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 **<span style="color:red">bold red</span>** 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 | 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 | mvpd | Integer | 0, 1 | Whether the service plan includes MVPD Service (1) or not (0) |
| F | video_tier | Text | Expanded Basic | The video tier name associated with this service plan (-1 if no video service, -2 if unknown) |
| G | plan_offered | Integer | 0, 1 | Whether the service plan is still currently offered as of August 2015 (1) or not (0) |
| H | subs | Integer | 568 | Total number of subscribers to the service plan in this zip code at the end of the month |
| I | 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 |
| J | 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 |
| K | 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 |
| L | 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 |
| M | 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 |
| N | 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 |
| O | 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 |
| P | 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) |
| Q | 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) |
| R | 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 |
| S | 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 |
| T | 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 |
| U | 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 |
| V | 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 |
| W | 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 |

**"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 | Description |
|---|---|---|---|---|
| X | 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 |
| Y | 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 |
| Z | 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 |
| AA | 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 |
| AB | mrr | Float | 90.35 | Average monthly recurring revenue of subscribers to this service plan in this zip code and month |
| AC | 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 |
| AD | 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 |
| AE | 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 |
| AF | 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 |
| AG | 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) |
| AH | 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 |
| AI | 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 |
| AJ | 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) |
| AK | 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 |
| AL | 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 |
| AM | 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 |
| AN | 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 |
| AO | 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 |
| AP | 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 |
| AQ | arpu | Float | 90.35 | The average monthly recurring and non-recurring revenue per subscriber to this service plan in this zip code and month |

**"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 | Description |
|---|---|---|---|---|
| AR | 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 |
| AS | 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 |
| AT | 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 |
| AU | 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 |
| AV | 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) |
| AW | 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) |
| AX | 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) |
| AY | settopbox_revenue | Float | 7.99 | Total recurring MVPD Service set-top box revnues generated by subscribers of this service plan in the zip code and month (-1 if no MVPD Service) |
| AZ | 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) |
| BA | 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.) |
| BB | 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) |
| BC | 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) |
| BD | 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.) |
| BE | 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) |
| BF | 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) |
| BG | terminationfee_potential | Float | 10.1 | 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 |
| BH | terminationfee_potentialsubs | Integer | 81 | Number of subscribers to this service plan in this zip code and month potentially subject to termination fees |
| BI | terminationfee_revenues | Float | 10.1 | Total termination or cancellation fee revenues paid by subcribers 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 |
| BJ | 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 |

For each month beginning June 2022 and extending through August 2025, please provide the plan-level subscriber data by zip code requested in the table below.

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

| obs | zip | plan_id | plan_name | input | entry_tier | plan_offered | rate | subs_count | subs_direct | subs_12_24months | subs_direct | subs_promo | subs_reprice | contract | relgrade_subs_pi | relgrade_subs_disct | disconnects | disconnects_count | disconnects_12months | disconnects_12_24months | disconnects_24months | disconnects_pi | disconnects_pi_count | disconnects_pi_12_24mont | disconnects_pi_24mont | svc | svc_count | svc_12months | svc_12_24months | svc_24months | svc_disc | svc_promo | svc_reprice | svc_pro | svc_pro_count | svc_pro_12months | svc_pro_12_24months | svc_pro_24months | apu | apu_count | apu_12months | apu_12_24months | apu_24months | promise_revenue | promise_units | autopay_revenue | autopay_units | other_rev | ppv_rev | ppv_unit | ppv_cont_revenue | ppv_unit_unit | other_rev | onetime_payment_rev | onetime_unit | terminated5x_potential | terminated5x_potentialm | terminated5x_revenue | terminated5x_addl |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2022_06 | 44607 | 64398044 | HD Preferred, Basic Video with Standard Internet | 0-1 | Expanded Basic | 1 | 7.99 | 95 | 371 | 351 | 145 | 377 | 177 | 455 | 1 | 3 | 145 | 95 | 15 | 64 | 16 | 160 | 30 | 59 | 44 | 64 | 79.63 | 63.64 | 65.28 | 128.24 | 64.64 | 78.64 | 78.64 | 78.64 | 64.64 | 65.28 | 65.28 | 128.59 | 78.64 | 78.64 | 78.6 | 79.59 | 65.64 | 65.28 | 128.59 | 65.64 | 63.53 | 160 | 7.59 | 189 | 35.59 | 35.53 | 160 | 35.53 | 65.59 | 30 | 65.1 | 30 | 65.1 | 181 |