Attachment H

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

"Costs by Cable Service and Advertising Revenues" 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 revenue and costs should only be those that the Company receives or incurs 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	subs	Integer	15684	Total number of subscribers in this market on the last day of the month
E	MVPD_adrevenue	Float	133232.12	Total Company advertising revenue generated by MVPD service subscribers in this market and month
F	internet_adrevenue	Float	133232.12	Total Company advertising revenue generated by Internet Access Service subscribers in this market and month
G	mvpd_adcosts	Float	133232.12	Total Company MVPD advertising costs associated with revenues in Column E in this market and month
H	internet_adcosts	Float	133232.12	Total Company Internet Access Service advertising costs associated with revenues in Column F in this market and month
I	total_programmingcost	Float	433232.54	Total MVPD programming costs to the Company in this market and month
J	othervariablecost_mvpd	Float	133232.12	Total variable cost of providing MVPD Service other than programming and advertising costs in the market and month
K	othervariablecost_internet	Float	133232.15	Total variable cost of providing Internet Access Service other than advertising costs in this market and month
L	variablecost_phone	Float	133232.15	Total variable cost of providing Telephone Service in this market and month

Attachment H: Template for "Costs by Cable Service and Advertising Revenues" 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.

Notes: Columns A through C define unique records in this data.

date	market_id	market	subs	MVPD_adrevenue	internet_adrevenue	mvpd_adcosts	internet_adcosts	total_programmingcost	othervariablecost_mvpd	othervariablecost_internet	variablecost_phone
2012_06	F478A	Milwaukee	15684	433232.54	133232.12	133232.12	133232.15	433232.54	133232.12	133232.15	133232.15

Costs by Cable Service and Advertising Revenues Data Template