

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C.

In the Matter of	)	
	)	
Game Show Network, LLC,	)	MB Docket No. 12-122
Complainant,	)	File No. CSR-8529-P
	)	
v.	)	
	)	
Cablevision Systems Corp.,	)	
Defendant	)	

**DIRECT TESTIMONY OF COLLEEN MORAGHAN**

I, Colleen Moraghan, hereby swear and affirm as follows:

**I. BACKGROUND**

1. I am the Vice President of Audience Measurement at Cablevision, and have been in this role since 2006. I currently report to Jennifer Koester, Senior Vice President – Advanced Advertising Products & Analytics for Cablevision Media Sales. In 2010 and 2011, I reported to Gemma Toner, who was then Cablevision’s Senior Vice President of Marketing and Business Development.

2. Since joining Cablevision in 1983, I have held a variety of positions in various departments at the company. I began in advertising sales. In 2001, I was promoted to Vice President of Business Planning.

3. In 2006, I moved into my current role as Vice President of Audience Measurement in which I am responsible for leading efforts to collect Cablevision’s

[REDACTED]

[REDACTED]

**II. CABLEVISION'S COLLECTION AND MEASUREMENT OF SET TOP BOX DATA**

4. [REDACTED]

[REDACTED]

5. [REDACTED]

[REDACTED]

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1 [REDACTED]

2 [REDACTED]

[REDACTED]

6. [REDACTED]

[REDACTED]

7. [REDACTED]

[REDACTED]

8. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**III. CABLEVISION'S USE OF SET-TOP BOX DATA**

9. [REDACTED]
  - [REDACTED]

█ [REDACTED]  
[REDACTED]  
[REDACTED]

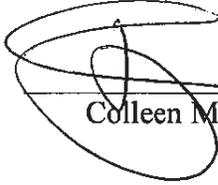
10. [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

11. [REDACTED]  
[REDACTED] █  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] █ [REDACTED]  
[REDACTED]  
[REDACTED]

12. I understand that, [REDACTED]  
Cablevision has recently started to market and sell its set-top box data and related

analytical information (employing appropriate privacy controls) to third-parties, including several programming networks.

Dated: May 28, 2015  
Bethpage, New York



Colleen Moraghan