

2012 Cable Industry Price Survey

INSTRUCTIONS FOR COMPLETING FCC CABLE INDUSTRY PRICE SURVEY

General Information: Please read these instructions before completing the survey. In addition, refer to the questionnaire for guidance on answering specific questions. Special attention to the instructions and questionnaire is important because it is essential that all operators use the same definition for each question. Please complete a questionnaire for each CUID listed in the attachment to the letter accompanying this Order.

The survey questionnaire requests information on the availability and prices charged for certain services and equipment at the community level. When providing pricing information, respondents should report the standard, regular retail rate for the type of programming or equipment identified in the question and should not report prices that are limited-term offers, prices that are available only to new subscribers or prices that are available only within a portion of the franchise area.

For questions pertaining to number of subscribers, the survey requests information at the smallest local system level for which you maintain subscriber information. This survey requests system-level information for certain questions because we have found that cable operators responding to this survey are more likely to maintain, or are better able to estimate, certain information at the system level than for a specific community.

Background: The 1992 Cable Act requires the Commission to publish annually a statistical report on average rates for basic cable service, cable programming service, and equipment. The report must compare the prices charged by cable operators found to be subject to effective competition with those that are not subject to effective competition. This survey is intended to collect the data needed to fulfill that statutory requirement.

The questionnaire asks about an operator's monthly charge for basic service and expanded basic service as of two dates: January 1, 2011 and January 1, 2012. In addition, the survey asks for information on other factors such as the number of subscribers, the number of channels offered, the monthly charge for equipment, the availability of a "family tier" of service, and channel lineups.

Service Definitions: Basic Service is the package of channels (or tier) that includes the retransmission of local broadcast stations; public, educational and governmental (PEG) channels; commercial leased access; and other local stations. It sometimes may include a few satellite or regional channels.

The "expanded basic" service, "next most-subscribed" and "family" service are any package or tier of channels other than the Basic Service. Section B of the questionnaire further defines the basic, expanded basic, next most-subscribed and family services for the purpose of this survey.

Responding Officials: Please complete the questionnaire to the best of your ability. A company official who is familiar with the services offered and rates charged by the cable system should be responsible for the completion of this survey and should be identified as the "contact person" in Section A of the questionnaire. A second company official should certify, in Section A of the questionnaire, that the information provided is complete and accurate to the best of his or her knowledge.

How to Access the Survey on the Commission's Internet Site: You can access the questionnaire at <http://www.fcc.gov/guides/2012-cable-industry-price-survey-download-site>. After completing a login process, which includes an FCC Registration Number (FRN) and a password of your choosing, you can proceed to answer the questions directly on the Internet site. If you do not have an FRN, you can obtain one by clicking on the link "FCC Registration Page." Enter your FRN and Password and the Main Menu will come up. Further instructions for completing the web-based survey are provided under the link for "Instructions." Paper filings will not be accepted. If you do not have access to the Internet, please call the cable price survey team, Media Bureau, at 202-418-2330.

Confidentiality: Your responses will be protected to ensure that after being received by the FCC they are secure from unauthorized access. Only FCC employees participating in the analysis of these surveys will have access to your responses. Survey data also is subject to requests for public release filed pursuant to the Freedom of Information Act ("FOIA"). Nothing in this Order shall be construed as a resolution on the merits of a FOIA request. If any individual respondent to this survey wishes to request confidential treatment of any data provided in connection with the survey, in accordance with Sections 0.457 or 0.459 of the Commission's rules, the respondent should request such confidentiality in writing and identify clearly the specific information to be protected. The respondent also should provide, as required by the rules, a complete explanation of why such treatment is appropriate. You should make your request for confidentiality in an e-mail addressed to cablesurvey@fcc.gov with "Request for Confidentiality" and the relevant CUID or company name in the "subject" line.

Comments: There is no longer a "Notes" section at the end of the survey. If you would like to comment on the survey in general or on any particular question, or would like to elaborate or explain any of your answers, please send us your comments in an e-mail addressed to cablesurvey@fcc.gov with "Comments" and the relevant CUID or company name in the "subject" line.

If You Need Help: If you have any questions regarding the content of this questionnaire, the definitions to be used in answering specific questions, or the method of filing, please call the cable price survey team at (202) 418-2330, Monday through Friday, between 9:00 a.m. and 5:30 p.m. (ET), for assistance. You may also e-mail cablesurvey@fcc.gov with questions.