

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 Kim Norris, Executive Vice President of Emerging Business and Data 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]

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

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

4. [REDACTED]

5. [REDACTED]

[REDACTED]

[REDACTED]

1 [REDACTED]

[REDACTED]

[REDACTED]

2 [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

6. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

7. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

8. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

III. Cablevision’s Use of Set-Top Box Data

- 9. [REDACTED]
- a. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- b. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- c. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- d. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- e. [REDACTED]
[REDACTED]
[REDACTED]

IV. PROPRIETARY NATURE OF SET TOP BOX DATA

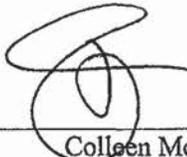
- 10. [REDACTED]
[REDACTED]

It is my understanding that other MVPDs similarly protect their own set-top box data and have generally declined to provide any details about their collection or sampling processes to any third parties.

11. [REDACTED]

REDACTED - FOR PUBLIC INSPECTION

Dated: March 11, 2013
New York, New York



Colleen Moraghan