

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 | 1002 | A unique internal system service plan identifier for each plan |
| D | plan_name | Text | DTV-Plus | The service plan name associated with the Plan ID |
| E | video_tier | Text | Expanded Basic | The video tier name associated with this service plan (-1 if no video service, -2 if unknown) |
| F | channels | Integer | 26 | Number of channels included in the service plan (-1 if no video |
| G | contract | Integer | 24 | The length of any contractual commitment subject to a termination penalty in months (-1 if no contract, -2 if unknown) |
| H | subs | Integer | 568 | Total number of subscribers in this zip code to the service plan on the last day of the month |
| I | subs_1month | Integer | 18 | Number of subscribers in this zip code who have subscribed to the service plan for 1 month or less |
| J | subs_12months | Integer | 151 | Number of subscribers in this zip code who have subscribed to the service plan for 12 months or less |
| K | 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 |
| L | subs_24months | Integer | 277 | Number of subscribers in this zip code who have subscribed to the service plan for more than 24 months |
| M | disconnects | Integer | 81 | Number of subscribers in this zip code who have discontinued service to the service plan during the relevant month |
| N | 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 |

"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 |
|--------|-------------------------|---------|--------------------------------------|--|
| O | 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 |
| P | 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 |
| Q | etf_perc | Float | 75.6 | Percent of subscribers who are subject to an early termination fee ("ETF") on the last day of the month |
| R | 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 |
| S | 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 |
| T | 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 |
| U | etf | Float | \$126.01 | Average ETF of all subscribers who are subject to an ETF on the last day of the month |
| V | 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 |

"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 |
|--------|-------------------|--------|--------------------------------------|--|
| W | 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 |
| X | 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 |
| Y | arspr | Float | \$90.45 | Average recurring service plan revenue (ARSPR) per subscriber in this zip code with the service plan in the month |
| Z | 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 |
| AA | 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 |
| AB | 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 |
| AC | 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 |
| AD | 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 G define unique records in this data

