



Cablevision Franchise Research Study: New York City

November 2015

METHODOLOGY

This report highlights the key findings of a telephone survey conducted by Frank N. Magid Associates for Cablevision. The data are based on interviews with a representative sample of 301 Cablevision Optimum TV subscribers residing within the New York City Cablevision footprint. Respondents were carefully screened and met specific criteria including being the sole or shared decision maker for their household's cable TV service and for currently subscribing to cable television service from Cablevision. Subscriber lists were provided by Cablevision based on Cablevision's internal database. Fieldwork was conducted September 16th-30th, 2015.

All attitudinal ratings are based on a four-point scale. All data are reported on top 3 box ratings (rated Good, Very Good, or Excellent).

The margin of error for the sample is +/-6% at the 95% confidence interval.



KEY FINDINGS

TV Programming

- The vast majority of respondents (93%) rate Optimum TV highly on providing a broad range of television programming services to customers (good, very good, or excellent).
- Availability of local news, traffic, and weather receives the highest rating (96%), followed by the variety of news programming available (95%).
- Respondents also give high ratings on the variety of programming available (93%) and the total number of channels available (89%).
- Respondents are also pleased with the variety of entertainment programming available (92%) as well as the variety of sports programming available (83%).

Services & Features

- 92% of respondents with HD TVs rate Optimum TV highly on providing all of its HD channels to customers at no additional fee and 96% of On Demand users give Optimum TV high ratings on providing free On Demand programming to customers.
- Over nine in ten (92%) Optimum App users rate Optimum TV's ability to provide television programming anywhere in the home through the Optimum App highly, and nearly that many (86%) rate Optimum TV's ability to provide subscription TV programming anywhere through the TV to Go app highly.
- 96% of Multi-Room DVR users give high ratings to Optimum TV's multi-room DVR.

International Programming

One-fifth (20%) of respondents subscribe to or watch any of Optimum TV's international programming packages. Among these subscribers or viewers, the vast majority (92%) give Optimum TV high ratings on providing international packages/channels to customers.



Customer Demographics

Of the 301 New York City Cablevision cable TV subscribers, 54% are female and 46% are male. The respondents' ages are well distributed (27% age 60 and over, 21% age 50-59, 32% age 35-49, 20% under age 35). The majority (54%) of the respondents have subscribed to Cablevision television service for five or more years, 24% for two to four years and 20% have subscribed for one year or less.