

Data Formatting

All data should be submitted in a .csv (comma-delimited) format. The sheets in the workbook provide a template for how the tables should be designed.

The required format for the entries in each column/field is indicated in the instructions for each sheet.

Column entries in **bold red** indicate that the party should enter only one of the possible entries listed for that column. No other entries should be entered.

Data for all of the tables should be submitted on a periodic basis as specified in the instructions in individual tables.

"Plan Data" Table

For each month beginning June, 2013 and extending through June, 2014, please provide the plan level subscriber data by zip code requested in the table below.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
A	date	Text - YYYY_MM	2013_06 to 2014_06	The month for which the data is being collected
B	zip	Text	20427	Five-digit zip code (with leading zeros) for the service plan
C	plan_id	Text	6478931A	A unique internal system service plan identifier for each plan
D	plan_name	Text	HD Preferred, Best Double with Extreme	The service plan name associated with the Plan ID
E	internet	Integer	0, 1	Whether the plan includes Internet access service (1) or not (0)
F	down_speed	Float	3	The advertised downstream speed of the service plan in Mbps (-1 if no Internet access service; -2 if unknown)
G	up_speed	Float	1.5	The advertised upstream speed of the service plan in Mbps (-1 if no Internet access service, -2 if unknown)
H	mvpd	Integer	0, 1	Whether the service plan includes MVPD service (1) or not (0)
I	video_tier	Text	Expanded Basic	The video tier name associated with this service plan (-1 if no video service, -2 if unknown)
J	channels	Integer	26	Number of channels included in the service plan (-1 if no Internet access service, -2 if unknown)
K	voice	Integer	0, 1	Whether the service plan includes telephone services (1) or not (0)
L	unlimited_voice	Integer	0, 1	Whether the service plan includes unlimited national voice calling (1) or not (0)
M	contract	Integer	24	The length of any contractual commitment subject to a termination penalty in months (-1 if no contract, -2 if unknown)
N	subs	Integer	568	Total number of subscribers in this zip code to the service plan on the last day of the month
O	subs_1month	Integer	18	Number of subscribers in this zip code who have subscribed to the service plan for 1 month or less
P	subs_12months	Integer	151	Number of subscribers in this zip code who have subscribed to the service plan for 12 months or less
Q	subs_12_24months	Integer	140	Number of subscribers in this zip code who have subscribed to the service plan for more than 12 months, and for 24 months or less
R	subs_24months	Integer	277	Number of subscribers in this zip code who have subscribed to the service plan for more than 24 months
S	disconnects	Integer	81	Number of subscribers in this zip code who have discontinued service to the service plan during the relevant month
T	disconnects_12months	Integer	13	Number of subscribers in this zip code discontinuing service to the service plan who were subscribed to the service plan for 12 months or less
U	disconnects_12_24months	Integer	25	Number of subscribers in this zip code discontinuing service to the service plan who were subscribed to the service plan for more than 12 months and for 24 months or less
V	disconnects_24months	Integer	43	Number of subscribers in this zip code discontinuing service to the service plan who were subscribed to the service plan for more than 24 months
W	etf_perc	Float	75.6	Percent of subscribers who are subject to an early termination fee ("ETF") on the last day of the month
X	etf_perc12months	Float	82.0	Percent of subscribers who have subscribed to the service plan for 12 months or less who are subject to an ETF on the last day of the month

"Plan Data" Table

For each month beginning June, 2013 and extending through June, 2014, please provide the plan level subscriber data by zip code requested in the table below.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
Y	etf_perc12_24months	Float	44.0	Percent of subscribers who have subscribed to the service plan for 12 months or more, and for 24 months or less who are subject to an ETF on the last day of the month
Z	etf_perc_24months	Float	56.0	Percent of subscribers who have subscribed to the service plan for more than 24 months who are subject to an ETF on the last day of the month
AA	etf	Float	\$126.01	Average ETF of all subscribers who are subject to an ETF on the last day of the month
AB	etf_12months	Float	\$267.10	Average ETF of subscribers who have subscribed to the service plan for 12 months or less who are subject to an ETF on the last day of the month
AC	etf_12_24months	Float	\$111.67	Average ETF of subscribers who have subscribed to the service plan for more than 12 months, and for 24 months or less who are subject to an ETF on the last day of the month
AD	etf_24months	Float	\$56.35	Average ETF of subscribers who have subscribed to the service plan for more than 24 months who are subject to an ETF on the last day of the month
AE	arspr	Float	\$90.45	Average recurring service plan revenue (ARSPR) per subscriber in this zip code with the service plan in the month
AF	arspr_1month	Float	\$89.02	ARSPR of subscribers who have subscribed to the service plan for 1 month or less with the service plan in the month
AG	arspr_12months	Float	\$92.50	ARSPR of subscribers who have subscribed to the service plan for 12 months or less with the service plan in the month
AH	arspr_12_24months	Float	\$93.65	ARSPR of subscribers who have subscribed to the service plan for more than 12 months, and for 24 months or less with the service plan in the relevant month
AI	arspr_24months	Float	\$87.71	ARSPR of subscribers who have subscribed to the service plan for more than 24 months with the service plan in the month
AJ	acquisition_cost	Float	\$234.29	The average acquisition cost per subscriber in this zip code with the service plan in the month

Notes:

Columns A through M define unique records in this data

date	zip	plan_id	plan_name	internet	down_speed	up_speed	mvpd	video_tier	channels	telephony	unlimited_voice	contract	subs	subs_1_month	subs_12_months	subs_12_24months	subs_24_months	disconnects	disconnects_12_months	disconnects_12_24_months	disconnects_24_months	etf_perc	etf_perc_12months	etf_perc_12_24_months	etf_perc_24months	etf	etf_12_months	etf_12_24_months	etf_24_months	arspr	arspr_1_month	arspr_12_months	arspr_12_24_months	arspr_24_months	acquisition_cost			
2013_11	20427	6478931A	Best Double with Extreme	1	30	5	1	Basic	245	1		730	568	18	151	140	277	81	13	25	43	75.56%	100.00%	100.00%	48.74%	\$126.01	\$267.10	\$111.67	\$56.35	\$90.45	\$89.02	\$92.50	\$93.65	\$87.71	\$234.29			