

Attachment J

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

"Non-Advertising Revenues by Bundle" Table

For each month beginning June 2012 and extending through August 2015, please provide the revenue and cost data by market requested in the table below. Reported revenues should only be those that the Company receives from Cable Services subscribers.

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 collected
B	market_id	Text	F478A	Identifier corresponding to the market region for which the data is being collected. Use Company name for Company as a whole
C	market	Text	Milwaukee	The name of the market region for which the data is being collected. Use Company name for Company as a whole
D	service	Integer	1 to 11	The code for the Bundled and Cable Services that revenue and cost data is being reported for in the market and month (1 =standalone Telephone Service; 2 =standalone MVPD Service; 3 =standalone Internet Access Service; 4 =MVPD and Telephone services; 5 =MVPD and Internet Access services; 6 =Telephone and Internet Access services; 7 =Telephone, MVPD and Internet Access services; 8 =MVPD Service; 9 =Internet Access Service; 10 =Telephone Service; 11 =All Cable Services)
E	subs	Integer	15684	Total number of subscribers in this market on the last day of the month
F	total_nonadrevenue	Float	387553.3	Total non-advertising revenue accruing to the Company for the particular service reported in Column D in this market in the month
G	recurring_nonadrevenue	Float	133232.15	Total recurring non-advertising revenue accruing to the Company for the particular service reported in Column D in this market in the month
H	nonrecurring_nonadrevenue	Float	133232.15	Total non-recurring non-advertising revenue accruing to the Company for the particular service reported in Column D in this market in the month

