Topic: Executives Perspectives on Broadband in 2021

Each January, we hold an "Executives Perspectives" call to which we invite knowledgeable Telco and/or vendor executives to inform the membership of broadband industry trends and their thoughts of how best to address them in the coming year. We also ask our speakers to share their "crystal ball" view of what will be "Hot in 2021." Each panelist will present on this from their individual perspective, plus time for Q&As.

Panelist: John Kavanagh - VP, IDM at Synacor

Consumer Options Changing for OTT Bundling & Rural Broadband Service

At Synacor, Mr. Kavanagh's team sits at the intersection of broadband providers - both wired and wireless, OTT and OEMs. In enabling digital consumer identities across these partners, he has observed first hand the unbundling and increasing popularity of bandwidth-hungry OTT video, always-on IoT devices and networked gaming.

There is pent-up demand from millions of Americans who cannot access these digital streaming services given the geographic distance of their homes from broadband operators. Where 2020 stressed this divide further with remote work and school, 2021 is poised to be a year when this rural broadband gap rapidly shrinks.

The succession of telecom spanning the first 1000+ miles of intercontinental broadband connectivity the past 150+ years provides a pattern for emerging rural telecom options ahead. Given a strong mix of wired + wireless broadband investment, plus technical breakthroughs, more providers will span the last few miles of rural broadband to connect communities - and pull off OTT re-bundling along the way.

Mr. Kavanagh leads Synacor's Identity Management software business. He has guided this service from the early days of TV Everywhere to now encompass consumer identity and access management of popular streaming apps, connected TVs and smart home IoT devices used by leading wireline broadband, wireless, satellite and streaming platforms.

His team is responsible for the marketing, development, and operations of this cloud-based identity platform. Prior to leading Synacor's IDM business, Mr. Kavanagh held both product and engineering management positions at Synacor.

He is an Adjunct in the University at Buffalo School of Management, focused on digital products. He earned his MBA from the University of Maryland. Mr. Kavanagh's early career included 5 years in software development and digital marketing. He is a father of three boys and an active private pilot.

Panelist: John Anderson – Chief Executive of Plant Operations at HTC, inc.

John will be covering:

- Ever-increasing demand for more bandwidth
- Making High Speed Internet available to all
- Impacts of 5G Proliferation

John was named Chief Executive of Plant Operations at HTC in 2017. In this role, John leads the plant operations, plant engineering, and network engineering for HTC.

Having joined HTC in 2000, John has taken on numerous leadership roles in Network Engineering with additional levels of responsibility.

Outside of work, John and his wife Christy are proud parents of two boys, John Hayden and Drake. They enjoy sports, the outdoors, and spending time as a family.

John holds a Bachelors Degree in Electrical Engineering Technology from the University of North Carolina and a Masters Degree in Business Administration from Winthrop University.