

REDACTED VERSION

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)
)
The Tennis Channel, Inc.,)
Complainant)
 v.)
Comcast Cable Communications, LLC,)
Defendant)

MB Docket No. 10-204
File No. CSR-8258-P

FILED/ACCEPTED

JUN - 7 2011
Federal Communications Commission
Office of the Secretary

JOINT GLOSSARY OF TERMS

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| À La Carte | Offering a network on an individual per-channel basis rather than as part of a package or tier of programming (defined below). |
| Ad Avails (or Advertising Availabilities) | Advertising units during the programming of a network (usually 2-3 minutes per hour) that are made available for the distributor to sell under a standard term of an affiliation agreement. The network reserves the remaining advertising time for sale itself. |
| Affiliated | A network is “affiliated” with an MVPD for the purposes of the program carriage rules if the MVPD holds an ownership interest in the network that is attributable under Section 76.1300(a)-(b) of the Commission’s rules. As a general rule, a programmer is “‘affiliated’ with respect to a multichannel distributor if the distributor holds five percent or more of the stock of the programmer, whether voting or non-voting.” <i>In the Matter of Implementation of Sections 12 and 19 of the Cable Television Consumer Protection and Competition Act of 1992; Development of Competition and Diversity in Video Programming Distribution and Carriage, Second Report and Order</i> , MM Docket No. 92-265, 9 FCC Rcd 2642 ¶ 19 (rel. 1993). |
| Affiliation Agreement | In this context, a contract pursuant to which content is licensed by a programming service (such as Tennis Channel) to an MVPD (such as Comcast) for distribution to the MVPD’s retail subscribers. |
| Analog | 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. Until recent years, all television signals for decades were analog, which requires substantially more bandwidth than digital signals for distribution of the same content. Many cable systems still distribute analog channels. <i>Compare</i> Digital (defined below). |
| Anchor Programming | A term used by Tennis Channel in this proceeding to refer to coverage of sporting events on a live basis or within two weeks after the event occurred. |
| B1 | <i>See</i> Tier. |

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| B2 | <i>See Tier.</i> |
| Bandwidth | <p>The capacity available for delivery of content (voice, video, and data) through a cable system.</p> <p>A standard-definition digital channel generally occupies about one-tenth the bandwidth of a linear analog channel, and a high-definition digital channel generally occupies about one-third the bandwidth of a linear analog channel.</p> |
| Carriage Agreement | <i>See Affiliation Agreement.</i> |
| CCR | Channel Change Request. A form submitted by Comcast system employees to Comcast regional, divisional, and corporate management for approval to change its channel lineup. Changes include launching a network on a system for the first time, dropping a network, moving a network to a new channel number, and/or moving a network to a new tier (melting or negative repositioning). |
| Channel Capacity | The maximum number of programming services that can be simultaneously carried within the bandwidth of a cable system devoted to video distribution. |
| Comcast | Defendant Comcast Cable Communications, LLC (itself or one of its affiliates). |
| Comcast Cable Communications, LLC | Subsidiary of Comcast Corp. that distributes multichannel video programming. Comcast Cable Communications, LLC is the Defendant in this case. |
| Comcast Corp. | Parent company to Comcast Cable Communications, LLC and Comcast Programming Group. |
| Comcast Programming Group | Until 2011, the group within Comcast Corp. that operated certain of Comcast's affiliated cable networks, including Versus and Golf Channel. |
| Comcast SportsNet | <p>The brand name for a group of regional sports networks that are affiliated with Comcast.</p> <p>The Comcast SportsNet services offer multi-sport programming.</p> <p><i>See RSN.</i></p> |

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| Core Audience | The demographic group (e.g., age and gender group) that predominates in a network’s audience, or is the predominant target of its programming. |
| Coverage Area Rating | The number of households or persons viewing a network, as a percentage of all households or persons that receive the network. <i>Compare Total Market Rating.</i> |
| Crawl | Line of scrolling text moving (“crawling”) across the screen. |
| D0 | <i>See Tier.</i> |
| D1 | <i>See Tier.</i> |
| DS | <i>See Tier.</i> |
| DBS | Abbreviation for “Direct Broadcast Satellite.” An MVPD (defined below) that transmits video programming from satellites directly to dishes at the viewer’s location. DIRECTV and Dish Network (also known as EchoStar) are DBS operators. |
| Digital | Video signals transmitted through encoding into streams of binary electronic “bits.” Compared to analog distribution, digital signals are less susceptible to interference during transmission, resulting in higher signal quality and resolution. Digital signals require less bandwidth than would be required for analog signals distributing the same channel. <i>Compare Analog.</i> |
| Digital Classic | <i>See Tier.</i> |
| Digital Starter | <i>See Tier.</i> |
| Distribution Incentives | Consideration offered by a network that is designed to make it less expensive for an MVPD (defined below) to distribute or expand distribution of the network. Examples include cash, marketing assistance, discounted licensing fees, equity, or free periods of carriage. When distribution incentives are provided to encourage an MVPD to launch a programming service for the first time on a system, they also are referred to as “launch support” or “launch incentives” (defined below). |
| DMA | Abbreviation for “Designated Market Area.” A geographical designation of a media market, created by Nielsen Media Research. |

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| Dual Illumination | The carriage of a network on more than one tier at once. |
| Freeview | Short for “free preview.” A period during which a network authorizes an MVPD to distribute its programming to incremental subscribers without charge to the incremental subscribers or to the distributor for these subscribers. |
| Golf Channel | A network focusing on golf and golf-related programming that, prior to the merger of Comcast and NBC-Universal, was wholly-owned by Comcast. |
| Grand Slams | The four most prestigious annual tennis tournaments: the Australian Open, the French Open, Wimbledon, and the U.S. Open. |
| HD | 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. |
| Headends | Local facilities used to collect and transmit multichannel video programming from a distributor to the customer. |
| HH | Household. |
| Launch Support | Also known as “Launch Incentives.” Payments or other consideration offered by a network that is designed to pay an MVPD (defined below) to launch the network’s programming service or to distribute it more broadly. Examples include cash, marketing assistance, discounted licensing fees, equity, or free periods of carriage. |
| License Fee | <p>The fee that an entity pays for the right to distribute programming.</p> <p>In the context of a relationship between a network and an MVPD, the license fee, also called a carriage fee, is paid by the MVPD to the network in exchange for the right to carry the network. The license fee is typically specified in the affiliation agreement and expressed as an amount of money per subscriber per month.</p> <p>In the context of a relationship between a network and the owner of programming rights, see “Rights Fees.”</p> |

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| Licensing Rights | In the context of a relationship between a network and the owner of programming rights, the network's rights to telecast programming. |
| Linear Network | Linear networks, such as Tennis Channel, Golf Channel, and Versus, are channels that offer programming on a continuous and fixed schedule established by the network. <i>Compare VOD (defined below).</i> |
| Major Championships | Also called the "Majors." The four most prestigious annual men's golf tournaments: the Masters Tournament, the U.S. Open Championship, the British Open Championship, and the PGA Championship. |
| Major League Sports Networks | The primary national leagues that offer team sports in the United States are the National Football League, the National Basketball Association, Major League Baseball, and the National Hockey League. Each league has a network that offers live games and other programming related to that league's sport: respectively, the NFL Network, NBA TV, the MLB Network, and the NHL Network. |
| Melt | To move a channel from a less distributed to a more distributed tier of service (<i>e.g.</i> , from the Sports Tier to D1). |
| Metered Market | Nielsen-defined television market in which Nielsen measures audiences by way of electronic meters attached to television sets. There are 56 metered markets in the United States, reaching about 70% of all television homes in the country. |
| MFN | Abbreviation for "Most Favored Nations." A provision in affiliation agreements granting a distributor the right to be offered any more favorable rates, terms, or conditions subsequently offered or granted by a network to another distributor. |
| MSO | Abbreviation for "Multiple System Operator," which refers to a cable company that owns or operates multiple cable systems, often in different geographic locations. Comcast Cable Communications, LLC; Time Warner Cable; Cox; Cablevision; and Charter are the five largest MSOs in the United States. |

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| MVPD | Abbreviation for “Multichannel Video Programming Distributor.” An entity engaged in the business of making available for purchase by subscribers or customers, multiple channels of video programming. MVPDs include traditional cable operators, such as Comcast and Time Warner Cable, telephone companies, such as Verizon FiOS and AT&T U-Verse, and DBS operators, such as DirecTV and DISH Network. |
| Nielsen Local Market Rating | Total Market Rating published by Nielsen for a specific local market, as defined by Nielsen. <i>Compare Nielsen National Rating.</i> |
| Nielsen National Rating | Total Market Rating or Coverage Area Rating published by Nielsen for the Nielsen national market. <i>Compare Nielsen Local Market Rating.</i> |
| OLN | Outdoor Life Network (Versus’s name before 2007). |
| Penetration | A network’s “penetration” is a percentage reflecting the proportion of a particular MVPD’s subscribers that receive a particular network. |
| Prime Time | In general, the three evening hours (four on Sunday) programmed by broadcast and cable networks from 8 p.m. until 11 p.m. Eastern and Pacific Time and from 7 p.m. until 10 p.m. Central and Mountain Time, Monday through Saturday, starting an hour earlier on Sunday. |
| PSPM | Abbreviation for “per subscriber per month.” <i>See License Fee.</i> |
| Rate Card | The standard set of license fee rates offered by a programmer to MVPDs. |
| Rights Fees | A network’s payments to entities that own content for the rights to telecast specific programming owned by those entities. |
| RSN | Abbreviation for “Regional Sports Network.” A network that telecasts sports-related programming targeted to fans in a particular geographic region. |
| SD | Abbreviation for “Standard Definition,” which refers to transmission of video programming at traditional resolutions (e.g., 480i). |
| Shoulder Programming | Non-anchor programming shown on a network. <i>See also Anchor Programming.</i> |

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| Sports Entertainment Package (“SEP”) | <i>See Tier.</i> |
| Sports Tier | <i>See Tier.</i> |
| Subscriber | A customer of an MVPD. Sometimes referred to as a “sub.” |
| Telco | Abbreviation for “Telephone Company.” Refers to telephone companies, such as Verizon and AT&T, that provide multichannel video programming and are MVPDs. |
| Tennis Channel | A network focusing on tennis and other racquet-sport-related programming. Tennis Channel is unaffiliated with Comcast and is the Complainant in this case. |
| Tent Pole Content | A network’s marquee programming—in sports, for example, a key match or game coverage. An event that supports (<i>i.e.</i> , draws audiences to) content both before and after it. |
| Tier | <p>A bundle of cable programming services or networks sold to subscribers at a package price, or the level of service on which a channel is carried. Each tier typically carries an incremental cost to the subscriber.</p> <p>Tiers on Comcast cable systems include:</p> <ul style="list-style-type: none"> ▪ Broadcast Basic or B1: Broadcast Basic (or Limited Basic) generally refers to the most highly penetrated level of analog service on Comcast systems. It is received by ██████████ Comcast’s video customers. This package contains the broadcast networks and certain other governmentally mandated content. ▪ Expanded Basic or B2: Expanded Basic refers to the most highly penetrated level of analog service on non-digitized Comcast systems after government-mandated broadcast basic. ▪ Digital Starter, D0, or Digitized Expanded Basic: Digital Starter is the most broadly distributed digital tier, and the most highly penetrated level of service on digitized Comcast systems after government-mandated broadcast basic. In 2009, Digital Starter had approximately ██████████ subscribers. Taken together, Expanded Basic and Digital Starter are received by about ██████████ of Comcast’s subscribers. ▪ Digital Preferred or D1: Digital Preferred is the second most broadly distributed digital tier and is distributed to |

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| | <p>██████████ of Comcast’s total subscribers. In 2009, Digital Preferred had approximately ██████████ million subscribers.</p> <ul style="list-style-type: none"> ▪ Sports Entertainment Package (SEP) or Sports Tier: A package of sports-related channels which Comcast makes available to almost all of its subscribers for an additional monthly fee of approximately \$5-8. In 2009, approximately ██████████ subscribers ██████████ received the Sports Tier. |
| Total Market Rating | <p>The number of persons or households viewing a network, as a percentage of all television households in a market, whether or not those households receive the network.</p> <p><i>Compare Coverage Area Rating.</i></p> |
| TTC | Tennis Channel. |
| Versus | A network providing multi-sport programming that, prior to the merger of Comcast and NBC-Universal, was wholly-owned by Comcast. Formerly known as the Outdoor Life Network (OLN). |
| Vertically Integrated MVPD | A company that is affiliated with both an MVPD and a network. Comcast Corp. is vertically integrated. |
| VOD | <p>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.</p> <p><i>Compare Linear.</i></p> |
| Weighted Average | An average in which each unit in the series being averaged is multiplied by a weight relative to its importance, the result summed and the total divided by the sum of the weights. |