FEDERAL COMMUNICATIONS COMMISSION
Washington DC 20554

June 27, 2011

Via First Class Mail and E-mail

John Gockley
United States Cellular Corporation
8410 West Bryn Mawr Avenue
Chicago, IL 60631

Peter M. Connolly
Holland & Knight, LLP
2099 Pennsylvania Avenue, N.W.
Suite 100
Washington, D.C. 20006
Counsel for United States Cellular Corporation

> Re: Supplemental Request for Information Concerning Applications of AT&T Inc. and Deutsche Telekom AG for Consent To Transfer Control of the Licenses and Authorizations Held by T-Mobile USA, Inc. and Its Subsidiaries (WT Docket No. 11-65)

Dear Messrs. Gockley and Connolly:

By letter dated June 6, 2011, we requested that you provide written responses in the above entitled case, as set forth in the Attachments to the June 6, 2011 letter. We are now revising that initial request in the following respects:

- Attachment A: Remove "Billing_Additions.csv" table;
- Attachment A: Add "Billing_Ports.csv" table;
- Attachment B: Add an additional field (Field 31) – total backhaul costs by CMA to "Subscriber_Data.csv" table.
- Attachment B: Add "Network_Quality.csv" table; and
- Attachment B: Add "Device_Sales.csv" table.

Attached are revised Attachments A and B, which incorporate the revisions listed above. As stated in the June 6, 2011 letter, your response will be treated as confidential pursuant to Protective Orders issued in WT Docket No. 11-65.[1] We would appreciate receiving your response no later than July 7, 2011.

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[1] Applications of AT&T Inc. and Deutsche Telekom AG For Consent To Assign or Transfer Control of Licenses and Authorizations, WT Docket No. 11-65, *Protective Order*, DA 11-674 (WTB rel. Apr. 14, 2011) ("Protective Order").

Your responses should be filed with Marlene H. Dortch, Secretary, Federal Communications Commission, in WT Docket No. 11-65. In addition, the Comment Public Notice[2] and the Protective Order require the submission of multiple copies of all *ex parte* and other filings submitted in this proceeding.[3] The Wireless Telecommunications Bureau also should receive, at a minimum, two copies of all paper filings. If you submit information pursuant to the Protective Order issued in this case, you should deliver to Kathy Harris of the Wireless Telecommunications Bureau two copies of the unredacted documents appropriately marked and two copies of the redacted documents marked "Redacted – For Public Inspection."[4] For any electronic filings made using the Commission's Electronic Comment Filing System ("ECFS"), parties also should serve the documents via e-mail to Kathy Harris, kathy.harris@fcc.gov; Kate Matraves, catherine.matraves@fcc.gov; and Jim Bird, jim.bird@fcc.gov.

If you have any questions regarding this matter, please contact Susan Singer, Wireless Telecommunications Bureau, at (202) 418-1340, or Joel Rabinovitz, Office of General Counsel, at (202) 418-0689.

Sincerely,

Rick Kaplan
Chief, Wireless Telecommunications Bureau

Attachments

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[2] *See* AT&T Inc. and Deutsche Telekom AG Seek FCC Consent to the Transfer of Control of the Licenses and Authorizations Held by T-Mobile USA, Inc. and Its Subsidiaries to AT&T Inc., WT Docket No. 11-65, *Public Notice*, DA 11-799 (rel. Apr. 28, 2011) ("Comment Public Notice").

[3] *See* Comment Public Notice at 4; Protective Order.

[4] *See* Protective Order at 2 ¶ 3.

Attachment A Instructions

For each month, beginning 01/01/08 and extending through 03/31/11, please provide all billing data requested in Attachment B for each mobile wireless price plan
offered by your company on a monthly basis, in each CMA of the United States. You should submit information on each mobile wireless price plan that
(a) was available to new subscribers at any time between 01/01/08 and 03/31/11, and/or (b) had at least one subscriber at any time between
01/01/08 and 03/31/11 in any CMA. A wireless plan is defined here as any unique combination of fields 2 through 32 in the "Billing_Plans.CSV" data below.
For example, if one plan has the call waiting feature and another is identical in every respect except that it does not include
this feature then it should be listed as a separate plan. If your firm offers an individual voice plan with 450 minutes, then this offering should
be a separate plan and have a separate line in the data and unique ID code for every possible combination of text and data plans that a consumers could pair
with this voice offering.

Please provide these files electronically in comma separated value (.csv) format. The format is indicated for the entries in each column/field
in the instructions below. All entries in text string fields must be in quotation marks (e.g. "AT&T"). Do not enter any text objects in numeric fields
(e.g. do not include $ in front of any dollar figures). Code any unlimited values numerically as 9999 and any values that are unknown as -1. Each Excel
sheet should be submitted as a separate .csv database. As a result, each carrier should produce three separate .csv files from its billing system data.
Every CSV database should include all variables listed in each sheet. All databases must contain the following four variables:
(1) the unique plan identifier; (2) the CMA code; (3) the month and; (4) the year. These four variables should uniquely define the observations in each
database so that the databases can be merged using these variables.

Billing_Plans.CSV

Field	Variable Name	Format	Field Label	Description
1	id	numeric	Unique ID code for plan	Provide a unique identifier for each plan as described in the instructions.
2	cma	numeric	CMA code	Provide the code for the Cellular Market Area (CMA) of the subscribers
3	month	2 digit numeric	Month	Provide the billing month in numeric format: 01= January 12=December
4	year	4 digit numeric	Year	Provide the four digit year of the billing month
5	bill_code	text string	Plan billing code	Provide the billing system code for the plan (not necessarily unique)
6	plan_name	text string	Plan name/ description	The name or description of the plan as used in the billing system
7	month_first	2 digit numeric	Month first offered	The month the plan was first offered to new subscribers
8	year_first	4 digit numeric	Year first offered	The year the plan was first offered to new subscribers
9	month_last	2 digit numeric	Month last offered	The month the plan was last offered to new subscribers, if no longer available
10	year_last	4 digit numeric	Year last offered	The year the plan was last offered to new subscribers, if no longer available
11	plan_type	1 digit numeric	Plan type	The plan's subscriber type: 1=consumer/retail postpaid 2=consumer prepaid 3=consumer data-only plan 4=other consumer plans (Note: Include small business subscribers but not MVNO, M2M or enterprise customers in any calculations or plan definitions)
12	plan_brand	1 digit numeric	Plan branding/ marketing	Whether the plan is branded and market by the firm or an authorized reselled: 0=reseller 1=firm
13	contract	0/1 numeric	Contract required	Whether the plan requires new subscribers to sign a service contract: 1=contract required 0=no contract required
14	contract_length	numeric	Contract length in years	Number of years of service required by contract
15	etf	numeric	Early termination fee amount	The ETF fee typically required by the service contract (enter zero if no ETF)
16	etf_reduce	0/1 numeric	ETF reduction indicator	Indicator variable for whether the ETF declines over contract period
17	shared	0/1 numeric	Shared plan	Whether the minutes of the plan are shared across multiple lines (i.e. family plan): 0 = individual plan 1=shared plan
18	national	0/1 numeric	National calling plan	An indicator of whether the plan's home calling area is national or local/regional: 1=national 0=regional/local
19	min_any	numeric	Anytime minutes	The number of anytime minutes included in the plan. If unlimited code as 9999
20	min_peak	numeric	Peak minutes	The number of peak minutes inlcuded in the plan. If unlimited code as 9999
21	peak_hours	numeric	Daily hours in peak period	The number of hours per day that are billed as peak hours. If unlimited code as 9999
22	min_offpeak	numeric	Offpeak minutes	The number of off-peak (e.g. nights and weekends) minutes included in the plan. If unlimited code as 9999
23	min_mobmob	numeric	Mobile to mobile minutes	The number of mobile to mobile minutes included in the plan. If unlimited code as 9999
24	unlim_onnet	0/1 numeric	Unlimited on-network calling	An indicator for whether the plan offers unlimited calling to subscribers of the firm's wireless network: 0=No 1=Yes
25	unlim_friends	0/1 numeric	Unlimited family/ friends calling	An indicator for whether plan offers unlimited calling to some numbers chosen by the subscriber: 0=No 1=Yes
26	min_anylost	0/1 numeric	Unused minutes lost at end of billing cycle	An indicator for whether or not all unused anytime/peak minutes are lost at the end of the billing cycle: 0=No 1=Yes
27	min_roam	numeric	Voice roaming minutes	The number of voice roaming minutes included in the plan. If unlimited code as 9999
28	over_roam	numeric	Voice roaming per minute overage rate	The per-minute overage rate for roaming minutes in excess of the minutes included in the plan
29	data	numeric	Number of megabytes in plan	The number of megabytes included in the plan (if any). If unlimted code as 9999. If no plan code as 0 . If throttled indicate at what value data is throttled. If "unlimited" but capped indicate the usage cap.
30	data_name	text string	Data plan name	The name or description of the data plan as used in the billing system
31	smart_data	0/1 numeric	Smartphone data plan	An indicator for whether the data plan is available to smartphone devices: 0=No 1=Yes
32	texts	numeric	Number of text messages in plan	The number of text messages included in the plan (if any). If unlimited code as 9999. If no plan, code as zero
33	text_name	text string	Text plan name	The name or description of the messaging plan as used in the billing system
34	charge_prime_access	numeric	Monthly charge for primary line	The monthly recurring access charge for the primary line
35	charge_primeline	numeric	Activation fee for primary line	The one time activation fee for the primary line
36	charge_add_access	numeric	Monthly charge per additional line	The monthly recurring access charge per additional line on the account
37	charge_addline	numeric	Activation fee per additional line	The one time activation fee per additional line on the account
38	over_any	numeric	Per-minute anytime overage rate	The per-minute overage rate for anytime minutes in excess of the minutes included in the plan
39	access_text	numeric	Monthly charge for text plan	The monthly recurring charge for the text messages included in the plan
40	over_text	numeric	Per text overage charge	The per-text overage rate for text messages in excess of the text messages included in the plan. If no plan provide a la carte rate
41	access_data	numeric	Monthly charge for data plan	The monthly recurring charge for the megabytes of data included in the plan
42	over_data	numeric	Per megabyte overage charge	The per-megabyte overage rate for data in excess of the megabytes included in the plan. If no plan provide a la carte rate

Billing_Subs.CSV

Field	Variable Name	Format	Field Label	Description
1	id	numeric	Unique ID code for plan	Provide a unique identifier for each plan as described in the instructions.
2	cma	numeric	CMA code	Provide the code for the Cellular Market Area (CMA) of the subscribers
3	month	2 digit numeric	Month	Provide the billing month in numeric format: 1= January 12=December
4	year	4 digit numeric	Year	Provide the four digit year of the billing month
5	lines_activeon	numeric	Active contract lines	The number of lines with an active status (as indicated in billing system) that are subject to a contract
6	lines_activeoff	numeric	Active off-contract lines	The number of lines with an active status (as indicated in billing system) that are not subject to a contract
7	lines_inactive	numeric	Inactive lines	The number of lines that have neither an active nor cancelled status but remain subscribers in the billing system
8	lines_iPhone	numeric	iPhone lines	The number of iPhone lines associated with iPhone devices
9	lines_othersmart	numeric	Smartphone lines	The number of active lines that are associated with other (non-iPhone) smartphone devices
10	gross_additions	numeric	Gross line additions	The number of gross new line additions by plan, month and CMA
11	disconnect_vol	numeric	Voluntary disconnects	The number of lines that were voluntarily terminated of all wireless services with the company. (Note: Only subscribers who have terminated all wireless service with firm should be counted as disconnects.)
12	disconnect_invol	numeric	Involuntary disconnects	The number of lines that have been involuntarily terminated from all wireless services with the company
13	renewals	numeric	Total number of contract renewals	The number of lines on the plan that have renewed their contracts in the given month and CMA
14	avg_lines	numeric	Average number of lines per account	The average number of subscriber lines per active account under the plan
15	arpu	numeric	Average revenue per user	The average revenue per user/line (active) for the plan
16	arpu_data	numeric	Average data revenue per user	The average data revenue per user/line (active) for the plan
17	perc_smart	numeric	Percent smartphone users	The percentage of plan users with smartphone devices
18	perc_iphone	numeric	Percent iPhone users	The percentage of plan users with iPhone devices

Billing_Ports.CSV

1	id	numeric	Unique ID code for plan	Provide a unique identifier for each plan as described in the instructions.
2	cma	numeric	CMA code	Provide the code for the Cellular Market Area (CMA) of the subscribers
3	month	2 digit numeric	Month	Provide the billing month in numeric format: 01= January 12=December
4	year	4 digit numeric	Year	Provide the four digit year of the billing month
5	outports_att	numeric	Ports to ATT	Provide number of subscribers of billing plan that ported number to ATT
6	inports_att	numeric	Ports from ATT	Provide number of subscribers of billing plan that ported number from ATT
7	outports_tm	numeric	Ports to T-Mobile	Provide the number of subscribers of billing plan that ported number to T-Mobile
8	inports_tm	numeric	Ports from T-Mobile	Provide number of subscribers of billing plan that ported number from T-Mobile
9	outports_vz	numeric	Ports to Verizon	Provide number of subscribers of billing plan that ported number to Verizon
10	inports_vz	numeric	Ports from Verizon	Provide number of subscribers of billing plan that ported number from Verizon
11	outports_sprint	numeric	Ports to Sprint	Provide the number of subscribers of billing plan that ported number to Sprint
12	inports_sprint	numeric	Ports from Sprint	Provide number of subscribers of billing plan that ported number from Sprint
13	outports_usc	numeric	Ports to US Cellular	Provide number of subscribers of billing plan that ported number to US Cellular
14	inports_usc	numeric	Ports from US Cellular	Provide number of subscribers of billing plan that ported number from US Cellular
15	outports_metro	numeric	Ports to MetroPCS	Provide the number of subscribers of billing plan that ported number to MetroPCS
16	inports_metro	numeric	Ports from MetroPCS	Provide number of subscribers of billing plan that ported number from MetroPCS
13	outports_leap	numeric	Ports to Leap	Provide number of subscribers of billing plan that ported number to Leap
14	inports_leap	numeric	Ports from Leap	Provide number of subscribers of billing plan that ported number from Leap
15	outports_cs	numeric	Ports to CellSouth	Provide the number of subscribers of billing plan that ported number to CellSouth
16	inports_cs	numeric	Ports from CellSouth	Provide number of subscribers of billing plan that ported number from CellSouth
15	outports_other	numeric	Ports to other carriers	Provide the number of subscribers of billing plan that ported number to any other carrier
16	inports_other	numeric	Ports from other carriers	Provide number of subscribers of billing plan that ported number from any other carrier

id	cma	month	year	bill_ code	plan_ name	month_ first	year_ first	month_ last	year_ last	plan_ type	plan_ brand	contract	contract_ length	etf	etf_ reduce	shared	national	min_ any	min_ peak	peak_ hours	min_ offpeak	min_ mob mob

unlim_ onnet	unlim_ friends	min_ any lost	min_ roam	over_ roam	data	data_ name	smart_ data	texts	text_ name	charge_ prime_ access	charge_ prime line	charge_ add_ access	charge_ addline	over_ any	access_ text	over_ text	access_ data	over_ data

Billing_Subs

id	cma	month	year	lines_activeon	lines_activeoff	lines_inactive	lines_iPhone	lines_othersmart	gross_additions	disconnect_vol

Billing_Subs

disconnect_invol	renewals	avg_lines	arpu	arpu_data	perc_smart	perc_iphone

Billing_Ports

id	cma	month	year	outports_att	inports_att	outports_tm	inports_tm	outports_vz	inports_vz	outports_sprint	inports_sprint

Billing_Ports

outports_usc	inports_usc	outports_metro	inports_metro	outports_leap	inports_leap	outports_cs	inports_cs	outports_other	inports_other

Attachment B Table - Bidding

Provide bidding information in response to an enterprise's formal or informal RFP (request for proposal) for wireless service contract from 01/01/08 to 03/01/11.
Please provide all data files electronically in comma separated value (.csv) format. The required format for the entries in each column/field is indicated
in the instructions below. All entries in text string fields must be in quotation marks (e.g. "AT&T"). Do not enter text objects in numeric fields
(e.g. do not include commas or $ signs in any dollar figures). Code any unlimited values numerically as 9999 and any values that are unknown as -1.
All text strings should be limited to 400 characters.

Bidding Information

Field #	Variable Name	Format	Field Label	Description
1	Unique_RFP_Project_ID	numeric	Unique ID code for RFP Project	A unique identifier for each RFP (Request for Proposal) Project
2	Project_Name	text string	Project_Name	Name of the project for the RFP
3	Enterprise_Name	text string	Enterprise Name	The name of the enterprise issuing RFP (or seeking a bid informally)
4	Day_RFP	1 or 2 digit numeric	Day of the RFP month	The RFP issuing day of the month (1 - 31), N/A=-1
5	Month_RFP	1 or 2 digit numeric	RFP Month	The RFP issuing month (1= January 12=December) , N/A=-1
6	Year_RFP	4 digit numeric	RFP Year	The four digit RFP issuing year, N/A=9999
7	Bid_Participation	1 digit numeric	Bid_Participation	1=if a bid was submitted for the RFP, 0=otherwise
8	Project_Stage	text string	Project Stage	Stage of the RFP Project (production, submission, withdrawl. etc.)
9	Day_Bid	1 or 2 digit numeric	Day of the Bidding Month	The day of the month (1 - 31) when the bid was due, N/A=-1
10	Month_Bid	1 or 2 digit numeric	Bidding Month	The month (1= January 12=December) when the bid was due, N/A=-1
11	Year_Bid	4 digit numeric	Bidding Year	The four digit year when the bid was due, N/A=9999
12	Bid_Success	1 digit numeric	Bid Success	1=if a bid was successful or accepted and a contract was awarded, 0=otherwise
13	Reason_Loss	text string	Reason Loss	Reasons of not winning the contract (coverage, high price, project cancelled, etc)
14	Day_Contract_Awarded	1 or 2 digit numeric	Day of the contract awarding month	The day of the month (1 - 31) when the contract was awarded, N/A=-1
15	Month_Contract_Awarded	1 or 2 digit numeric	Contract Awarding Month	The month (1= January 12=December) when the contract was awarded, N/A=-1
16	Year_Contract_Awarded	4 digit numeric	Contract Awarding Year	The four digit year when the contract was awarded, N/A=9999
17	Enterprise_HQ_FIPS	text (5 chars)	Enterprise HQ FIPS (Year 2010) County Code	The year 2010 FIPS county code of the enterprise headquarter location
18	Enterprise_HQ_Str	text string	Enterprise HQ Street	The enterprise headquarter street address
19	Enterprise_HQ_City	text string	Enterprise HQ City	The enterprise headquarter residing city
20	Enterprise_HQ_State	text string	Enterprise HQ State	The enterprise headquarter residing state
21	Enterprise_HQ_ZIPCODE	5 digit numeric	Enterprise HQ ZIPCODE	The enterprise headquarter ZIPCODE
22	No_Bidders	2 digit numeric	Number Bidders	The total number of service providers believed to have bid for the RFP
23	RFP_Multi_State	1 digit numeric	RFP Mult State	1=if the RFP covers multiple States, 0=otherwise
24	Optr_Awarded	text string	Operator Awarded Contract	The name of the operator that was awarded the contract (e.g. AT&T, T-Mobile, Verizon, Sprint)
25	Bid_Amount	numeric	Amount Bid	Total dollar value of bid submitted for RFP for all lines (e.g. 1000000)
26	Contract_Value	numeric	Contract Value	Total value for the contract in dollars

Attachment B Table - Bidding

27	ATT_Bid	1 digit numeric	ATT Bid	1=if ATT believed to have submitted bid for the contract, 0=otherwise
28	VZ_Bid	1 digit numeric	VZ Bid	1=if Verizon believed to have submitted bid for the contract, 0=otherwise
29	TM_Bid	1 digit numeric	TM Bid	1=if T-Mobile believed to have submitted bid for the contract, 0=otherwise
30	Sprint_Bid	1 digit numeric	Sprint Bid	1=if Sprint believed to have submitted bid for the contract, 0=otherwise
31	Contract_Length	1 to 3 digit numeric	Contract Length	Expected contract length in month
32	Contract_Description	text string	Contract Description	Brief description of the contract
33	Total_Lines	numeric	Total number of lines	Total number of lines or SIMs in the contract (9999=if unlimited)
34	Month_AddLine_Price	1 to 4 digit numeric	Bidding Monthly Price Per Additional Line	Monthly price per additional line above the contract cap in dollars (roundup to the next full number)
35	International_Service	0/1 numeric	International Service	An indicator variable for whether the RFP included international voice and data services
36	Month_Total_Revenue	numeric	Month Total Revenue	Monthly total revenue in dollars=
37	Month_Voice_Revenue	numeric	Month Voice Revenue	Monthly voice revenue in dollars
38	Month_Text_Revenue	numeric	Month Text Revenue	Monthly text revenue in dollars
39	Month_Data_Revenue	numeric	Month Data Revenue	Monthly data revenue in dollars
40	Comment	text string	Comment	Any additional comment on the RFP, win or loss, etc

Unique_RFP_Project_ID	Project_Name	Enterprise_Name	Day_RFP	Month_RFP	Year_RFP	Bid_Participation	Project_Stage	Day_Bid	Month_Bid	Year_Bid	Bid_Success

*including the firms believed to have bid for the RFP
**If there are multiple bids under the same RFP, for instance, $1 million for 5000 lines or 1.5 million to cover 10,000 lines, these bids should be listed on separate lines with the same unique RFP ID

Reason_Loss	Day_Contract_Awarded	Month_Contract_Awarded	Year_Contract_Awarded	Enterprise_HQ_FIPS	Enterprise_HQ_Str	Enterprise_HQ_City	Enterprise_HQ_State

Enterprise_HQ_ZIPCODE	No_Bidders*	RFP_Multi_State	Optr_Awarded	Bid_Amount**	Contract_Value	ATT_Bid	VZ_Bid	TM_Bid	Sprint_Bid	Contract_Length

Contract_Description	Total_Lines	Month_AddLine_Price	International_Service	Month_Total_Revenue	Month_Voice_Revenue	Month_Text_Revenue	Month_Data_Revenue	Comment

Attachment B Table - Subscriber Data

For each month, beginning 01/01/08 and extending through 03/31/11, provide all the CMA level data requested below.
Please provide these files electronically in comma separated value (.csv) format. The required format for the entries in each column/field is indicated in the instructions below.
All entries in text string fields must be in quotation marks (e.g. "AT&T"). Do not enter text objects in numeric fields (e.g. do not include $ in front of any dollar figures).
Code any unlimited values numerically as 9999 and any values that are unknown as -1. Separate CSV databases should be submitted for the following category of subscribers:
(a) retail postpaid (b) retail prepaid (c) retail data-only plans. As a result, each carrier is required to produce three seaparate .csv files.
Retail plans should include small-business accounts, do not include MVNO and M2M lines in data calculations.

Field #	Variable Name	Format	Field Label	Description (Q13)
1	month	2 digit numeric	Month	Provide the billing month in numeric format: 1= January 12=December
2	year	4 digit numeric	Year	Provide the four digit year of the billing month
3	cma	numeric	CMA name	Provide the CMA number to which the data applies
4	subs	numeric	Subscribers	The number of subscribers/lines in the CMA and month for the relevant service
5	subs_post	numeric	Postpaid subscribers	The number of postpaid subscribers
6	subs_pre	numeric	Prepaid subscribers	The number of prepaid subscribers
7	subs_smart	numeric	Smatphone subscribers	The number of smartphone subscribers in the CMA and month
8	subs_idevice	numeric	Internet device subscribers	The number of internet devices subscribers in the CMA and month
9	rev_total	numeric	Total revenues	
10	rev_service	numeric	Service revenues	The total revenues (excluding taxes) for all services provided in the given month and CMA
11	rev_equip	numeric	Equipment revenues	The total revenues (excluding taxes) for all equipment sold in the given month and CMA
12	rev_other	numeric	Other revenues	The total revenues from all other services sold to subscribers in the CMA (e.g. GPS etc.)
13	rev_data	numeric	Data revenues	The total revenues from all data usage (excluding texting) by all subscribers in the CMA
14	rev_voice	numeric	Voice revenues	The total revenues (excluding taxes) from voice services
15	rev_mess	numeric	Messaging revenues	The total revenues from all messaging services by all subscribers in the CMA
16	rev_over	numeric	Overage revenues	The total revenues resulting from overage charges
17	use_min	numeric	Voice minute usage	The total minutes used by all subscribers in the given month and CMA
18	use_mb	numeric	Data MB usage	The total megabytes of data usage (excluding texting) by all subscribers in the CMA
19	use_mess	numeric	Text messages sent	The total number of messages (inlcuding SMS and MMS) sent by all subscribers in the CMA
20	arpu	numeric	Average revenue per user	The average revenue per user for all subscribers in the given month and CMA
21	arpu_mess	numeric	Average messaging revenue per us	The average messaging revenue per user for all subscribers
22	arpu_data	numeric	Average data revenue per user	The average data revenue per user for all subscribers
23	adds_gross	numeric	Gross additions	Provide the gross subscriber additions in the CMA in the given month
24	adds_net	numeric	Net additions	Provide the net subscriber additions in the CMA in the given month
25	churn	numeric	Churn rate	The churn rate for all subscribers in the CMA
26	retentions	numeric	Number of subscriber retentions	The number of saves/retentions in the CMA and month
27	retention_costs	numeric	Cost per retention	The cost per save/retention in the CMA and month
28	cpga	numeric	Cost per gross addition	The cost per gross addition for all subscribers in the given month and CMA
29	ccpu	numeric	Cash cost per user	Provide the average Cash Cost Per User (CCPU) for subscribers in the given month and CMA
30	cost_revserv	numeric	Cost of service revenues	Provide the total cost of the service revenues in the CMA
31	back_cost	numeric	Cost of backhaul	Provide the total amount paid for backhaul in the given month and CMA

Subscriber Data

month	year	cma	subs	subs_post	subs_pre	subs_smart	subs_idevice	rev_total	rev_service	rev_equip	rev_other	rev_data	rev_voice	rev_mess	rev_over

use_min	use_mb	use_mess	arpu	arpu_mess	arpu_data	adds_gross	adds_net	churn	retentions	retention_costs	cpga	ccpu	cost_revserv	back_cost

Attachment B Table - Network Quality

The following data descriptions apply to the columns of the "Network Quality" sheet. In general, this sheet is intended to provide data on network performance measures at the county level on a monthly basis. All data should be submitted in a .csv (comma-delimited) format. The Network Quality worksheet provides a template for how the table should be designed. The required format for the entries in each column/field is indicated in the instructions below.
All entries in Text fields must be in quotation marks (e.g. "AT&T").

Column A: | **date** |
| :---: |

| *Description:* | The month and year for which the data is being collected. Submit data on a monthly basis from Jan. 2009 to Mar. 2011. |
| *Format of Field:* | Text - YYYY_MM |

Column B: | **fips** |
| :---: |

Description:	The five-digit FIPS code - based on 2010 designations - of the county in which the site is located.
Format of Field:	Text
Example Entries:	"01001", "51059", etc.

Column C: | **cma** |
| :---: |

| *Description:* | The standard market number of the CMA in which the site is located. |
| *Format of Field:* | Number - Integers 1 - 722, excluding 91, 147, 169, 202, 204, and 306 |

Column D: | **calls** |
| :---: |

| *Description:* | The total number of attempted calls in the county and month |
| *Format of Field:* | Number |

Column E: | **call_drops** |
| :---: |

| *Description:* | The total number of dropped calls in the county and month |
| *Format of Field:* | Number |

Column F: | **call_blocks** |
| :---: |

| *Description:* | The number of blocked calls in the county and month |
| *Format of Field:* | Number |

Column G: | **data_requests** |
| :---: |

| *Description:* | The total number of attempted data requests in the county and month |
| *Format of Field:* | Number |

Column H: | **data_blocks** |
| :---: |

| *Description:* | The number of blocked data request attempts in the county and month |
| *Format of Field:* | Number |

Column I: | **data_speed** |
| :---: |

| *Description:* | The average download rate for all users on the network in the county and month |

Format of Field: Number

date	fips	cma	calls	call_drops	call_blocks	data_requests	data_blocks	data_speed

Attachment B Table - Device Sales

The following field descriptions apply to the columns of the "Device Sales" table. This table provides data by CMA and month on the
number and of all devices (inlcuding handsets, dongles, usb modems, tablets etc.) sold by model as well as the average price paid by the company and subscribers for each model.
For each month, beginning 01/01/07 and extending through 03/31/11, provide all the CMA level data requested below.
All data should be submitted in a .csv (comma-delimited) format. The Handset Prices worksheet provides a template for how the table should be designed.
The required format for the entries in each column/field is indicated in the instructions below.
All entries in Text fields must be in quotation marks (e.g. "AT&T").

Field #	Variable Name	Format	Field Label	Description
1	month	2 digit numeric	Month	Provide the billing month in numeric format: 1= January 12=December
2	year	4 digit numeric	Year	Provide the four digit year of the billing month
3	cma	numeric	CMA name	Provide the CMA number to which the data applies
4	dev_manuf	string	Device manufacturer	Provide the device manufacturer for the handset
5	dev_model	string	Model number	Provide a unique model number for the handset
6	sold	numeric	Quantity sold	Provide the number of handsets sold in the CMA and month
7	revenues	numeric	Total revenues	Provide the total revenues from sales of the handset model in the CMA and month
8	price_cons	numeric	Average handset price	Provide the average price paid by consumers for each handset model in the month and CMA
9	price_wholesale	numeric	Average handset wholesale price	Provide the average wholesale price paid by your company for the handset model
10	promotion	0/1 numeric indicator	Handset promotion indicator	Provide an indicator for whether handset model was promoted in CMA in given month 0=No Promotion 1=Yes Promotion

Device_Sales

month	year	cma	dev_man	dev_model	sold	revenues	price_cons	price_wholesale	promotion