

**GAME SHOW NETWORK, LLC V. CABLEVISION SYSTEMS CORPORATION
MB DOCKET NO. 12-122. FILE NO. CSR-8529-P**

JOINT GLOSSARY

Term	Definition
Ad Avails (or Advertising Availabilities)	Advertising units during the programming of a network (usually 2-3 minutes per hour) that are made available for an MVPD to sell pursuant to the affiliation agreement between the parties. The network reserves the remaining advertising time for itself to sell to advertisers.
ADU (or Audience Deficiency Unit)	Units of commercial advertising inventory made available to advertisers as fulfillment for the inventory the advertisers purchased that ran in programs that under-delivered on contracted audience demographic ratings.
Affiliated	A network is “affiliated” with an MVPD if either entity holds an interest in the other, or if a third party holds an interest in both entities, that is an “attributable interest” as defined by Section 616 of the Communications Act of 1934, as amended, and its implementing regulations.
Affiliation Agreement	A contract used to license a programming network to an MVPD for distribution to the MVPD’s retail subscribers.
AMC Networks, Inc.	A publicly-traded company that owns and operates several national programming networks, including AMC, WE tv, IFC, and Sundance Channel, as well as international programming networks. AMC Networks Inc. was incorporated on March 9, 2011 as an indirect, wholly-owned subsidiary of Cablevision. It subsequently acquired 100% of the limited liability company interests in Rainbow Media Holdings, LLC. AMC Networks, Inc. became a public company on June 30, 2011.
Bresnan Broadband Holdings, LLC	A cable distributor serving subscribers in Montana, Wyoming, Colorado, and Utah that was acquired by Cablevision in December 2010. Cablevision operated Bresnan Broadband Holdings using the “Optimum” brand name until July 1, 2013, when Cablevision sold its Bresnan Broadband Holdings operations to Charter Communications, another MVPD.
Broadcast Basic	<i>See Tier.</i>
C3 Data	A measure of the commercials watched both live and for three days of DVR and video-on-demand playback and the metric under which much of primetime advertising is bought and sold.
Cablevision	<i>See Cablevision Systems Corp.</i>

Cablevision Systems Corp.	The defendant in this proceeding. Through its subsidiary, CSC Holdings, LLC, Cablevision operates a number of cable systems in and around the New York metropolitan area. Cablevision had an ownership interest in national and international programming networks through its wholly-owned subsidiary Rainbow Media Holdings, LLC, until AMC Networks Inc. acquired those interests and became an independent public company on June 30, 2011. Cablevision is a “multichannel video programming distributor” as defined in Section 76.1300(d) of the Commission’s rules.
CAB	The Cable Advertising Bureau, a trade organization established to provide promotional, sales, and advisory services to the cable industry. In May 2015, the CAB changed its name to the Video Advertising Bureau.
Carriage Agreement	<i>See Affiliation Agreement.</i>
Consumer Price Index (“CPI”)	Some carriage agreements provide for license fees to increase by the CPI, which is typically less than 3% a year.
Coverage Area	When used in connection with a programming network, the number of homes that receive the programming network.
Coverage Area Rating	The estimate of the size of the audience relative to the total number of homes or people that can receive this programming network.
CPM	The cost of advertising per thousand potential customers reached by a given broadcast advertisement.
Demographics	The component parts of a network’s audience, based on various characteristics such as age, gender, income, or education level.
DBS	Direct Broadcast Satellite. Examples of DBS operators include DIRECTV and DISH Network (also known as EchoStar).
Direct Response Advertising	Advertising that is sold by a network but does not include guaranteed delivery of a certain demographic.
DMA	Designated Market Area; a geographical designation of a media market created by Nielsen Media Research.
Expanded Basic	<i>See Tier.</i>
Family Cable	<i>See Tier.</i>
Forced Tuning	Setting a “default” tune for digital cable set-top boxes, which will determine which programming network appears when a cable box is switched on.
Game Show Network (“GSN”)	A cable television network launched in 1994 and, since at least November 2009, jointly owned by DIRECTV and Sony Pictures Television. Game Show Network is the complainant in this case.
General Rate Advertising	Advertising that is sold by a network and includes guaranteed delivery of a certain demographic.
HH	Household.
iO Sports Pak	<i>See Tier.</i>

iO Sports & Entertainment Pak	<i>See Tier.</i>
L3 Data	Nielsen data measuring live viewing of a television program plus three days of DVR or video-on-demand playback viewing.
License Fee	The fee that an entity pays for the right to distribute programming. In the context of a relationship between a network and an MVPD, the license fee is typically expressed as an amount of money per subscriber per month. These are also sometimes referred to as “affiliate fees” or “carriage fees.”
MRI	Mediamark Research and Intelligence, a company that conducts an annual “Survey of the American Consumer” measuring media usage, demographics, and consumer behavior.
MFN	Abbreviation for “Most Favored Nations.” A provision in affiliation agreements granting a distributor the right to be offered any more favorable rates, terms, and/or conditions subsequently offered or granted by a programming network to another distributor.
MSO	Multiple System Operator; a cable operator that operates multiple cable systems.
MVPD	Multichannel Video Programming Distributor; a distributor that delivers more than one channel of video programming to subscribers, as defined in 47 C.F.R. 76.1300(d). There are various types of MVPDs, including MSOs and other cable operators; DBS operators; and telephone company (telco) video providers.
Nielsen Local Market Rating	Total market rating published by Nielsen for a specific local market, as defined by Nielsen. There are two separate Nielsen systems that produce this local market data: the Nielsen Television Index (“NTI”) and the Nielsen Station Index (“NSI”).
Nielsen National Rating	Total market rating or coverage area rating published by Nielsen for the Nielsen national market.
Nielsen Station Index (“NSI”)	Market data collected and published by Nielsen to provide local ratings. It is a component of the Nielsen Local Market Rating.
Nielsen Television Index (“NTI”)	Market data collected and published by Nielsen to provide local ratings in certain large markets. It is a component of the Nielsen Local Market Rating.
Penetration	A network’s “penetration” is a percentage reflecting the proportion of a particular MVPD’s video subscribers that receive a particular network.

People Meter	An electronic device used by Nielsen Media Research to measure nationwide audiences. The device is attached to a TV set to measure tuning status (set on/off, channel, time, and duration of tuning) as well as demographic data. Household members and their guests push buttons to identify themselves.
Programming Network	A type of “video programming vendor,” as defined in 47 C.F.R. 76.1300(e).
Rainbow Media Holdings, LLC	Formerly a wholly-owned subsidiary of Cablevision that, until it was acquired by AMC Networks, Inc., owned and operated several national programming networks, including AMC, WE tv, IFC, Sundance Channel, and Wedding Central, as well as international programming networks.
Rate Card	The set of license fee rates offered by a programmer to an MVPD.
Reach	The number of individuals or households that watch a network at least once during a given time period. Also referred to as “Cumulative Audience.”
Retransmission Consent Fee	A fee paid by an MVPD to a broadcast network for permission to retransmit the network’s signal to the MVPD’s customers.
Scatter Advertising	Advertising sold outside of the upfront period with a guaranteed specific demographic.
Set-Top Box Data	Data collected digitally by MVPDs from subscribers’ set-top cable boxes.
Service Description	A contractual term in an affiliation agreement defining the type of content the network will provide to the MVPD in return for payment of a license fee.
Subscriber (also known as a “Sub”)	A customer of an MVPD.
Telco	Telephone Company. Refers to telephone companies, such as Verizon and AT&T, that provide multichannel video service and that, therefore, are MVPDs.

<p>Tier</p>	<p>A package of programming networks on an MVPD’s system that are sold as a unit.</p> <p>As of February 2011, Cablevision’s tiers included, among others:</p> <ul style="list-style-type: none"> • Broadcast Basic: The most broadly penetrated tier of programming, available to all of Cablevision’s customers, which consists generally of broadcast networks. • iO Family Cable a/k/a Expanded Basic: The second-most highly-penetrated level of service received by Cablevision’s subscribers. • iO Sports & Entertainment Pak: A tier of additional programming networks available to Cablevision subscribers at an additional price. Prior to February 2011, the tier was named “iO Sports Pak.”
<p>Upfront Advertising</p>	<p>The buying of national, demographic-guaranteed television advertising time for a full broadcast year (generally September through August) via one negotiation. Upfront buying usually requires representation throughout all four quarters; allows cancellation options in the last six months of a buy and generally allows audience guarantees to advertisers.</p>
<p>Viewers Per Viewing Household (“VPVH”)</p>	<p>Estimated number of viewers, usually classified by age and sex, comprising the audience within those households viewing a given station or program or using television during a particular time period.</p>
<p>WE tv</p>	<p>A cable television network launched in 1997 as “Romance Classics” and later rebranded as “WE: Women’s Entertainment” and then “WE tv.” It is operated by AMC Networks, Inc. (formerly by Rainbow Media Holdings) and is an affiliate of Cablevision.</p>
<p>Wedding Central</p>	<p>A cable television network launched in August 2009 featuring wedding-related programming. It was operated by Rainbow Media Holdings and was an affiliate of Cablevision until it was shut down in June 2011.</p>