Attachment C.8
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
"Churn by Tenure" Table

For each month beginning June 2012, through August 2015, please provide the customer churn by tenure and zip code data requested in the table below. The "All Cable Services" code should be used to report the total number of subscribers to any Company Cable Service. A total of 407 entries should be provided for each zip code and 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	service	Integer	**1** to **11**	The code for the Bundled and Cable Services that the subscriber and tenure group had at the end of the previous 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)
D	tenure	Integer	**1-36, 37**	Customer tenure with the Company at the end of the previous month in months. (Subscribers with tenure greater than **36** months should be coded as **37**)
E	subs	Integer	3,767	Number of subscribers who were in the tenure and bundle category in the zip code at the end of the previous month
F	promo_subs	Integer	1,345	Number of subscribers who were in the tenure and bundle category in the zip code and were on a promotional rate at the end of the previous month
G	nopromo_subs	Integer	1,345	Number of subscribers who were in the tenure and bundle category in the zip code and were not on a promotional rate at the end of the previous month
H	mrr	Float	90.35	Average monthly recurring revenues per subscriber in the previous month for subscribers in this tenure and bundle category in the zip code at the end of the previous month

"Churn by Tenure" Table

For each month beginning June 2012, through August 2015, please provide the customer churn by tenure and zip code data requested in the table below. The "All Cable Services" code should be used to report the total number of subscribers to any Company Cable Service. A total of 407 entries should be provided for each zip code and month.

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
I	mrr_disconnects	Float	90.35	Average monthly recurring revenues per subscriber in the previous month for subscribers in this tenure and bundle category in the zip code that disconnected service during the current month
J	mrr_disconnects_vol	Float	90.35	Average monthly recurring revenues per subscriber in the previous month for subscribers in this tenure and bundle category in the zip code that voluntarily disconnected service (i.e., excluding non-payment, mover and other) during the current month
K	promo_mrr	Float	78.65	Average monthly recurring revenues per subscriber in the previous month for subscribers on a promotional rate in this tenure and bundle category in the zip code at the end of the previous month
L	nopromo_mrr	Float	78.65	Average monthly recurring revenues per subscriber in the previous month for subscribers not on a promotional rate in this tenure and bundle category in the zip code at the end of the previous month
M	disconnects	Integer	245	Number of subscribers who were in this tenure and bundle category in the zip code at the end of the previous month and that no longer subscribed to any Company Cable Service at the end of the current month
N	disconnects_vol	Integer	105	Number of subscribers who were in this tenure and bundle category in the zip code at the end of the previous month and that voluntarily (i.e., excluding mover, non-payment, or other reasons) no longer subscribed to any Company Cable Service at the end of the current month
O	promo_disconnects	Integer	52	Number of subscribers who were in this tenure and bundle category in the zip code and who were on a promotional rate at the end of the previous month and that no longer subscribed to any Company Cable Service at the end of the current month
P	promo_disconnects_vol	Integer	23	Number of subscribers who were in this tenure and bundle category in the zip code and who were on a promotional rate at the end of the previous month and that voluntarily (i.e., excluding mover, non-payment, or other reasons) no longer subscribed to any Company Cable Service at the end of the current month

Attachment C.8: Template for "Churn by Tenure Data" Table

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

Notes: Combinations of columns A through D define unique records in this data.

date	zip	service	tenure	subs	promo_subs	nopromo_subs	mrr	mrr_disconnects	mrr_disconnects_vol	promo_mrr	nopromo_mrr	disconnects	disconnects_vol	promo_disconnects	promo_disconnects_vol
2012_06	20427	1	1	3767	1345	1345	90.35	90.35	90.35	78.65	78.65	245	105	52	23
2012_06	20427	1	2	3341	1192	1211	90.35	90.35	90.35	78.65	78.65	245	105	52	23

Churn by Tenure Data Template