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Q. With so many new and diverse subsea cable routes emerging, which do you feel will have the greatest impact on the submarine cable market?

Whether its brand new routes linking Europe and Africa to the Americas, new north-south links in the Americas, or the dramatic capacity increases that will be made available via the new Pacific routes, perhaps the most fascinating developments are the possibility of new Eurasian routes via the Arctic. The short answer is that they're all impactful, as the submarine cable market is now in a constant state of update and renewal. What now matters is the network, not the individual routes.

Q. How do you expect the industry to change over the next 12-24 months in relation to new technological developments, new market players and the way we approach our ever-increasing capacity demands?

Perhaps the most significant technological changes could be the hardest to explain to the average consumer of capacity. Some would point to the nascent market entry of C+L technology as a game changer, but perhaps the most significant consistent thread of technological development is the increasing innovation bringing heightened spectral efficiency (transmitting more data through the same amount of glass) through developing and improving modulation schemes, improved error correction and ever more diverse but expertly finessed engineering design. Regarding the market, the developing influence of the OTTs is playing out alongside the resulting challenge for the traditional carriers to stay close to their customers. Could carrier consolidation and cross-marketing be the result (carriers increasingly getting into content and content providers increasingly becoming more like carriers)? We will have to see. Concerning heightened capacity demand, the flow of capital into infrastructure poses great challenges when profits from infrastructure alone are thin, so will new models of investment match it more closely to the true sources of income? To find out, we will have to watch this space!

Q. What do you feel the global subsea cable market will gain from attending Subsea Connect 2017?

For too long, there has been a lack of a respected regular European-based gathering of participants in the submarine cable network and related industries serving the region, to address matters of vital importance to them. Subsea Connect 2017 has the opportunity to fill that gap.

*Keith Schofield will be speaking at **Subsea Connect 2017**. For more information and to register your passes, please [click here](#).*