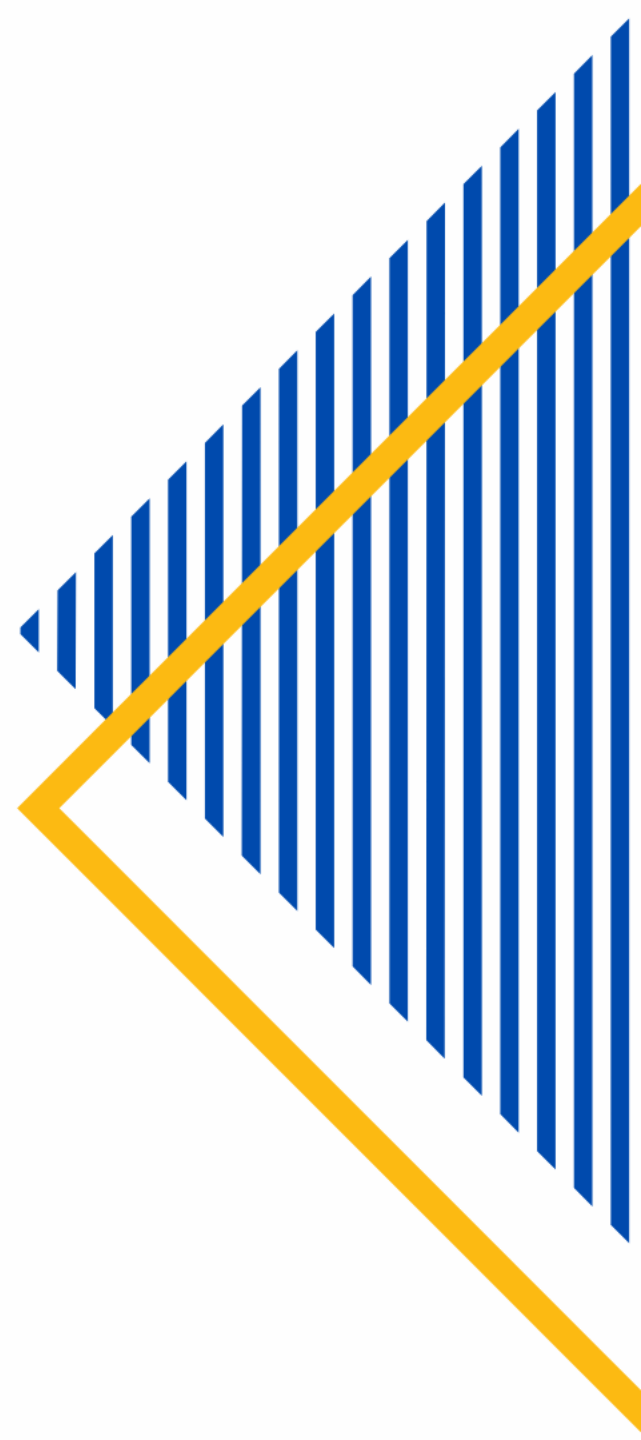




PCTA

PHILIPPINE CABLE AND TELECOMMUNICATIONS ASSOCIATION, INC.





The PHILIPPINE CABLE AND TELECOMMUNICATIONS ASSOCIATION (PCTA), INC. is the umbrella organization of nationwide Cable Television Operators and Internet Service Providers in the Philippines. Its membership roster includes the biggest cable operators in the country as well as the medium and small cable operators who, through their pain-staking efforts, have succeeded in bringing up-to-date programs, information, and technology to the farthest island in the country.

To date, the PCTA has over 300 regular members. Together, the PCTA member-cable operators are serving 75% of the total cable TV subscribers in the Philippines.



MEMBERSHIP

303 Regular PCTA Members

Luzon

Visayas

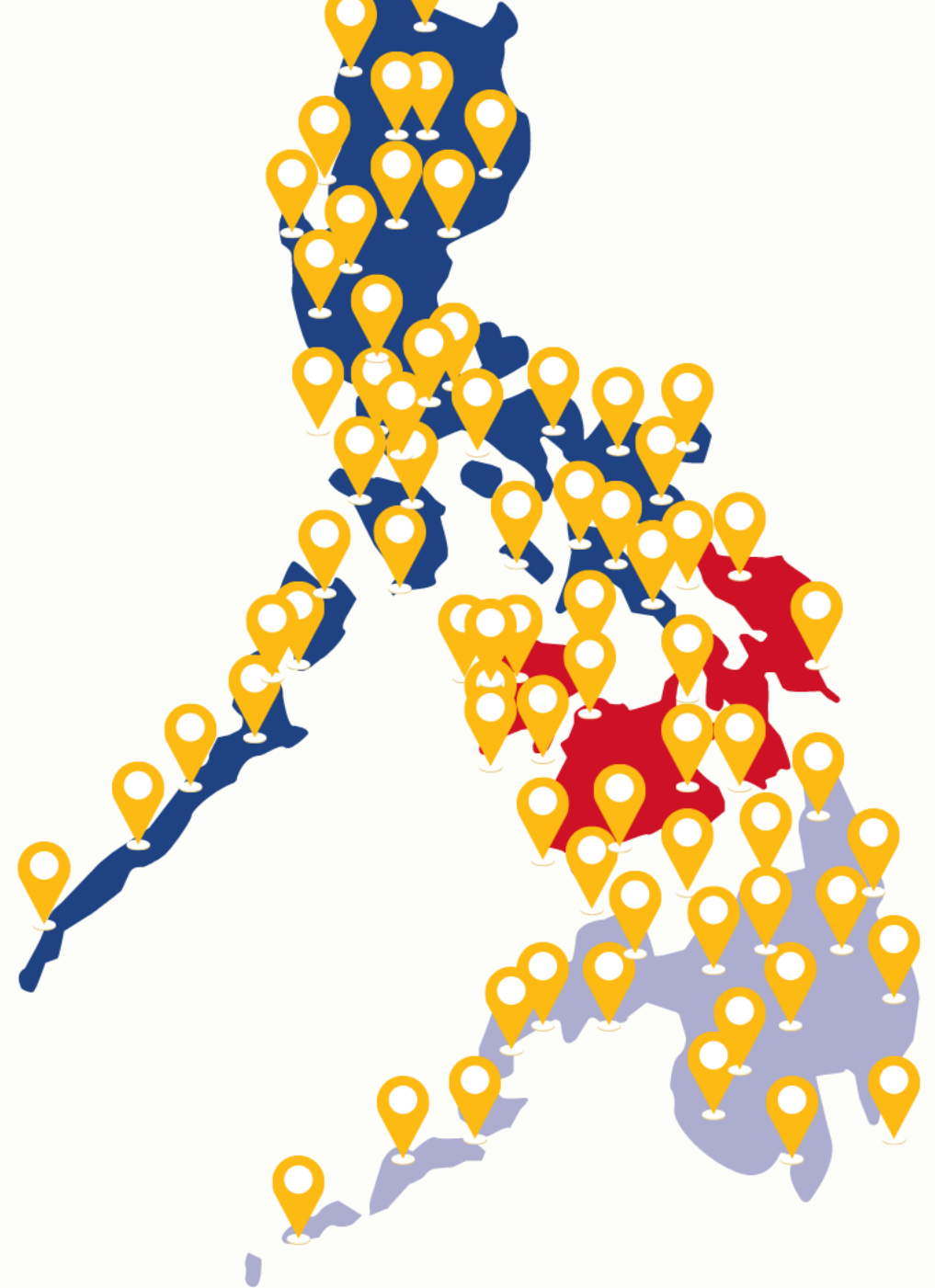
Mindanao

Nationwide Coverage

-About 79 Cities and 222 Municipalities

Number of Members providing Internet Service

-201 members serving about 72 Cities and 129 municipalities



MISSION STATEMENT

We, the Association of cable TV operators in the Philippines, stand united in the pursuit of a common vision: an Industry run by professionals, providing the highest standards of cable TV service to the Philippine public.

We work together for this threefold mission:

- 1. Adequate protection and assistance to the members of the Industry**
- 2. Active participation in the national efforts towards progress and development**
- 3. Commitment to the significant upliftment of the industry**



CONNECT

MOVE AHEAD.

ACTIVITIES:

MANAGEMENT & TECHNICAL WEBINAR SERIES



PCTA CONNECT
IN COLLABORATION WITH
EASTERN COMMUNICATIONS
PRESENTS:
E-HUDDLE: Thought-leadership webinars where experts in the field share business insights and emerging technology trends

e-huddle

JOIN US FOR
**MAINTAINING MOMENTUM:
EMPOWERING BUSINESS CONTINUITY**

WITH SPEAKERS

PAUL VILLERA
Chief Executive Officer

EDSEL PAGLIARINI
Head of Product & Innovation




PCTA CONNECT
In collaboration with
RICKLEE ENTERPRISES
The Broadband Solutions Company

presents
FTTH BEST PRACTICES

Guest Speaker
Benet Leong
Technical Solutions Manager



PCTA CONNECT
MOVE AHEAD.

PHILIPPINE CABLE AND TELECOMMUNICATIONS ASSOCIATION, INC.

CUSTOMER RELATIONS MANAGEMENT

Genesis Reonico
Founder & Digital Agency Adviser at NOA (Network of Outsourcing Agencies), DICT Resource Speaker on Rural Impact Sourcing

September 10, 2020 | 2:00 PM

PCTA Non-Technical Sessions
Registration Fee:
PCTA Members Php 100.00 | Non-Members Php 200.00

RECOMMENDED FOR
LINEMAN WHEN INDOORS




PLDT | **PCTA CONNECT**
International & Career Business Group | Philippine Cable and Telecommunications Association, Inc.

DIGITAL CUSTOMER ENGAGEMENT IN THE NEW NORMAL

With the recent shifts in customer behaviors, how can businesses thrive in the new digital economy?

September 17, 2020 | 11:00 AM
Live via ZOOM

THE NEW DIGITAL FN CONSUMER
Patrick Cua
Managing Director
nlsn

TECHNOLOGY AS GROWTH DRIVER
David Almor Jr.
CEO & Founder
multisys

ONLINE PAYMENT ECOSYSTEM
Raymund Villanueva
Head of Business, GIB Ecosystems
PayMaya



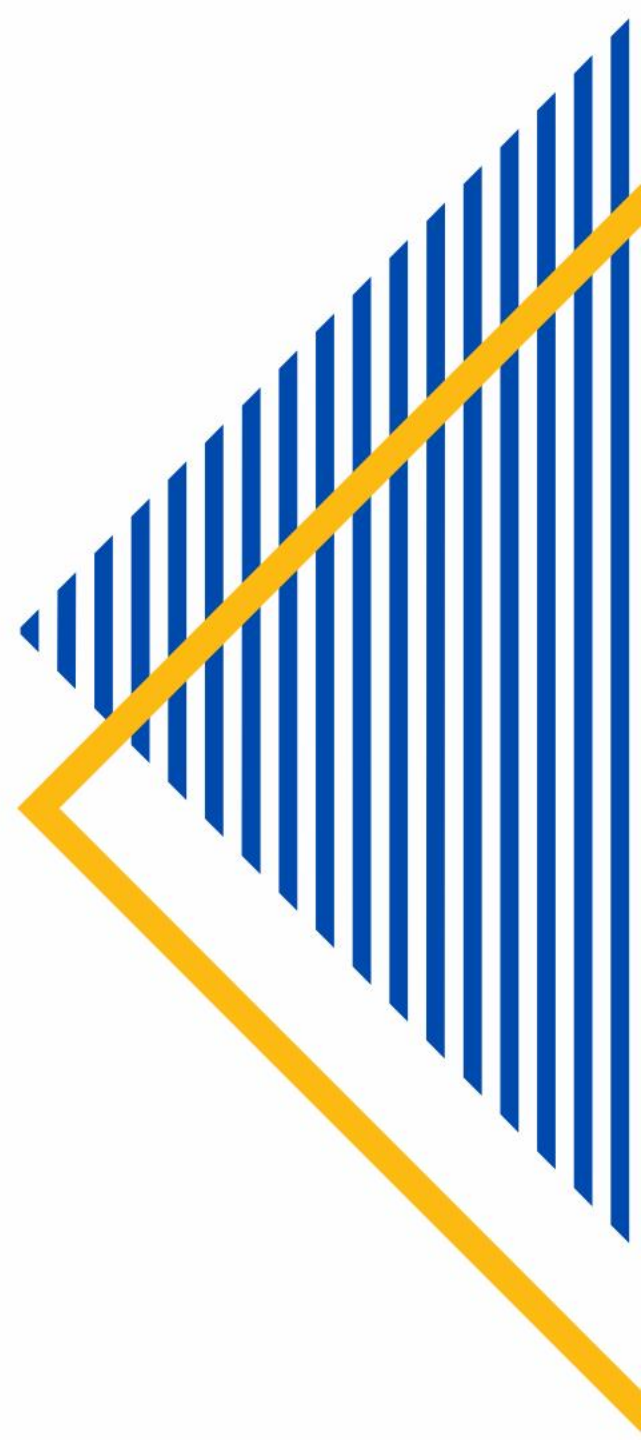
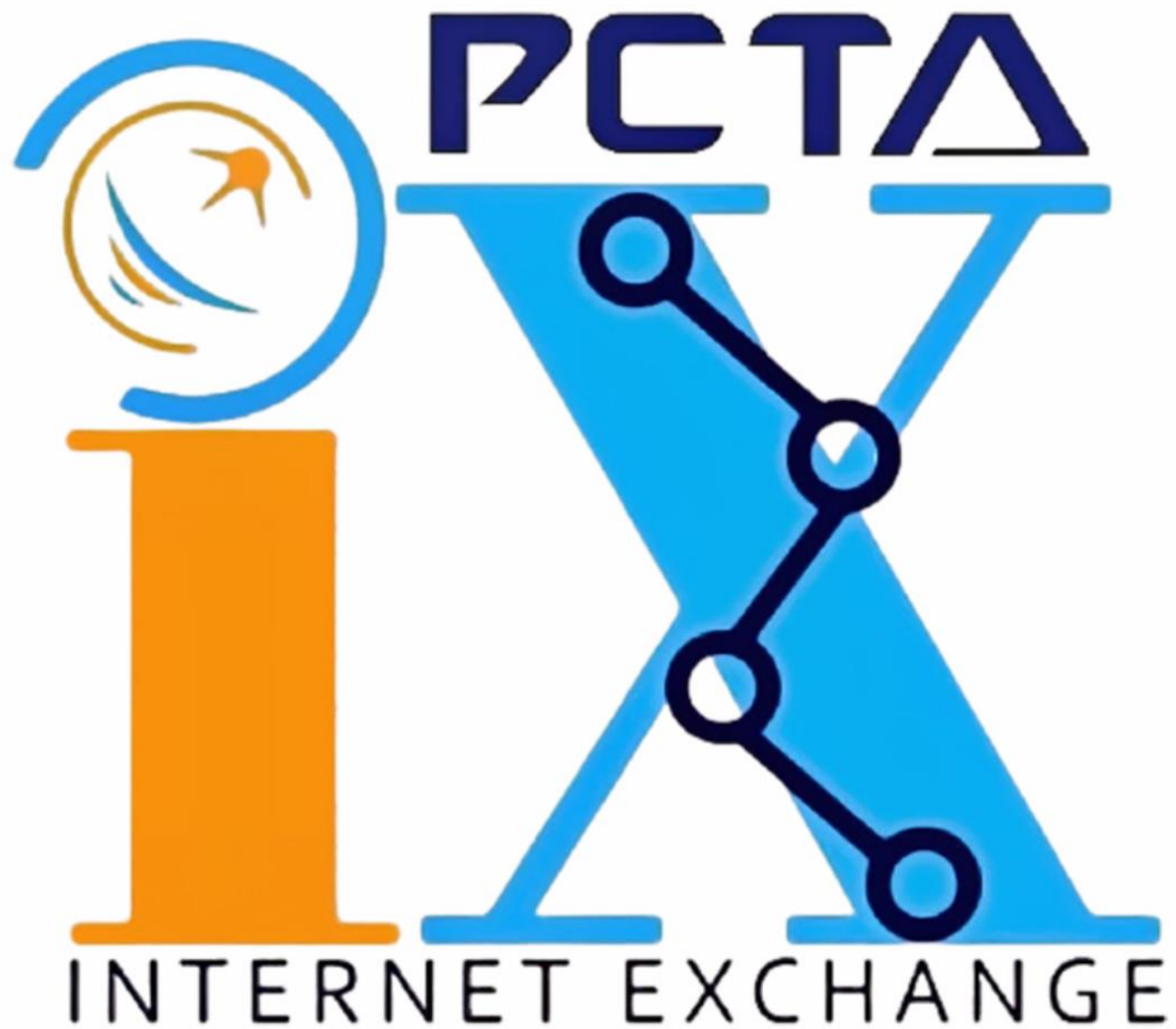
MANAGE COMPLAINTS

ALAN GENSOLI
Certified Transformational Coach

15 July 2021 | 2:00 PM
LIVE VIA ZOOM WEBINAR

REGISTER NOW!

Powered by:
COMMUNICATIONS, INC.



PCTA INTERNET EXCHANGE INC. (PIXI)



**PCTA-backed,
professionally
managed
Internet Exchange**



**Sharing of local traffic
to reduce latency and
reduce costs**



**Integrate, Leverage
to get better pricing
from Telco Operators
for Local Loop and
Content / CDNs**



**Social enterprise to
help smaller
Cable Operators
get into the Internet**

Reactions:

We agree more SDG indicators should be captured.

Mobile signal being the only one captured, data driven policy will be hindered by absence of the other SDG indicators, especially fixed line connectivity and devices of individuals and schools.

Though not the largest ICT player, not capturing Cable Tv and internet in the survey would have presented different results and shown that small players can do a lot to help bridge the digital divide.



Possible effects of capturing cable

Industry survey estimates over 5 million cable tv subscribers

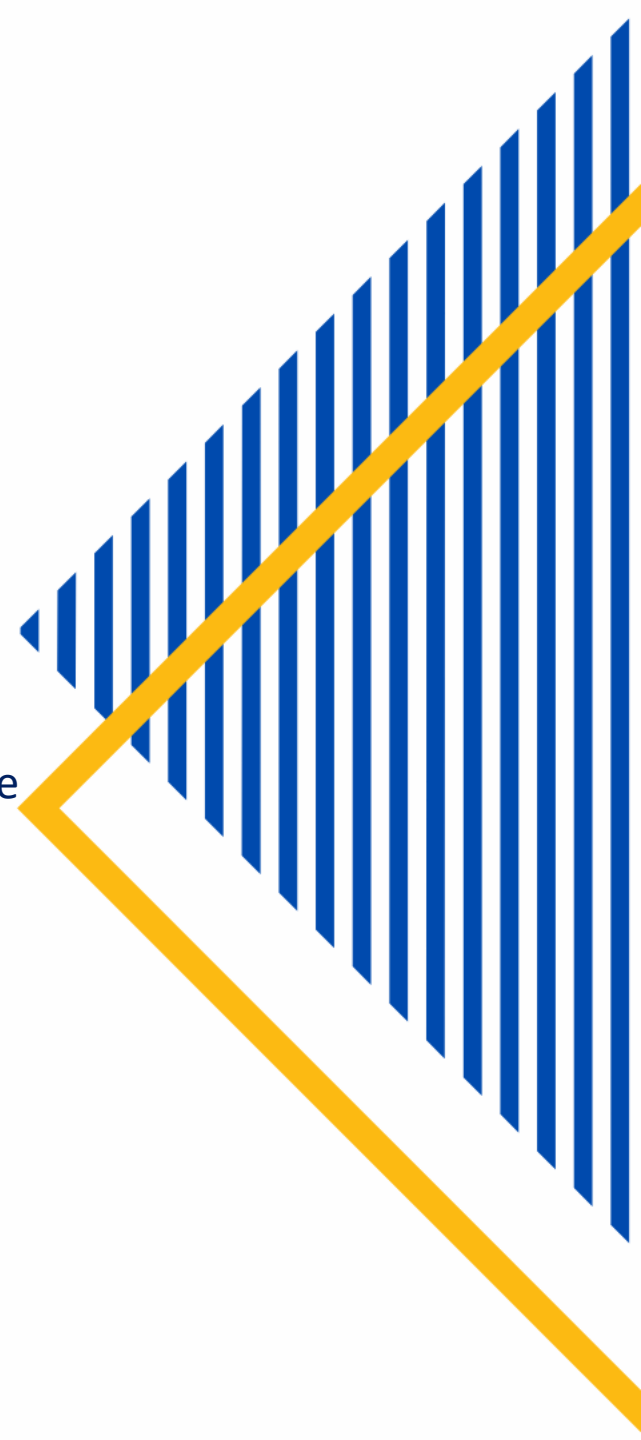
Similar surveys estimate cable internet subscribers at 2 million

Impacts on the survey

Likely increase in fiber available per barangay from less than 30% since most cable operators use either FTTN or FTTH

Likely increase in ISPs available. Most subscribers don't call cable companies ISP.

Finally, 91% of homes have a TV 40% receive an analog antenna signal. The 51% of the balance are connected to something, we believe a significant number of that is cable





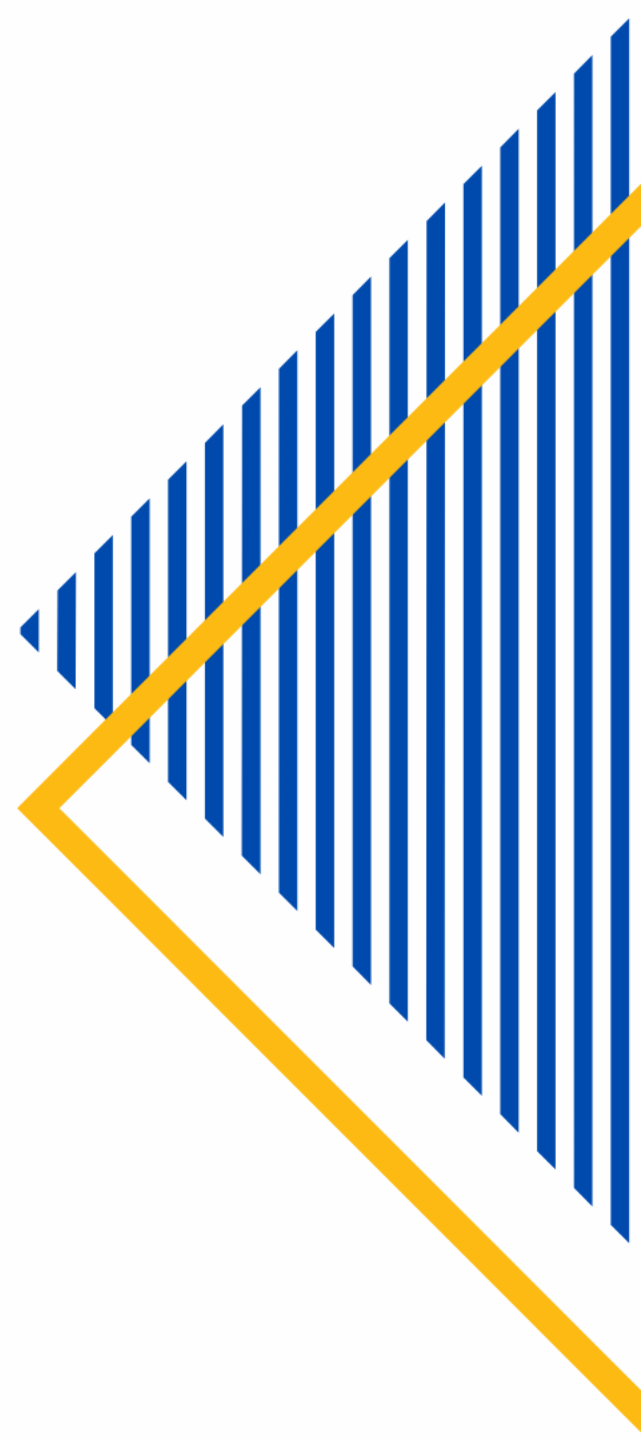
We support the ways forward.

Especially updating of policy

Open Access in Data transmission – other segments, infra sharing
Spectrum Management Reform – the old law needs to be more dynamic.

We would include
CATV-DTH dev't act.
Rural wired connectivity act

Also a fast track on
DICT ARTA JMC on Fiber build out – formation of oversight committee



THANK YOU!

