

Attachment D

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 Company 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.

Formatting Instructions

"Video-On-Demand Data" Table

For each month beginning June 2012 and extending through August 2015, please provide the Video-On-Demand service data by zip code requested in the table below.

A connect in a given month is a subscriber who was not subscribed to any of the Company's Cable Services at the end of the previous month who is subscribed to a Company Cable Service at the end of the current month.

A disconnect in a given month is a subscriber who was subscribed to a Company Cable Service at the end of the previous month who is no longer subscribed to any Company Cable Services at the end of the current month.

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
A	date	Text - YYYY_MM	2012_06 to 2015_08	The month and year for which the data is being provided
B	zip	Text	20427	Five-digit zip code (with leading zeros). (Use code 00000 for the Company as a whole)
C	vod_transaction_once	Integer	225	Total number of users who used a transactional VOD service at least once in this zip code during the month
D	vod_transaction_total	Integer	2174	Total number of transactions for transactional VOD service in this zip code in the month
E	vod_transaction_hours	Integer	1000	Total number of hours viewed under a transactional VOD service in this zip code in the month
F	vod_transaction_revenue	Float	1432.33	Total revenue accruing to the Company from transactional VOD service in this zip code in the month
G	vod_free_once	Integer	11015	Total number of users who used a free VOD service at least once in this zip code in the month
H	vod_free_total	Integer	133015	Total number of free VOD transactions in this zip code in the month
I	vod_free_hours	Integer	240011	Total number of hours viewed on a free VOD service in this zip code in the month
J	ppv_once	Integer	225	Total number of users who used a PPV service at least once in this zip code in the month
K	ppv_total	Integer	625	Total number of PPV transactions in this zip code in the month
L	ppv_hours	Integer	1000	Total number of hours viewed on a PPV service in this zip code in the month
M	ppv_revenue	Float	1432.33	Total revenue accruing to the Company from a PPV service in this zip code in the month
N	svod_upgrades	Integer	12	Number of subscribers in this zip code who upgraded to Subscription VOD (SVOD) service in the month

"Video-On-Demand Data" Table

For each month beginning June 2012 and extending through August 2015, please provide the Video-On-Demand service data by zip code requested in the table below.

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
O	svod_subs_connects	Integer	12	Number of new connects (subscribers) in this zip code that added the SVOD service at the same time that they added MVPD service from the Company in the month
P	svod_subs_downgrades	Integer	10	Number of subscribers in this zip code that downgraded the SVOD service at the same time that they cancelled MVPD service from the Company in the month
Q	svod_subs_disconnects	Integer	10	Number of subscribers in this zip code with SVOD service at the beginning of the month that disconnected service with the Company during the month
R	svod_revenue	Float	3432.33	Total revenue accruing to the Company from SVOD service in this zip code in the month

