

## Format of Data

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.

## "Partnership Agreements" Table

For every firm that the Company has partnered with to offer Synthetic Bundles, including Internet Access Service provided by the partner and MVPD service provided by the Company, by month from January 2012 to June 2014, provide the data in the table below. Note, each new date, tech and residential code should be a new row of data. In general, this table is intended to provide data on the number of subscriber, ARPU and churn data to synthetic bundles, separately by acquiring partner.

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
A	date	Text - YYYY_MM	2012_01 to 2014_06	The date for which the data is being collected
B	residential	Integer	1, 0	Whether the row of data corresponds to (1) residential or (0) (non-residential)
C	synth_subs	Integer	1200	the total number of subscribers to the Synthetic Bundle at the end of the month
D	synth_subs_company	Integer	800	the total number of subscribers to the Synthetic Bundle at the end of the month who purchased the Synthetic Bundle directly from the Company
E	synth_subs_partner	Integer	400	the total number of subscribers to the Synthetic Bundle at the end of the month who purchased the Synthetic Bundle directly from the partner
F	arpu_subs	Integer	112	the average revenue per subscriber to the Company (net of any payments made to the partner) for all subscribers to the Synthetic Bundle at the end of the month
G	arpu_subs_company	Integer	106	the average revenue per subscriber to the Company (net of any payments made to the partner) for all subscribers to the Synthetic Bundle at the end of the month who purchased the Synthetic Bundle directly from the Company
H	arpu_subs_partner	Integer	115	the average revenue per subscriber to the Company (net of any payments made to the partner) for all subscribers to the Synthetic Bundle at the end of the month who purchased the Synthetic Bundle directly from the partner
I	subs_new	Integer	82	The number of subscribers beginning a subscription to the Synthetic Bundle during the month.
J	subs_new_company	Integer	40	The number of subscribers beginning a subscription to the Synthetic Bundle during the month who purchased the Synthetic Bundle directly from the Company.
K	subs_new_partner	Integer	42	The number of subscribers beginning a subscription to the Synthetic Bundle during the month who purchased the Synthetic Bundle directly from the partner.
L	subs_lost	Integer	15	The number of subscribers ending a subscription to the Synthetic Bundle during the month.
M	subs_lost_company	Integer	7	The number of subscribers ending a subscription to the Synthetic Bundle during the month who purchased the Synthetic Bundle directly from the Company.
N	subs_lost_partner	Integer	8	The number of subscribers ending a subscription to the Synthetic Bundle during the month who purchased the Synthetic Bundle directly from the partner.

### Notes by Column:

**A, B, C:** Any variation in Date, Tech, and Residential necessitates the creation of a new, unique record.

<b>date</b>	<b>residential</b>	<b>synth_subs</b>	<b>synth_subs_ company</b>	<b>synth_subs_ partner</b>	<b>arpu_subs</b>	<b>arpu_subs_ company</b>	<b>arpu_subs_ partner</b>	<b>subs_new</b>	<b>subs_new_ company</b>	<b>subs_new_ partner</b>	<b>subs_lost</b>	<b>subs_lost_ company</b>	<b>subs_lost_ partner</b>
2014_06	1	1200	800	400	112	106	115	82	40	42	15	7	8