

**- CABLEVISION SURVEY QUESTIONS -**

1 Do you make the decisions or share in making the decisions in your household for cable TV service?

- 1 Yes
- 2 No

2 Do you or does any member of your household work for any of the following — a marketing research firm, a cable channel, a cable or satellite TV provider or a telephone company?

- 1 Yes
- 2 No

3 AGE RANGE = 18+

4 What is your age?

5 What is your age-group? Is it?

<u>1 Male</u>			<u>2 Female</u>	
1	Under 18	(SCR. OUT)	1	Under 18 (SCR. OUT)
2	18 - 24		2	18 - 24
3	25 - 29		3	25 - 29
4	30 - 34		4	30 - 34
5	35 - 39		5	35 - 39
6	40 - 44		6	40 - 44
7	45 - 49		7	45 - 49
8	50 - 54		8	50 - 54
9	55 - 59		9	55 - 59
10	60 - 64		10	60 - 64
11	65+		11	65+

6 Do you currently subscribe to Optimum TV from Cablevision at this address?

- 1 Yes
- 2 No
- 3 DK/NA

7 ZIP CODE

8 BOROUGH

- 1 Brooklyn
- 2 Bronx

9 VIDEO PRODUCT

- 1 Optimum Value
- 2 Optimum Preferred
- 3 Optimum Silver
- 4 Optimum Gold

10 How long have you subscribed to Optimum TV from Cablevision at this address?  
Have you subscribed for?

- 1 More than five years
- 2 About five years
- 3 Four years
- 4 Three years
- 5 Two years
- 6 One year
- 7 Less than one year
- 8 DK/NA

11 Optimum TV offers over 600 channels, which include free HD channels for all major networks and movie channels. It provides On Demand programming including thousands of Free On Demand shows from over 80 networks, a wide variety of sports channels covering both national and local sports, and exclusive News 12 hyper- local news coverage. Plus, Optimum TV customers can view programming anywhere in or out of their homes with the Optimum App and TV to Go using any internet enabled devices including smartphones, tablets or laptops.

Overall, how would you rate Optimum TV on providing a broad range of television programming services to its customers? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”

12 For the next few questions, I am going to ask you to rate different aspects of the **Optimum TV service**. Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”

How would you rate Optimum TV?

- A. The **total number** of channels available
- B. The **variety** of programming available

- C. The variety of **news** programming available
- D. The variety of **sports** related programming available
- E. The variety of **entertainment** programming available, such as TV shows and movies
- F. The availability of **local news, traffic and weather**

13 Optimum TV offers over 600 channels including HD channels at no additional fee. HD channels include all major networks, news, sports, movie channels and more.

Overall, how would you rate Optimum TV on providing all of its HD channels to its customers at no additional fee? Please use a four-point scale where “4” is “excellent,” “3” is “very good,” “2” is “good,” and “1” is “poor.”

14 Optimum TV offers On Demand programming, including Free On Demand with thousands of On Demand shows on over 80 networks at no additional fee.

Overall, how would you rate Optimum TV on providing Free On Demand programming to its customers? Please use a four-point scale where “4” is “excellent,” “3” is “very good,” “2” is “good,” and “1” is “poor.”

15 Optimum TV provides the Optimum App at no additional fee, which allows customers to watch live TV anywhere in the home on any internet enabled device including smartphones, tablets or laptops. In addition to streaming TV programs, customers can browse TV listings and schedule and manage their DVR.

Overall, how would you rate Optimum TV on providing the ability to watch television programming anywhere in the home as a service to its customers using the Optimum App? Please use a four-point scale where “4” is “excellent,” “3” is “very good,” “2” is “good,” and “1” is “poor.”

16 Optimum TV provides TV to GO at no additional fee, which allows customers to watch a selection of TV programming included in their subscription anywhere they have an internet connection, in or out of the home. TV to GO provides customers access to available episodes included in their subscription on any internet enabled device including smartphones, tablets or laptops.

Overall, how would you rate Optimum TV on providing customers the ability to watch a selection of television programming included in their subscription anywhere there is an internet connection using TV to Go? Please use a four-point scale where “4” is “excellent,” “3” is “very good,” “2” is “good,” and “1” is “poor.”

- 17 Which of the following NYC TV channels have you watched in the past 60 days?
- 1 OTB on NYC TV
  - 2 NYC Drive
  - 3 NYC World
  - 4 NYC Government
  - 5 CUNY TV
  - 6 NYC Life
  - 7 None
  - 8 DK/NA
- 17a How would you rate the OTB on NYC TV channel? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 17b How would you rate the NYC Drive channel? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 17c How would you rate the NYC World channel? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 17d How would you rate the NYC Government channel? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 17e How would you rate the CUNY TV channel? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 17f How would you rate the NYC Life channel? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 18 Have you watched the Brooklyn Free Speech channels in the past 60 days?
- 19 How would you rate the Brooklyn Free Speech channels? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 20 Have you watched the Brooklyn Independent Media Community Access Channel in the past 60 days?
- 21 How would you rate the Brooklyn Independent Media channel? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”

- 22 Have you watched the BRONXNET Community Access TV channels in the past 60 days?
- 23 How would you rate the BRONXNET Community Access TV channels? Please use a four-point scale where “4” is “excellent”, “3” is “very good”, “2” is “good”, and “1” is “poor.”
- 24 How many people, including yourself, are living in your household?
- 25 Do you currently own or rent your primary residence?
- 1 Own
  - 2 Rent
  - 3 I have another arrangement
  - 4 DK/NA
- 26 Would you consider your residence to be...?
- 1 An apartment in an apartment building
  - 2 A Duplex Apartment
  - 3 A condominium or co-op
  - 4 A single-family house
  - 5 A multi-family dwelling
  - 6 Other (please specify)
  - 7 DK/NA

Cablevision considers this material to be Cablevision’s confidential and proprietary information and trade secrets, which, if disclosed could be used to the Company’s detriment by existing and potential competitors thereby causing substantial injury to Cablevision’s competitive position.

As such, Cablevision considers the draft survey questions, survey and survey responses to be exempt from disclosure under New York State’s Freedom of Information Law. We therefore submit the survey and survey responses with the expectation that our right to confidential treatment will be protected. Should anyone seek the release of the survey, survey responses or other information contained therein, we respectfully request that Cablevision be notified of such request so that we may take steps to fully protect our interests.