For each DMA served by the Company, and for each day during the period January 1, 2013 to May 31, 2014, provide the following information

Column	Variable Name	Format	Example Entries	Description
A	DMA_NUM	INTEGER	511	The 2013-4 Nielsen numerical code for each DMA
B	DMA_NAME	TEXT	WASHINGTON, DC (HAGRSTWN)	The 2013-4 Nielsen text description of each DMA
C	R_VOD_PPV_peak	Float	13434343.5	Total daily revenue from VOD and PPV services sold during peak hours (7PM-11PM)
D	DATE	DATE	12/31/2014	Date MM/DD/YYYY
E	R_VOD_PPV_nonpeak	Float	434345.2	Total daily revenue from VOD and PPV services sold during non-peak hours (11PM previous day-7PM)
F	VOD_Hours_peak	Float	543534.3	Total number of hours of free Video-on-Demand services viewed during peak hours (7PM-11PM)
G	VOD_Hours_nonpeak	Float	53534.3	Total number of hours of free Video-on-Demand services viewed during non-peak hours (11PM previous day-7PM)

Notes : To calculate total daily revenue from VOD and PPV services during peak hours, add up all revenues from VOD and PPV content that was ordered during
the hours of 7PM and 11PM in a particular DMA. Include revenues from all VOD and PPV services that are not offered as a monthly subscription package.

To calculate total daily revenue from VOD and PPV services during non-peak hours, add up all revenues from VOD and PPV content that was ordered during the
hours of 11PM (previous day) and 7PM in a particular DMA. Include revenues from all VOD and PPV services that are not offered as a monthly subscription package.