet experience.



New in 2008, **CableCares** is a community service project to assist ongoing recovery efforts in New Orleans after Hurricane Katrina. CableCares focuses on rebuilding school playgrounds and libraries along with other enhancements to schools in New Orleans.