Attachment B

Format of Data

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.
All entries in Text fields must be in quotation marks (e.g. "AT&T", "Verizon Wireless", "US Cellular").
Column entries in **bold red** indicate that the party 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.

"Cost Data" Instructions

For each month beginning 01/2015 and extending through 06/2018, separately for the U.S., and Puerto Rico, and for each business segment in each region, please provide the requested cost data.

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. National levels for all cost estimates required. Additionally, provide cost estimates for the lowest subnational level for which each variable is kept.

Note: **"National" levels for all cost estimates required.**

Column	Variable Name	Format	Possible Entries/Example Entries	Description
A	date	Text - YYYY_MM	**"2015_01"** to **"2018_06"**	The month for which the data is being collected.
B	business_category	Text	**"Total", "Consumer Postpaid", "Consumer Prepaid", "Wholesale Prepaid", "Wholesale Other"**	This field represents the business category for the relevant wireless service. The "Total" category represents the total costs over all Company business categories.
C	geographic_id	Text	**"National"**, "NY CMA", "Midwest", "Northwest", "System 1", etc	This field identifies the level for which the Company is reporting for the corresponding business category at the end of the month. **Note: National levels for all cost estimates required. Additionally, provide cost estimates for the lowest subnational level for which each variable is kept.**
D	subs_total	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of customers at the end of the month for the corresponding business category in this geography
E	activations	Number - Integer	5462 (-1 if not applicable)	The total number of lines in the business category activated by the end of the month for the corresponding business category in this geography
F	capex	Number - 2 decimal points	1234.56	This field identifies total capital expenditures at the end this month for the corresponding business category in this geography.
G	opex	Number - 2 decimal points	1234.56	This field identifies total other operating expenditures at the end of this month for the corresponding business category in this geography.
H	service_cost	Number - 2 decimal points	30.11	This field identifies the total cost of service at the end of this month for the corresponding business category in this geography.
I	equipment_cost	Number - 2 decimal points	13.12	This field identifies the total cost of equipment sales at the end of this month for the corresponding business category in this geography.
J	admin_cost	Number - 2 decimal points	5.87	This field identifies the total selling, general, and administrative costs at the end of this month for the business category in this geography at the end of the month
K	depreciation_cost	Number - 2 decimal points	4.44	This field identifies the total cost of depreciation at the end of this month for the corresponding business category in this geography.
L	amortization_cost	Number - 2 decimal points	4.44	This field identifies the total cost of amortization at the end of this month for the corresponding business category in this geographyh.
M	retention_costs	Number - 2 decimal points	4.44	This field identifies the total cost of retention credits at the end of this month for the corresponding business category in this geography.

"Cost Data" Instructions

For each month beginning 01/2015 and extending through 06/2018, separately for the U.S., and Puerto Rico, and for each business segment in each region, please provide the requested cost data.

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. National levels for all cost estimates required. Additionally, provide cost estimates for the lowest subnational level for which each variable is kept.

Note: **"National" levels for all cost estimates required.**

Column	Variable Name	Format	Possible Entries/Example Entries	Description
N	cpga	Number - 2 decimal points	900.23	This field identifies the cost per gross activation for all activations at the end of this month for the corresponding business category in this geography.
O	advertising_cpga	Number - 2 decimal points	900.23	This field identifies the portion of the cost per gross activation attributable to advertising or marketing costs for all activations at the end of this month for the corresponding business category in this geography.
P	handset_cpga	Number - 2 decimal points	900.23	This field identifies the portion of the cost per gross activation attributable to handset or accessory subsidy costs for all activations at the end of this month for the corresponding business category in this geography.
Q	selling_cpga	Number - 2 decimal points	900.23	This field identifies the portion of the cost per gross activation attributable to selling, general and adminstrative costs for all activations at the end of this month for the corresponding business category in this geography.
R	average_ccpu	Number - 2 decimal points	23.45	This field identifies the average cash cost per user (exclusive of CPGA) at the end of this month for the corresponding business category in this geography.
S	cost_of_capital	Number - 2 decimal points	23.45	This field identifies the weighted average cost of capital at the end of this month for the corresponding business category in this geography.
T	site_lease_costs	Number - 2 decimal points	23.45	This field identifies the total lease costs for the Company's macro, distributed antenna system, and small cell sites at the end of this month for the corresponding business category in this geography.
U	leased_towers	Number - Integer	50033	This field identifies the number of the Company's macro, distributed antenna system, and small cell sites at the end of this month for the corresponding business category in this geography and month.
V	roaming_costs	Number - 2 decimal points	19300.23	This field identifies the total costs incurred by the Company for roaming at the end of this month for the corresponding business category in this geography.
W	call_center_cost	Number - 2 decimal points	1.45	This field identifies the average cost per call to the Company's customer service calls centers in this geography and month.
X	call_center_calls	Number - 2 decimal points	80459	This field identifies the total number of calls to the Company's customer service calls centers in this geography and month.

date	business_category	geographic_id	subs_total	activations	capex	opex	service_cost	equipment_cost	admin_cost	depreciation_cost	amortization_cost

Cost Data Template

retention_costs	cpga	advertising_cpga	handset_cpga	selling_cpga	average_ccpu	cost_of_capital	site_lease_costs	leased_towers	roaming_costs	call_center_cost	call_center_calls

"Service Plan Data" Instructions

For each month beginning 01/2015 and extending through 06/2018 , please provide by county or county-equivalent the following billing system data.

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.

The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides for customers.

If the billing zip code is not known, the NPA-NXX shall be used instead.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
A	date	Text - YYYY_MM	**2015_01** to **2018_06**	The month for which the data is being collected.
B	county_fips	Text	"01001", "56045"	2010 Five-digit Federal Information Processing Standards (FIPS) code with leading zeroes which uniquely identifies counties and county-equivalents in the United States and Commonwealth of Puero Rico
C	state_code	Text	"AL", "WY"	State Postal Code
D	county_name	Text	"Autauga", "Weston"	County name or Legal/Statistical Area Description
E	plan_type	Text	**"Consumer Mobile Postpaid", "Consumer Mobile Prepaid", "Consumer Mobile Broadband-Only", "Fixed Wireless Service", "Consumer Other"**	The plan subscriber type. Note: Include individual consumer and small business subscribers but not MVNO, M2M or enterprise customers in any calculations or plan definitions.
F	brand_category	Text	"AT&T, "Verizon"	This field denotes the brand offered for the corresponding device category within each customer category for the corresponding customer category in this county
G	plan_name	Text	"Mobile Share Flex", "Beyond Unlimited" etc.	The name or description of the plan as used in the billing system.
H	plan_years	Text	2009_01 - 2015_06	The date range for when this plan was available to new subscribers.
I	plan_id	Text	"AX124DKSD87", "BD124DKSD87+DATA50", "Unlimited Talk and Text", "1"	This field denotes a unique code or name for the plan as identified in the billing system.
J	voice_id	Text	"Family and Friends 1000"	This field denotes a unique code or name for the voice plan as identified in the billing system.
K	data_id	Text	"5GB plus Hotspot"	This field denotes a unique code or name for the data plan as identified in the billing system.
L	text_id	Text	"AGJHD673"	This field denotes a unique code or name for the text plan as identified in the billing system.
M	minutes_any	Number	1000	The number of anytime minutes included in the plan. If unlimited code as -99999. If no minutes, code as 0.
N	minutes_other	Number	2500	The number of any other national calling minutes included in the plan other than anytime minutes. If unlimited code as -99999. If no other minutes, code as 0.
O	data_amount	Number	2000	The number of megabytes the account may use before the data consequence applies. Do not include hotspot data in this field. Code as -3 if there is no data consequence at any usage amount or for plans with no limit that reduce speeds during congestion (data consequence = 2). If no data, code as 0.
P	data_consequence	Text	**"1", "2", "3", "4"**	For plans that slow the speed of service when the data cap is reached, record "1". For plans that charge a fee for additional data when the data cap is reached, record "2". For plans that reduce speeds during any periods of congestion regardless of data used, record "3". For any other types of consequences (e.g. a choice of consequence) for reaching the data cap, record "4". If the plan has multiple thresholds at which a consequence applies, record the consequence of the first data cap (e.g. after surpassing the 10 GB data cap, the customer is slowed down, but after using another 5 GB there is an overage; record as "1").
Q	speed_limited	Text	**"Y" or "N"**	Whether subscribers of the plan have limited network speeds on the network at all times regardless of congestion (e.g. some prepaid plans).
R	rollover	Text	**"Y" or "N"**	Whether any usage allowances on the plan can be carried over into the next billing cycle
S	texts	Number	1000	The number of text messages included in the plan (if any). If unlimited code as -99999. If no plan, code as zero.
T	family_plan	Text	**"Y" or "N"**	Whether the data, voice minutes or text allowances can be shared across multiple lines on the account.
U	streaming	Text	**"Y" or "N"**	Whether the plan includes a streaming service subscription
V	streaming_name	Text	"Netflix", "Unlimited Music", "HBO Now", etc.	The name or description of the streaming service included. If multiple services code as "Netflix+Unlimited Music"
W	video_resolution	Text	"480P" (-1 if not applicable)	The maximum video resolution quality for streaming video on the plan. If not applicable code as -1.

"Service Plan Data" Instructions

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No other entries should be entered.

The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides for customers.

If the billing zip code is not known, the NPA-NXX shall be used instead.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
X	hotspot	Text	"Y" or "N"	Whether the plan allows tethering or for the mobile device to serve as a hotspot for other devices.
Y	hotspot_amount	Number	2500	The number of megabytes of hotspot data included that are distinct from the data allowance recorded in the data amount field. If no limit, code as -99999. If no hotspot data, code as 0.
Z	international_data	Number	200	The number of megabytes of international data included in the plan (if any). If unlimited code as -99999. If none, code as 0.
AA	international_voice	Number	200	The number of international anytime minutes included in the plan (if any). If unlimited code as -99999. If none, code as 0.
AB	national	Text	"Y" or "N"	Whether the service plan's home calling area is national or regional
AC	autopay_discount	Text	"Y" or "N"	Whether the service plan includes an autopay discount
AD	handset_subsidy	Text	"Y" or "N"	Whether the service plan includes a handset subsidy in the monthly recurring access charge for the plan
AE	charge_prime_access	Number	49.99	The monthly recurring access charge for the plan. This amount should include all recurring charges for any voice, data, texting and other features that compose the plan. Equipment charges whether leased or bundled in the plan (e.g. "classic plans") should not be included.
AF	access_lines	Number	2	The total number of lines that could be added to the account for the monthly recurring acces charge at no additional charge.
AG	add_access	Number	21.5	The monthly access charge per additional line above the number of access lines in the previous field
AH	over_data	Number	0.1	The per MB overage rate for data in excess of the amount of data listed in the data amount field. Pay-per-use plans should be coded as zero data included and then have the per-use data charge listed here.
AI	over_voice	Number	0.1	The per minute overage rate for voice in excess of the number of minutes listed in the anytime minutes field. Pay-per-use plans should be coded as zero anytime minutes and then have the per-minute voice charge listed here.
AJ	over_text	Number	0.1	The per text overage rate for texts in excess of the number of texts listed in the texts field. Pay-per-use plans should be coded as zero texts included and then have the per-use text charge listed here.
AK	total_subs	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers (lines) at the end of the month for this plan in the county.
AL	line_count	Text	"1", "2", "3", "4", "5+"	The number of lines per account on the plan for this plan in the month and county. Note: Each possible service plan and number of lines pair (e.g. "T-Mobile One Unlimited 55+" and "2", "T-Mobile One Unlimited 55+" and "3") should be entered on a separate row.
AM	avg_lines	Number - 2 decimal points	2, 5.31	The average number of lines per account on the plan for this plan in the month and county. Total subscribers divided by average lines should provide the total number of plan accounts. Note: If the entry for variable "line_count" equals 1, 2, 3, or 4, then variable "line_count" should equal to variable "avg_lines".
AN	total_deactivate	Number - Integer	2435, 12102, etc. (-1 if not applicable)	This field identifies the total number of deactivations, defined as Company subscribers at the end of the previous month who are no longer Company subscribers at the end of the current month for this plan in the county. This does not include subscribers that switched plans within the Company in the month.
AO	total_activate	Number - Integer	2435, 12102, etc. (-1 if not applicable)	This field identifies the total number of activations, defined as subscribers to the plan at the end of the month who were not Company subscribers at the beginning of the month, for this plan in the county. This does not include subscribers that switched plans within the Company in the month.
AP	total_switch_out	Number - Integer	2435, 12102, etc. (-1 if not applicable)	The number of subscribers to the plan at the end of the previous month who switched to another plan with the Company by the end of the current month in the county
AQ	total_switch_in	Number - Integer	2435, 12102, etc. (-1 if not applicable)	The number of subscribers to the plan at the end of the current month who switched from another plan with the Company from the beginning of the previous month.

"Service Plan Data" Instructions

For each month beginning 01/2015 and extending through 06/2018 , please provide by county or county-equivalent the following billing system data.

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.

The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides for customers.

If the billing zip code is not known, the NPA-NXX shall be used instead.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
AR	service_rev	Number - 2 decimal points	43.84	The average service revenue (excluding equipment revenues from either monthly leases or bundled fees) per account for the plan
AS	nonrecurring_rev	Number - 2 decimal points	13.84	This field indicates the average nonrecurring revenue per account in the for the plan in the month. This should include revenues from overages, activation fees and other one-payments (but not any equipment revenues)
AT	equipment_rev	Number - 2 decimal points	6.84	The average equipment revenues per account from equipment installment plans or bundled fees for the plan in the month and county.
AU	deactive_rev	Number - 2 decimal points	43.84	The average revenue per account for customers that deactivated service in the month for the plan in the county
AV	active_rev	Number - 2 decimal points	43.84	The average revenue per account for customers that activated their service in the month for the plan in the county
AW	data_share	Number - 2 decimal points	0.65	Share of average revenue per account derived from data for this plan in the month and county.
AX	voice_share	Number - 2 decimal points	0.21	Share of average revenue per account derived from voice minutes for this plan in the month and county.
AY	text_share	Number - 2 decimal points	0.11	Share of average revenue per account derived from texting for this plan in the month and county.
AZ	penalty_share	Number - 2 decimal points	0.12	Share of subscribers whose service (line or advanced device) is subject to any penalty were the subscriber to deactivate service with the Company for this plan in the month and county. This may include a penalty resulting from a separate device contract.
BA	average_penalty	Number - 2 decimal points	123.24	The average penalty amount for those subscribers that would face a penalty for deactivation for this plan in the month and county.
BB	average_mou	Number - 2 decimal points	1240	The average minutes of use per account for this plan in the month and county.
BC	average_texts	Number - 2 decimal points	685.00	The average number of text messages per account for this plan in the month and county.
BD	average_data_mb	Number - 2 decimal points	52.65	The average data usage per account in Megabytes for this plan in the month and county.
BE	usage_5p	Number - 2 decimal points	200.00	The 5th percentile of the data usage distribution in Megabytes for this plan in the month and county.
BF	usage_25p	Number - 2 decimal points	1024.00	The 25th percentile of the data usage distribution in Megabytes for this plan in the month and county.
BG	usage_50p	Number - 2 decimal points	2450.00	The 50th percentile (median) of the data usage distribution in Megabytes for this plan in the month and county.
BH	usage_75p	Number - 2 decimal points	4025.00	The 75th percentile of the data usage distribution in Megabytes for this plan in the month and county.
BI	usage_90p	Number - 2 decimal points	90000.00	The 90th percentile of the data usage distribution in Megabytes for this plan in the month and county.

date	county_fips	state_code	county_name	plan_type	brand_category	plan_name	plan_years	plan_id	voice_id	data_id	text_id

Service Plan Data Template

minutes_any	min_other	data_amount	data_consequence	speed_limited	rollover	texts	family_plan	streaming	streaming_name	video_resolution	hotspot

hotspot_amount	international_data	international_voice	national	autopay_discount	handset_subsidy	charge_prime_access	access_lines	add_access	over_data	over_voice	over_text	total_subs

line_count	avg_lines	total_deactivate	total_activate	total_switch_out	total_switch_in	service_rev	nonrecurring_rev	equipment_rev	deactive_rev	active_rev	data_share

voice_share	text_share	penalty_share	average_penalty	average_mou	average_texts	average_data_gb	usage_5p	usage_25p	usage_50p	usage_75p	usage_90p

"Customer Data" Instructions

For each month beginning 01/2015 and extending through 06/2018, and for each county and county-equivalent, please provide the customer and device category level data for each affiliated brand of the Company.

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.

The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides

If the billing zip code is not known, the NPA-NXX shall be used instead.

Note: the **"Any Mobile"**, **"Mobile Phone"**, **"Mobile Data Device"**, **"Fixed Wireless Service"** and **"Other Connected Services"** device categories correspond to the **"Consumer Postpaid"**, **"Consumer Prepaid"**, and **"Lifeline"** customer categories. **"Push to Talk (Enterprise)"**, **"IoT Devices/M2M (Enterprise)"**, and the **"Other (Enterprise)"** device categories correspond to the **"Enterprise"**, **"Employee-Paid Enterprise"**, and **"Other (Enterprise)"** customer categories.

Note: Enterprise customers restricted to entities with 20 lines or more.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
A	date	Text - YYYY_MM	**"2015_01"** to **"2018_06"**	The month for which the data is being collected.
B	county_fips	Text	"01001", "56045"	Five-digit Federal Information Processing Standards (FIPS) code with leading zeroes which uniquely identifies counties and county-equivalent in the United States and Commonwealth of Puero Rico
C	state_code	Text	"AL", "WY"	State Postal Code
D	county_name	Text	"Autauga", "Weston"	County name or Legal/Statistical Area Description
E	customer_category	Text	**"Consumer Postpaid", "Consumer Prepaid", "Lifeline", "Enterprise", "Employee-Paid Enterprise", "Other (Enterprise)"**	This field represents the customer category for the relevant wireless service
F	device_category	Text	**"Any Mobile Device", "Mobile Phone", "Mobile Data Device", "Fixed Wireless Service", "Other Connected Services", "Push to Talk (Enterprise)" "IoT Devices/M2M (Enterprise) , "Other (Enterprise)"**	This field denotes type of device category for the corresponding customer and brand category in this county. Note, the **"Any Mobile Device"**, **"Mobile Phone"**, **"Mobile Data Device"**, **"Fixed Wireless Service"** and **"Other Connected Services"** device categories correspond to the **"Consumer Postpaid"**, **"Consumer Prepaid"**, and **"Lifeline"** customer categories. **"Push to Talk (Enterprise)"**, **"IoT Devices/M2M (Enterprise)"**, and the **"Other (Enterprise)"** device categories correspond to the **"Enterprise"**, **"Employee-Paid Enterprise"**, and **"Other (Enterprise)"** customer categories
G	brand_category	Text	"AT&T", "Cricket", "Verizon"	This field denotes the brand offered for the corresponding device category within each customer category in this county
H	subs_total	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers at the end of the month for the corresponding customer, device, and brand category in this county
I	subs_voice_data_text	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers at the end of the month with voice, data and texing service for the corresponding customer, device, and brand category in this county
J	subs_voice_text	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers at the end of the month with voice and texting service for the corresponding customer, device, and brand category in this county
K	subs_voice_data	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers at the end of the month with voice and data service for the corresponding customer, device, and brand category in this county
L	subs_voice_only	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers at the end of the month with voice-only service for the corresponding customer, device, and brand category in this county
M	subs_data_only	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers at the end of the month with data-only service for the corresponding customer, device, and brand category in this county
N	average_lines	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the average number of corresponding device category lines for the account at the end of the month for the customer and brand category in this county
O	average_mou	Number - Integer	2054.55, etc. (-1 if not applicable)	This field identifies the voice minutes per account for this device category at the end of the month for the corresponding customer and brand category in this county
P	average_texts	Number - Integer	1265.32, etc. (-1 if not applicable)	This field identifies the average number of text messages per account for this device category at the end of the month for the corresponding customer and brand category in this county
Q	average_data	Number - 2 decimal points	200.34 (-1 if not applicable)	Average amount of data usage per account (in Megabytes) for this device category in this month for the correponding customer and brand category in this county
R	usage_5p	Number - 2 decimal points	19.99 (-1 if not applicable)	Amount of data usage per user (in Megabytes) for this device category at the 5th percentile in this month for the correponding customer and brand category in this county
S	usage_25p	Number - 2 decimal points	19.99 (-1 if not applicable)	Amount of data usage per user (in Megabytes) for this device category at the 25th percentile in this month for the correponding customer and brand category in this county
T	usage_50p	Number - 2 decimal points	69.99 (-1 if not applicable)	Amount of data usage per user (in Megabytes) for this device category at the 50th percentile in this month for the correponding customer and brand category in this county
U	usage_75p	Number - 2 decimal points	89.99 (-1 if not applicable)	Amount of device-specific data usage per user (in Megabytes) for this device category at the 75th percentile in this month for the correponding customer and brand category in this county
V	usage_90p	Number - 2 decimal points	1999.99 (-1 if not applicable)	Amount of device-specific data usage per user (in Megabytes) forthis device category at the 90th percentile in this month for the correponding customer, device, and brand category in this county
W	arpa	Number - 2 decimal points	43.84	This field indicates the average revenue for this device category per account in the corresponding customer and brand category in the month

"Customer Data" Instructions

For each month beginning 01/2015 and extending through 06/2018, and for each county and county-equivalent, please provide the customer and device category level data for each affiliated brand of the Company.

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.

The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides

If the billing zip code is not known, the NPA-NXX shall be used instead.

Note: the **"Any Mobile"**, **"Mobile Phone"**, **"Mobile Data Device"**, **"Fixed Wireless Service"** and **"Other Connected Services"** device categories correspond to the **"Consumer Postpaid"**, **"Consumer Prepaid"**, and **"Lifeline"** customer categories. **"Push to Talk (Enterprise)"**, **"IoT Devices/M2M (Enterprise)"**, and the **"Other (Enterprise)"** device categories correspond to the **"Enterprise"**, **"Employee-Paid Enterprise"**, and **"Other (Enterprise)"** customer categories.
Note: Enterprise customers restricted to entities with 20 lines or more.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
X	arpa_nonrecurring	Number - 2 decimal points	43.84	This field indicates the average nonrecurring revenue for this device category per account in the corresponding customer and brand category in the month. This should include revenues from overages, activation fees and other one-payments (but not from equipment installment plans or bundled equipment charges)
Y	arpa_equipment	Number - 2 decimal points	31.83	This field indicates the average equipment revenue (e.g. equipment installment plans and equipment charges associated with "classic" plans that bundle equipment charges into the price) for this device category per account in the corresponding customer and brand category in the month
Z	arpa_other	Number - 2 decimal points	11.84	This field indicates the average revenuefor this device category per account accruing from any other charges in the corresponding customer and brand category in the month.
AA	promotional_credits	Number - 2 decimal points	12.01	This field indicates the total promotional credits, including waived activation fees, per account for this device category across all customers in the corresponding customer and brand category in the month
AB	percent_gsm	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers for this device category in the corresponding customer and brand category in the month with a device that is max GSM capable
AC	percent_cdma	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers for this device category in the corresponding customer and brand category in the month with a device that is max CDMA capable
AD	percent_evdo	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers for this device category in the corresponding customer and brand category in the month with a device that is max EVDO capable
AE	percent_hspa	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers for this device category in the corresponding customer and brand category in the month with a device that is max HSPA capable
AF	percent_hspaplus	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers for this device category in the corresponding customer and brand category in the month with a device that is max HSPA+ capable
AG	percent_lte	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers for this device category in the corresponding customer and brand category in the month with a device that is max LTE capable
AH	percent_other	Number - 2 decimal points	1.68 (-1 if not applicable)	This field indicates the percentage of customers for this device category in the corresponding customer and brand category in the month with a device not defined in columns AB through AG
AI	activate_total	Number - Integer	2435, 12102, etc. (-1 if not applicable)	This field identifies the total number of activations for this device category at the end of the month for the corresponding customer and brand category in this county
AJ	deactivate_total	Number - Integer	2435, 12102, etc. (-1 if not applicable)	This field identifies the total number of deactivations afor this device category at the end of the month for the corresponding customer and brand category in this county
AK	churn	Number - 2 decimal points	1.85	This field identifies the percentage of customers for this device category who have deactivated service at the end of the month for the corresponding customer and brand category in this county

date	county_fips	state_code	county_name	customer_category	device_category	brand_category	subs_total	subs_voice_data_text	subs_voice_text	subs_voice_data	subs_voice_only

Customer Data Template

subs_data_only	average_lines	average_mou	average_texts	average_data	usage_5p	usage_25p	usage_50p	usage_75p	usage_90p	arpa	arpa_nonrecurring

arpa_equipment	arpa_other	promotional_credits	percent_gsm	percent_cdma	percent_evdo	percent_hspa	percent_hspaplus	percent_lte	percent_other	activate_total	deactivate_total	churn

"Wholesale Data" Instructions

For each month beginning 01/2015 and extending through 06/2018, and for each county and county-equivalent, please provide the followng data on wholesale sales to unaffiliated companies
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.
The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides.
If the billing zip code is not known for Consumer Prepaid Customers, the NPA-NXX shall be used instead.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
A	date	Text - YYYY_MM	**"2015_01"** to **"2018_06"**	The month for which the data is being collected.
B	county_fips	Text	"01001", "56045"	Five-digit Federal Information Processing Standards (FIPS) code with leading zeroes which uniquely identifies counties and county-equivalent in the United States and Commonwealth of Puero Rico
C	state_code	Text	"AL", "WY"	State Postal Code
D	county_name	Text	"Autauga", "Weston"	County name or Legal/Statistical Area Description
E	device_category	Text	**"MVNO", "IoT Device Sales/M2M", "Other Connected Devices"**	This field denotes type of device category for each customer category for the corresponding brand category in this county
F	brand_category	Text	"Project Fi"	This field denotes the brand offered for the corresponding device category within each customer category for the corresponding customer category in this county
G	subs_total	Number - Integer	24359, 31025, etc. (-1 if not applicable)	This field identifies the total number of subscribers at the end of the month for the corresponding device and brand category in this county
H	average_mou	Number - 2 decimal points	2054.55, etc. (-1 if not applicable)	This field identifies the average voice minutes per account at the end of the month for the corresponding device and brand category in this county
I	average_texts	Number - 2 decimal points	1265.32, etc. (-1 if not applicable)	This field identifies the average number of text messages per account at the end of the month for the corresponding device and brand category in this county
J	average_data	Number - 2 decimal points	10003.34 (-1 if not applicable)	Average amount of data usage per account (in Megabytes) inclusive of text usage in this month for the corresponding device and brand category in this county
K	average_data_notext	Number - 2 decimal points	10003.34 (-1 if not applicable)	Average amount of data usage per account (in Megabytes) exclusive of text usage in this month for the corresponding device and brand category in this county
L	total_revenue	Number - 2 decimal points	1048994.54	This field indicates the total revenue billed to the device and brand category in the month
M	percent_gsm	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers in the corresponding device and brand category in the month with a device that is max GSM capable
N	percent_cdma	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers in the corresponding device and brand category in the month with a device that is max CDMA capable
O	percent_evdo	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers in the corresponding device and brand category in the month with a device that is max EVDO capable
P	percent_hspa	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers in the corresponding device and brand category in the month with a device that is max HSPA capable
Q	percent_hspaplus	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers in the corresponding device and brand category in the month with a device that is max HSPA+ capable
R	percent_lte	Number - 2 decimal points	16.38 (-1 if not applicable)	This field indicates the percentage of customers in the corresponding device and brand category in the month with a device that is max LTE capable
S	percent_other	Number - 2 decimal points	1.68 (-1 if not applicable)	This field indicates the percentage of customers in the corresponding device and brand category in the month with a device not defined in columns M through R
T	total_activate	Number - Integer	2435, 12102, etc. (-1 if not applicable)	This field identifies the total number of activations at the end of the month for the corresponding device and brand category in this county
U	total_deactivate	Number - Integer	2435, 12102, etc. (-1 if not applicable)	This field identifies the total number of deactivations at the end of the month for the corresponding device and brand category in this county

date	county_fips	state_code	county_name	device_category	brand_category	subs_total	average_mou	average_texts	average_data	average_data_note xt

Wholesale Data Template

total_revenue	percent_gsm	percent_cdma	percent_evdo	percent_hspa	percent_hspaplus	percent_lte	percent_other	total_activate	total_deactivate

"Porting Data" Instructions

For each month beginning 01/2015 and extending through 06/2018, and for each county and county-equivalent, please provide by county or county-equivalent the ports out data.

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.

The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides.

If the billing zip code is not known for Consumer Prepaid Customers, the NPA-NXX shall be used instead.

Note: Enterprise customers restricted to entities with 20 lines or more.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
A	date	Text - YYYY_MM	"2015_01" to "2018_06"	The month for which the data is being collected.
B	county_fips	Text	"01001", "56045"	Five-digit Federal Information Processing Standards (FIPS) code with leading zeroes which uniquely identifies counties and county-equivalent in the United States and Commonwealth of Puero Rico
C	state_code	Text	"AL", "WY"	State Postal Code
D	county_name	Text	"Autauga", "Weston"	County name or Legal/Statistical Area Description
E	ports_to	Text	"T-Mobile", "MetroPCS", etc.	The name of the competing service provider to which the Company's subscribers ported.
F	ports_out_total	Text	20000	The total number of subscribers who ported from the Company.
G	postpaid_ports_out	Number - Integer	5000	The number of postpaid subscribers who ported from the Company.
H	prepaid_ports_out	Number - Integer	5000	The number of prepaid subscribers who ported from the Company.
I	wholesale_ports_out	Number - Integer	5000	The number of wholesale subscribers who ported from the Company.
J	enterprise_ports_out	Number - Integer	5000	The number of enterprise subscribers who ported from the Company.
K	ports_from	Text	"AT&T", "MetroPCS", etc.	The name of the competing service provider whose subscribers ported to the Company.
L	ports_in_total	Text	20000	The total number of subscribers who ported in to the Company.
M	postpaid_ports_in	Number - Integer	5000	The number of subscribers who ported in order to become postpaid subscribers of the Company.
N	prepaid_ports_in	Number - Integer	5000	The number of subscribers who ported in order to become prepaid subscribers of the Company.
O	wholesale_ports_in	Number - Integer	5000	The number of subscribers who ported in order to become wholesale subscribers of the Company.
P	enterprise_ports_in	Number - Integer	5000	The number of subscribers who ported in order to become enterprise subscribers of the Company.

date	county_fips	state_code	county_name	ports_to	ports_out_total	postpaid_ports_out	prepaid_ports_out	wholesale_ports_out

Porting Data Template

enterprise_ports_out	ports_from	ports_in_total	postpaid_ports_in	prepaid_ports_in	wholesale_ports_in	enterprise_ports_in

"Device Leases and Sales" Instructions

For each month beginning 01/2015 and extending through 06/2018, and for each county and county-equivalent, please provide the following device sales data by device category and sales channel.

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. A unique observation in this data is determined by columns A through I.

The subscriber's billing zip code shall be used when determining the geographic area in which the subscriber resides.

If the billing zip code is not known, the NPA-NXX shall be used instead.

Please also provide a TAC database with the characteristics of each handset corresponding to each TAC code.

Column	Variable Name	Format	Possible Entries/Example Entries	Description
A	date	Text - YYYY_MM	2015_01 to 2018_06	The month for which the data is being collected.
B	county_fips	Text	"01001", "56045"	Five-digit Federal Information Processing Standards (FIPS) code with leading zeroes which uniquely identifies counties and county-equivalent in the United States and Commonwealth of Puero Rico
C	state_code	Text	"AL", "WY"	State Postal Code
D	county_name	Text	"Autauga", "Weston"	County name or Legal/Statistical Area Description
E	device_category	Text	"Mobile Phone", "Mobile Data Device", "Other Connected Devices"	This field denotes type of device category for each sales channel in this county
F	sales_channel	Text	"Website", "Company Owned Store"	This field denotes the sales channel used to purchase the device category in this county
G	sales_type		"Sale", "Lease"	Whether this data record corresponds to device sales or device leases in the month, county
H	device_manufacturer	Text	"Apple", "Samsung"	This field identifies the manufacturer of the device
I	sku	Text	"6009664", "MK1000"	This field identifies the unique model number or SKU for the device
J	tac	Text	"01233600"	The type allocation code (TAC) for this device
K	introduction_date	Text - YYYY_MM	"2012_01"	This field identifies the date that the Company first began selling this device
L	quantity	Number - Integer	543	This field identifies the total quantity of this device that was sold in this month, sales channel and county (**Note: Do not include returns in the field**)
M	returns	Number - Integer	123	This field identifies the number of returns of this device in this month, sales channel and county
N	revenues	Number - Integer	62459	This field identifies the total revenues for this device in this month, sales channel and county (Note: **Do not include return revenues in this field**)
O	return_revenues	Negative Number - 2 decimal points	-5115.02	This field identifies the total revenues for this device in this month, sales channel and county
P	price	Number - 2 decimal points	115.02	This field identifies the average price paid for this device in this month, sales channel and county
Q	wholesale_price	Number - 2 decimal points	234.43	This field identifies the wholesale price the Company paid for this device in this month
R	promotion	Number - Integer	0, 1	An indicator for whether this device was under a promotion in this month, sales channel and county

date	county_fips	state_code	county_name	device_category	sales_channel	sales_type	device_manufacturer	sku

Device Sales Data Template

tac	introduction_date	quantity	returns	revenues	return_revenues	price	wholesale_price	promotion