

## GLOSSARY

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- 2004 Agreements** The Affiliation Agreement and Negotiation Agreement (each defined below) between Comcast and the NFL, executed on August 11, 2004. In the New York Actions (defined below) the trial court has ruled that the two agreements must be read together. NFL Enterprises LLC v. Comcast Cable Communications, LLC, 2007 NY Slip Op 50920U, \*7 (N.Y. Sup. Ct. 2007) (overruled on other grounds).
- Affiliation Agreement** The Affiliation Agreement is one of two agreements between NFL and Comcast, executed on August 11, 2004. The agreement provides, *inter alia*, that Comcast will carry the NFL Network on D2 (defined below) subject to Comcast's Conditional Tiering Right (defined below). The Affiliation Agreement also specifies the license fees (defined below) that, in light of all the consideration that the NFL promised to Comcast, Comcast agreed to pay to the NFL. The agreement also sets forth the procedure for the NFL to offer to add live regular season NFL games to the NFL Network as Additional Programming (defined in the Affiliation Agreement) in exchange for a surcharge that is capped under the Affiliation Agreement.
- Analog** Technology originally designed for transmitting voice (e.g., telephones) where signals are transmitted as continuous electromagnetic waves. Analog broadcast signals consist of modulated radio frequency transmitted over the air; cable systems distribute analog video signals in the form of modulated radio frequency transmitted through a closed transmission path such as coaxial cable or fiber. Interference or signal ingress during cable transmission, and the accumulation of "noise" as signals are amplified over the course of transmission, can result in reduced picture quality. *Compare* Digital (defined below).
- Bandwidth** The amount of electromagnetic spectrum available on a cable system for delivery of video, voice and data. A linear analog channel typically occupies 6 MHz of bandwidth on a cable system while a high-definition digital channel might use one-third of that, and a standard-definition digital channel occupies about one-tenth of the analog channel's bandwidth. A typical upgraded cable system contains approximately 750 MHz of bandwidth, although this can vary based on numerous factors, such as the size, location and age of the system.
- Broadcast Basic** Broadcast Basic generally refers to the most highly penetrated level of analog service on Comcast systems. Also referred to as B1.

<b>Channel Capacity</b>	The maximum number of programming services, typically expressed in 6 MHz blocks of bandwidth, that can be simultaneously carried on that portion of a cable system devoted to video distribution.
<b>Comcast</b>	Defendant Comcast Cable Communications, LLC (itself or one of its affiliates).
<b>Conditional Tiering Right</b>	The 2004 Agreements grant Comcast the right to distribute the NFL Network solely on a Sports Tier (defined below) under certain conditions. In the New York Actions (defined below), the parties are litigating over the interpretation of contract language that describes those conditions. In May 2007, a New York trial court held that the contract language was clear and gave Comcast the right to place the NFL Network on a Sports Tier. Following that ruling, the NFL Network was moved to a Sports Tier on most Comcast systems in the summer of 2007. In February 2008, a New York appellate court partially reversed the trial court's decision and held that the language of the 2004 Agreements was not plain and that discovery should move forward.
<b>DBS</b>	Abbreviation for "Direct Broadcast Satellite." An MVPD (defined below) that transmits video programming from satellites directly to dishes at viewers' homes. DBS providers include DirecTV and Dish Network (EchoStar).
<b>Digital</b>	When referring to video transmission, refers to video signals encoded into streams of binary electronic "bits," which are then sent over the network and can be converted back to analog video at the subscriber's premises. Digital signals are less susceptible to interference during transmission, resulting in higher signal quality and resolution. Digital technology also allows for compression so that more channels can be carried. <i>Compare</i> Analog (defined above).
<b>D2</b>	The Affiliation Agreement (defined above) defines D2 as the second highest penetrated level of digital television service at the time the Affiliation Agreement was signed.
<b>Expanded Basic</b>	Expanded basic generally refers to the second most highly penetrated level of analog service on Comcast systems after broadcast basic. Also referred to as B2.
<b>Golf Channel</b>	A Comcast-owned channel, launched in 1995, that telecasts hundreds of hours of live golf events each year as well as other golf-related programming. Comcast owns approximately 99.5% of the channel.
<b>HD</b>	Abbreviation for "High Definition." Digital transmission of video programming with substantially improved video and audio quality using any

of the following formats: 1080p, 1080i, 720p.

<b>HDTV</b>	Abbreviation for “High-Definition Television.” Technology providing a finer and wider TV picture usually with twice as many scanning lines as standard television. HDTV sets usually have a 16:9 aspect ratio (ratio of width to height of the picture or screen) as compared to the standard television set ratio of 4:3. HDTV also provides truer rendition of colors, offers multi-channel compact-disc quality sound, and eliminates artifacts that were common in analog picture formats (e.g., car wheels appearing to spin backwards).
<b>Headend</b>	The central signal processing center for a cable system where broadcast and satellite video signals are received, processed, and sent out over the distribution network to customers’ homes.
<b>Home Team Market</b>	The local market of each NFL team, as defined by the NFL, for the purposes of determining the geographical subset of television viewers in each NFL team’s local television market who receive a free, over-the-air simulcast of the NFL games telecast on cable television networks (either by the NFL Network or by ESPN). Thus, with respect to each of the teams participating in a given game in the Thursday/Saturday Game Package (defined below), the television viewers in each of those teams’ home team markets—irrespective of whether or not those viewers are subscribers to the NFL Network—receive the simulcast of that NFL Network game, either through their over-the-air television receiver or through the retransmission of that simulcast on their MVPD (defined below).
<b>Launch Date</b>	The date on which a network first is made available to MVPDs (defined below) for distribution or the date on which an MVPD commences carriage of a particular programming service.
<b>Launch Support</b>	Also known as “Launch Incentives.” Consideration offered by a network that is designed to assist an MVPD (defined below) in launching its programming service. Examples include cash, marketing assistance, and discounted license fees (defined below) or free carriage during early years of carriage.
<b>License Fee</b>	The consideration paid to a network by a distributor in exchange for carriage of the network. License fees often are expressed on a per-subscriber, per-month basis (e.g., 25 cents per subscriber per month).
<b>Licensing Rights</b>	The rights to televise programming that television networks acquire for consideration. The licensing rights for NFL games are among the most expensive rights available on the market (except that the NFL Network has obtained those rights from the NFL without paying any rights fee).
<b>Live Game Rights</b>	Rights to telecast live NFL games, except the eight games telecast on the

NFL Network.

**Linear**

A linear network, such as the NFL Network, offers programming on a fixed schedule established by the network. *Compare* VOD (defined below).

**MFN**

Abbreviation for “Most Favored Nations.” A provision in affiliation agreements granting the distributor the right to be offered any more favorable rates, terms or conditions subsequently offered by the network to another distributor.

**MHz**

Abbreviation for “Megahertz.” A unit of measurement for electromagnetic spectrum or bandwidth. An analog video channel typically occupies 6 MHz of bandwidth on a cable system.

**MSO**

Abbreviation for “Multiple System Operator,” which refers to a cable company that owns or operates multiple cable systems, often in disparate geographic locations. Comcast, Time Warner Cable, Cox, Bright House Networks, Cablevision, Charter, and Insight are some of the largest MSOs in the United States.

**MVPD**

Abbreviation for “Multichannel Video Programming Distributor.” A distributor of multiple channels of video programming for sale to consumers, regardless of distribution technology. In addition to the companies identified above as the largest MSOs in the U.S., other examples of MVPDs include DirecTV, Dish Network, AT&T U-verse and Verizon FiOS.

**Negotiation Agreement**

The Negotiation Agreement is one of two agreements between the NFL and Comcast executed on August 11, 2004, which sets forth the obligation of the NFL to negotiate in good faith with Comcast for the rights to “(a) a package of live, out-of-market, NFL games (‘Out-of-Market Package’) and (b) a package of live, nationally-telecast NFL games (‘Additional Cable Package’).”

**New York Actions**

On October 2, 2006, the NFL filed a lawsuit against Comcast in New York State Supreme Court seeking a declaration under the Affiliation Agreement that Comcast was prohibited by the Affiliation Agreement from placing the NFL Network on a Sports Tier (defined below) (NFL Enterprises LLC v. Comcast Cable Communications, LLC, Index No. 603496/06). Comcast filed its answer and moved for summary judgment, and the NFL cross-moved for summary judgment. On May 4, 2007, the New York State Supreme Court granted Comcast’s motion for summary judgment and denied the NFL’s motion. The court declared that Comcast is “entitled to distribute the NFL Network on a Sports Tier, under the agreements between the parties.” The NFL appealed this decision on May 11, 2007. On December 13, 2007, Comcast filed a breach-of-contract complaint against the NFL alleging, among other things, that the NFL’s extensive marketing campaign

encouraging Comcast customers to cancel their service and switch to other distributors violated the 2004 Agreements (Comcast Cable Communications, LLC v. NFL Enterprises LLC, Index No. 604092/07). Comcast amended this complaint on January 4, 2008 to include, among other claims, an action for damages based on the NFL's initial refusal to allow a transfer to a Sports Tier. On February 26, 2008, the New York First Department partially reversed the New York State Supreme Court's decision in NFL Enterprises LLC v. Comcast Cable Communications, LLC, Index No. 603496/06, holding that the relevant language of the 2004 Agreements was not plain and remanding to the State Supreme Court for discovery and trial. On April 24, 2008, the State Supreme Court ordered that discovery in both cases be coordinated and proceed simultaneously. The cases are currently in discovery.

<b>NFL</b>	Complainant NFL Enterprises LLC (itself or one of its affiliates, including the National Football League).
<b>NFL Network</b>	A single-sport network wholly owned by the 32 owners of National Football League teams that offers eight live NFL regular season games per year in addition to other programming, such as talk shows related to the NFL.
<b>NFL Players Association</b>	The union for professional football players in the National Football League. The NFL Players Association shares in league revenue, such as the licensing fees that broadcasters pay to televise NFL games, but does not share in equity, such as the equity in the NFL Network owned by the NFL team owners.
<b>Off-Network Series</b>	Also referred to as "re-runs;" programming formerly included on the prime time lineup of a broadcast network, now being syndicated for distribution by television stations or cable networks.
<b>Out-of-Market Games</b>	Different markets may receive broadcasts of different NFL games during the Sunday Afternoon game slots. Out-of-Market Games refer to the games that are televised in other markets but not locally. The Sunday Ticket package (defined below), which is available exclusively to DirecTV, is the only service that allows subscribers to watch Out-of-Market games.
<b>Outdoor Life Network or "OLN"</b>	See "Versus" below.
<b>Pay-Per-View</b>	Usage-based fee structure in which the viewer is charged a price for individual programs, typically movies or special events, requested by the viewer on a discretionary basis. Pay-per-view programs are offered at fixed start times established by the programmer, as distinguished from video-on-demand, which allows the viewer to start the program at the time of his/her choosing.

<b>Prime Time</b>	In general, the three evening hours (four on Sunday) programmed by broadcast and cable networks from 8 pm until 11 pm Eastern and Pacific Time and from 7 pm until 10 pm Central and Mountain Time, Monday through Saturday, starting an hour earlier on Sunday.
<b>Rate Card</b>	The standard license fee rates offered by a programmer to MVPDs.
<b>Red Zone Channel</b>	A channel that provides live look-ins and real-time highlights of all Sunday afternoon NFL games starting at 1 p.m. ET and continuing through the conclusion of the 4 p.m. ET games. The channel switches from game to game and airs live action when a team is in scoring position, known as the “Red Zone,” which is inside the opponent’s 20-yard line. This channel has been exclusive to DIRECTV’s Sunday Ticket the past four seasons, but will reportedly be made available to other MVPDs and other distribution platforms no later than the 2012 season.
<b>SD</b>	Abbreviation for “Standard Definition,” which refers to digital transmission of video programming with video and audio quality generally comparable to traditional analog transmission.
<b>Sports Tier</b>	A group of sports-related channels, which Comcast makes available to its subscribers for an additional monthly fee. Since the summer of 2007, Comcast has offered the NFL Network on its Sports Tier.
<b>Sunday Ticket</b>	A package of games the NFL makes available exclusively to DirecTV satellite, one of Comcast’s competitors, that allows subscribers the right to watch all out-of-market Sunday afternoon NFL games.
<b>Surcharge</b>	A per-subscriber fee for the addition of content, which in the case of NFL Network and the Affiliation Agreement, is capped at 55 cents per month, charged every month throughout the year for the addition of live regular season NFL games to its programming.
<b>Tier</b>	A bundle of cable programming services sold to subscribers at a package price ( <i>e.g.</i> , basic, expanded basic, and digital tiers) or the level of service on which a channel is carried.
<b>Thursday/Saturday Package</b>	Eight live, regular season games, aired during November and December, that in January 2006 the NFL awarded to its own NFL Network.
<b>Value Proposition</b>	The net value of a network to a distributor, taking into account both the costs and benefits of the network to the distributor.
<b>Versus</b>	Formerly known as the Outdoor Life Network, a Comcast-owned channel, launched in 1995, that telecasts hundreds of hours of live sports each year,

including the NHL regular season and playoffs, Big 12 and Pac-10 college football, and the Tour de France.

**VOD**

Abbreviation for “Video-on-Demand,” which refers to programming offered on a per-program basis, either with or without a separate per-program fee (in this latter case – “Free VOD” or “Free On Demand”). Video-on-Demand programming typically can be viewed at any time selected by the viewer, often with pause, fast-forward and rewind functionality.