

Attachment B

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

"Service Plan Data" Table

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

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	zip	Text	20427	Five-digit zip code (with leading zeros) for the service plan
C	plan_id	Text	6478931A	A unique internal system service plan identifier for each plan
D	plan_name	Text	HD Preferred, Basic Video with Standard Internet	The service plan name associated with the Plan ID
E	internet	Integer	0, 1	Whether the plan includes Internet Access Service (1) or not (0)
F	internet_tier	Text	Standard Internet	The internet tier name associated with this service plan (-1 if no Internet Access Service, -2 if unknown)
G	down_speed	Float	3	The advertised downstream speed of the service plan in Mbps (-1 if no Internet Access Service; -2 if unknown)
H	up_speed	Float	1.5	The advertised upstream speed of the service plan in Mbps (-1 if no Internet Access Service, -2 if unknown)

"Service Plan Data" Table

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

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
I	mvpd	Integer	0, 1	Whether the service plan includes MVPD Service (1) or not (0)
J	video_tier	Text	Expanded Basic	The video tier name associated with this service plan (-1 if no video service, -2 if unknown)
K	lineup_id	Integer	26	The channel lineup identifier for this zip code (-1 if no MVPD Service)
L	voice	Integer	0, 1	Whether the service plan includes Telephone Services (1) or not (0)
M	plan_offered	Integer	0, 1	Whether the service plan is still currently offered as of August 2015 (1) or not (0)
N	subs	Integer	568	Total number of subscribers to the service plan in this zip code at the end of the month
O	subs_1month	Integer	18	Number of subscribers in this zip code who have subscribed to the service plan for 1 month or less at the end of the month
P	subs_12months	Integer	151	Number of subscribers in this zip code who have subscribed to the service plan for 12 months or fewer at the end of the month
Q	subs_12_24months	Integer	140	Number of subscribers in this zip code who have subscribed to the service plan for more than 12 months, and for 24 months or fewer at the end of the month
R	subs_24months	Integer	277	Number of subscribers in this zip code who have subscribed to the service plan for more than 24 months at the end of the month
S	subs_promo	Integer	277	Number of subscribers to this service plan at the end of the month in this zip code who were receiving a promotional rate
T	subs_nopromo	Integer	277	Number of subscribers to this service plan at the end of the month in this zip code who were not receiving a promotional rate
U	connects	Integer	100	Number of subscribers to this service plan in the zip code at the end of the month who had not subscribed to any Company Cable Services at the end of the previous month
V	downgrade_video	Integer	88	Number of subscribers in this zip code who had this service plan at the end of the previous month who no longer subscribe to the Company's MVPD Service at the end of the month (-1 not applicable to this service plan)
W	downgrade_internet	Integer	96	Number of subscribers in this zip code who had this service plan at the end of the previous month who no longer subscribe to the Company's Internet Access Service at the end of the month (-1 not applicable to this service plan)
X	downgrade_phone	Integer	15	Number of subscribers in this zip code who had this service plan at the end of the previous month who no longer subscribe to the Company's Telephone Service at the end of the month (-1 not applicable to this service plan)
Y	upgrade_video	Integer	11	Number of subscribers in this zip code who had this service plan at the end of the previous month who had added the Company's MVPD Service at the end of the month (-1 not applicable to this service plan)
Z	upgrade_internet	Integer	16	Number of subscribers in this zip code who had this service plan at the end of the previous month who had added the Company's Internet Access Service at the end of the month (-1 not applicable to this service plan)
AA	upgraded_phone	Integer	19	Number of subscribers in this zip code who had this service plan at the end of the previous month who had added the Company's Telephone Service at the end of the month (-1 not applicable to this service plan)
AB	sidegrade_video_up	Integer	3	Number of subscribers in this zip code who had this service plan at the end of the previous month who subscribed to a higher MVPD Service tier at the end of the month (-1 not applicable to this service plan)
AC	sidegrade_internet_up	Integer	6	Number of subscribers in this zip code who had this service plan at the end of the previous month who subscribed to a higher Internet Access Service tier at the end of the month (-1 not applicable to this service plan)
AD	sidegrade_phone_up	Integer	4	Number of subscribers in this zip code who had this service plan at the end of the previous month who subscribed to a higher Telephone Service tier at the end of the month (-1 not applicable to this service plan)
AE	sidegrade_video_down	Integer	2	Number of subscribers in this zip code who had this service plan at the end of the previous month who subscribed to a lower MVPD Service tier at the end of the month (-1 not applicable to this service plan)

"Service Plan Data" Table

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

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
AF	sidegrade_internet_down	Integer	4	Number of subscribers in this zip code who had this service plan at the end of the previous month who subscribed to a lower Internet Access Service tier at the end of the month (-1 not applicable to this service plan)
AG	sidegrade_phone_down	Integer	8	Number of subscribers in this zip code who had this service plan at the end of the previous month who subscribed to a lower Telephone Service tier at the end of the month (-1 not applicable to this service plan)
AH	disconnects	Integer	100	Number of subscribers in this zip code who had this service plan at the end of the previous month who no longer subscribe to any of the Company's Cable Services at the end of the month
AI	disconnects_1month	Integer	20	Number of subscribers in this zip code who had this service plan and were with the Company for one month or less at the end of the previous month who no longer subscribe to any of the Company's Cable Services at the end of the month
AJ	disconnects_12months	Integer	30	Number of subscribers in this zip code who had this service plan and were with the Company for 12 months or fewer at the end of the previous month who no longer subscribe to any of the Company's Cable Services at the end of the month
AK	disconnects_12_24months	Integer	40	Number of subscribers in this zip code who had this service plan and were with the Company for more than 12 months and less than or equal to 24 months at the end of the previous month who no longer subscribe to any of the Company's Cable Services at the end of the month
AL	disconnects_24months	Integer	10	Number of subscribers in this zip code who had this service plan and were with the Company more than 24 months at the end of the previous month who no longer subscribe to any of the Company's Cable Services at the end of the month
AM	disconnects_vol	Integer	100	Number of subscribers in this zip code who had this service plan at the end of the previous month who no longer subscribe to any of the Company's Cable Services at the end of the month for voluntary reasons
AN	disconnects_vol_1month	Integer	20	Number of subscribers in this zip code who had this service plan and were with the Company for one month or less at the end of the previous month who no longer subscribe to any of the Company's Cable Services at the end of the month for voluntary reasons
AO	disconnects_vol_12months	Integer	30	Number of subscribers in this zip code who had this service plan and were with the Company for 12 months or less at the end of the previous month, who no longer subscribe to any of the Company's Cable Services at the end of the month for voluntary reasons
AP	disconnects_vol_12_24months	Integer	40	Number of subscribers in this zip code who had this service plan and were with the Company for more than 12 months and less than or equal to 24 months at the end of the previous month, who no longer subscribe to any of the Company's Cable Services at the end of the month for voluntary reasons
AQ	disconnects_vol_24months	Integer	10	Number of subscribers in this zip code who had this service plan and were with the Company more than 24 months at the end of the previous month, who no longer subscribe to any of the Company's Cable Services at the end of the current month for voluntary reasons
AR	mrr	Float	90.35	Average monthly recurring revenue of subscribers to this service plan in this zip code and month
AS	mrr_1month	Float	78.05	Average monthly recurring revenue of subscribers to this service plan in this zip code and month who have been with the Company for 1 month or less
AT	mrr_12months	Float	81.82	Average monthly recurring revenue of subscribers to this service plan in this zip code and month who have been with the Company for 12 months or less
AU	mrr_12_24months	Float	95.49	Average monthly recurring revenue of subscribers to this service plan in this zip code and month who have been with the Company for more than 12 months and less than or equal to 24 months
AV	mrr_24months	Float	129.25	Average monthly recurring revenue of subscribers to this service plan in this zip code and month who have been with the Company for more than 24 months

"Service Plan Data" Table

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

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
AW	mrr_video	Float	46.02	Average monthly recurring video MVPD Service revenues of subscribers to this service plan in this zip code and month. (-1 if no MVPD Service)
AX	mrr_data	Float	22.63	Average monthly recurring Internet Access Service revenues of subscribers to this service plan in this zip code and month (-1 if no Internet Access Service)
AY	mrr_phone	Float	21.70	Average monthly recurring Telephone Service revenues of subscribers to this service plan in this zip code and month (-1 if no Telephone Service)
AZ	mrr_promo	Float	78.36	The average monthly recurring revenue for subscribers of this service plan receiving a promotional rate in this zip code and month
BA	mrr_nopromo	Float	78.36	The average monthly recurring revenue for subscribers of this service plan not receiving a promotional rate in this zip code and month
BB	mrr_core	Float	78.36	The average monthly recurring core service plan revenues for subscribers to this service plan in this zip code and month. This measure should exclude recurring service revenues not generated by a MVPD, Internet Access or Telephone Service order code (e.g. equipment fees, premium channels and other service plan add-ons)
BC	mrr_core_1month	Float	78.05	The average monthly recurring core service plan revenues of subscribers to this service plan in this zip code and month who have been with the Company for 1 month or less
BD	mrr_core_12months	Float	81.82	The average monthly recurring core service plan revenues of subscribers to this service plan in this zip code and month who have been with the Company for 12 months or fewer
BE	mrr_core_12_24months	Float	95.49	The average monthly recurring core service plan revenues of subscribers to this service plan in this zip code and month who have been with the Company for more than 12 months and fewer than or equal to 24 months
BF	mrr_core_24months	Float	129.25	The average monthly recurring core service plan revenues of subscribers to this service plan in this zip code and month who have been with the Company for more than 24 months
BG	mrr_core_promo	Float	78.36	The average monthly recurring core service plan revenues for subscribers to this service plan in this zip code and month receiving a promotional rate
BH	mrr_core_nopromo	Float	78.36	The average monthly recurring core service plan revenues for subscribers to this service plan in this zip code and month not receiving a promotional rate
BI	arpu	Float	90.35	The average monthly recurring and non-recurring revenue per subscriber to this service plan in this zip code and month
BJ	arpu_1month	Float	78.05	The average monthly recurring and non-recurring revenue per subscriber to this service plan in this zip code and month who have been with the Company for 1 month or less
BK	arpu_12months	Float	81.82	The average monthly recurring and non-recurring revenue per subscriber to this service plan in this zip code and month who have been with the Company for 12 months or less
BL	arpu_12_24months	Float	95.49	The average monthly recurring and non-recurring revenue per subscriber to this service plan in this zip code and month who have been with the Company for more than 12 months and less than or equal to 24 months
BM	arpu_24months	Float	129.25	The average monthly recurring and non-recurring revenue per subscriber to this service plan in this zip code and month who have been with the Company for more than 24 months
BN	arpu_video	Float	46.02	The average monthly recurring and non-recurring MVPD Service revenue per subscriber to this service plan in this zip code and month (-1 if no MVPD Service)

"Service Plan Data" Table

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

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
BO	arpu_data	Float	22.63	The average monthly recurring and non-recurring Internet Service revenue per subscriber to this service plan in this zip code and month (-1 if no Internet Access Service)
BP	arpu_phone	Float	21.70	The average total monthly recurring and non-recurring Telephone Service revenue per subscriber to this service plan in this zip code and month (-1 if no Telephone Service)
BQ	premium_revenues	Float	25.93	Total premium channel recurring revenues generated by subscribers of this service plan in the zip code and month (-1 if no MVPD Service)
BR	premium_units	Integer	100	Total number of revenue generating premium channel units incurring a recurring charge to subscribers of this service plan in the zip code and month (-1 if no MVPD Service)
BS	modem_revenues	Float	25.93	Total recurring Internet Access Service modem revenues generated by subscribers of this service plan in the zip code and month (-1 if no Internet Access Service)
BT	modem_units	Integer	100	Total number of revenue generating modem units incurring a recurring charge to subscribers of this service plan in the zip code and month (-1 if no Internet Access Service)
BU	settopbox_revenue	Float	7.99	Total recurring MVPD Service set-top box revenues generated by subscribers of this service plan in the zip code and month (-1 if no MVPD Service)
BV	settopbox_units	Integer	100	Total number of revenue generating set-top box units incurring a recurring charge to subscribers of this service plan in the zip code and month (-1 if no MVPD Service)
BW	other_mrr	Float	25.93	All other monthly recurring revenues from subscribers of this service plan in the zip code and month that are not associated with core Cable Services service codes, premium channels, modem rentals and set-top box rentals (e.g. HD fees, RSN fees etc.)
BX	ppv_vod_revenues	Float	25.93	Total PPV and VOD revenues generated by subscribers of this service plan in the zip code and month (-1 if no MVPD Service)
BY	ppv_vod_units	Integer	100	Total number of PPV and VOD revenue generating units of subscribers to this service plan in the zip code and month (-1 if no MVPD Service)
BZ	other_nrr	Float	25.93	All other monthly non-recurring revenues from subscribers of this service plan in the zip code and month other than VOD and PPV (e.g. late fees, installation and maintenance fees etc.)
CA	onetime_payment_cost	Float	15.23	Total cost of all one-time subscriber acquisition and retention payments (excluding billing corrections) made to subscribers of this service plan in the zip code and month (e.g. gift cards, retention payments, rebates and contract buyouts)
CB	onetime_subs	Integer	25	Number of subscribers of this service plan in the zip code and month receiving a one-time payment from the Company (excluding billing corrections)
CC	terminationfee_potential	Float	10.10	Total termination or cancellation fees that would be imposed on subscribers subject to such fees if they were to disconnect all of the Company's Cable Services, downgrade a Cable Service or move to a lower Cable Service tier in the month
CD	terminationfee_potentialsubs	Integer	81	Number of subscribers to this service plan in this zip code and month potentially subject to termination fees
CE	terminationfee_revenues	Float	10.10	Total termination or cancellation fee revenues paid by subscribers of this service plan in the zip code and month due to disconnecting all Cable Services with the Company, downgrading a Cable Service or moving to a lower Cable Service tier in the month
CF	terminationfee_subs	Integer	81	Number of subscribers to this service plan in this zip code and month that paid a termination fee in the month

"Service Plan Data" Table

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

Column	Variable Name	Format	Possible Entries/ Example Entries	Description
CG	average_usage	Integer	250	Average amount of data (in Gigabytes) used by subscribers on this service plan in the zip code in the month (-1 if no Internet Access Service)
CH	median_usage	Integer	250	Median amount of data (in Gigabytes) used by subscribers on this service plan in this zip code in the month (-1 if no Internet Access Service)
CI	usage_bin1	Float	60.3	Percentage of subscribers on this service plan who used less than 50 Gigabytes of data in the month (-1 if no Internet Access Service)
CJ	usage_bin2	Float	10.7	Percentage of subscribers on this service plan who used at least 50 Gigabytes, but less than 100 Gigabytes, of data in the month (-1 if no Internet Access Service)
CK	usage_bin3	Float	12.1	Percentage of subscribers on this service plan who used at least 100 Gigabytes, but less than 200 Gigabytes, of data in the month (-1 if no Internet Access Service)
CL	usage_bin4	Float	11.8	Percentage of subscribers on this service plan who used at least 200 Gigabytes, but less than 300 Gigabytes, of data in the month (-1 if no Internet Access Service)
CM	usage_bin5	Float	5.1	Percentage of subscribers on this service plan who used 300 or more Gigabytes of data in the month (-1 if no Internet Access Service)

Worksheet: Chapter 10 - The Role of the Firm

Year	Revenue	Cost	Profit
1990	100	80	20
1991	110	85	25
1992	120	90	30
1993	130	95	35
1994	140	100	40
1995	150	105	45
1996	160	110	50
1997	170	115	55
1998	180	120	60
1999	190	125	65
2000	200	130	70
2001	210	135	75
2002	220	140	80
2003	230	145	85
2004	240	150	90
2005	250	155	95
2006	260	160	100
2007	270	165	105
2008	280	170	110
2009	290	175	115
2010	300	180	120
2011	310	185	125
2012	320	190	130
2013	330	195	135
2014	340	200	140
2015	350	205	145
2016	360	210	150
2017	370	215	155
2018	380	220	160
2019	390	225	165
2020	400	230	170
2021	410	235	175
2022	420	240	180
2023	430	245	185
2024	440	250	190
2025	450	255	195
2026	460	260	200
2027	470	265	205
2028	480	270	210
2029	490	275	215
2030	500	280	220

Source: Author