

## **EXHIBIT 13**

### **Effective Competition Tracking Report**

# ECTR – Effective Competition Tracking Report



Provided by  
Satellite Broadcasting and Communications Association

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Pursuant to Section 76.907(c) of the FCC Rules, and your effective competition tracking request dated January 11, 2013 please find the following Direct-to-Home (DTH) satellite subscriber numbers per zip code (and/or zip+4 where necessary). The provision and use of this Effective Competition Tracking Report is governed by and subject to the terms and conditions of the Agreement for Provision and Use of Confidential Data, between your company and SBCA.

Report Date: January 15, 2013

Franchise Areas: Omaha, La Vista, Ralston, Valley, Waterloo, Bellevue, Gretna, Bennington, and Offut AFB, NE

ZIP Codes     DTH Count

51501	2391	68111	1375	68134	1281
51503	2497	68112	795	68135	1744
51510	247	68113	60	68137	1355
68005	1216	68114	577	68138	937
68007	923	68116	1996	68142	409
68028	1420	68117	567	68144	1169
68064	547	68118	449	68147	725
68069	453	68122	1138	68152	739
68102	40	68123	2094	68154	895
68104	1872	68124	511	68157	300
68105	1152	68127	1031	68164	1619
68106	846	68128	1177	83313	775
68107	1967	68130	970	Total	42473
68108	886	68131	440		
68110	438	68132	450		

Data is current through 12/31/2012

Methodology: Direct-To-Home (DTH) subscriber data reflects aggregated DIRECTV and DISH Network residential subscriber totals. The following data collection procedures are applied by Members in the normal course of business: a) single accounts with multiple receivers are only counted once; b) commercial and test accounts are not included; c) each occupied unit served in a multiple dwelling unit building has been counted as a separate residential subscriber; d) zip codes are taken from service locations (not billing addresses, where different); e) inactive accounts are routinely removed; f) invalid (undeliverable) addresses have been corrected where known; g) courtesy or complimentary accounts are included; and h) zip code information for Members' subscribers is periodically updated to reflect changes to zip codes by the United States Postal Service.

## ECTR – Effective Competition Tracking Report



Provided by  
Satellite Broadcasting and Communications Association

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Methodology: Direct-To-Home (DTH) subscriber data reflects aggregated DIRECTV and DISH Network residential subscriber totals. The following data collection procedures are applied by Members in the normal course of business: a) single accounts with multiple receivers are only counted once; b) commercial and test accounts are not included; c) each occupied unit served in a multiple dwelling unit building has been counted as a separate residential subscriber; d) zip codes are taken from service locations (not billing addresses, where different); e) inactive accounts are routinely removed; f) invalid (undeliverable) addresses have been corrected where known; g) courtesy or complimentary accounts are included; and h) zip code information for Members' subscribers is periodically updated to reflect changes to zip codes by the United States Postal Service.

# **EXHIBIT 14**

## **Competitor Penetration Calculations**

# Competing Provider Penetration Calculation

## Cox Communications Sun Valley Bellevue, Idaho Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	849
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Total Zip Code Occupied Households, 2010 Census	1,402
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Allocation Percentage	60.5563%
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Total ECTR Reported Subscribers (Zip Code)	775
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Total Allocated ECTR Subscribers	469.31
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Total Other Competing Provider Subscribers in Franchise Area	0
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Allocated ECTR Subscribers/Total Community Occupied Households	
DBS Penetration =	

Total DBS and DTH Penetration	55.2782%
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	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
Competing Provider Penetration =	

Total Competing Provider Penetration	55.28%
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**Pegasus Competing Provider Penetration Calculation**  
**Accounting for Occupied Household Growth Through 2012 Pursuant to Pegasus, 13 FCC Rcd 18 (1997)**

**Cox Communications Sun Valley  
 Bellevue, Idaho Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas = (Total Community Occupied Households/Total Zip Code Occupied Households)\*ECTR Subscribers

Total Community Occupied Households, 2010 Census + Growth through 2012 846

Total Zip Code Occupied Households, 2010 Census + Growth through 2012 1,398

Allocation Percentage 60.5150%

Total ECTR Reported Subscribers (Zip Code) 775

Total Allocated ECTR Subscribers 468.99

Total Other Competing Provider Subscribers in Franchise Area 0

Allocated ECTR Subscribers/Total Community Occupied Households = DBS Penetration =

Total DBS and DTH Penetration 55.4065%

Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households = Competing Provider Penetration =

Total Competing Provider Penetration 55.41%

**Bellevue, Idaho**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	1,876		Total Zip Code Occupied Households 2010 Census	1,402
B	2000 Census Households	679		Total ECTR Reported Subscribers (Zip Code)	775
C	2010 Census Population	2,287		Total Other Competing Provider Subscribers	0
D	2010 Census Households	849			
E	2012 Census Population Estimate	2,281			
F	2000-2010 Population Growth Percentage	21.91%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	25.04%	$(D - B) \div B$		
H	Household:Population Growth Ratio	114.28%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	-0.26%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	-0.30%	$H \times I$		
K	Current Occupied Households	846	$(D \times J) + D$		

<b>Bellevue, Idaho Zip Code</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>83313</b>	<b>775</b>	<b>1,402</b>
<b>Total</b>	<b>775</b>	<b>1,402</b>

# Competing Provider Penetration Calculation

## Cox Communications Omaha Bellevue, Nebraska Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	19,142
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Total Zip Code Occupied Households, 2010 Census	24,728
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Allocation Percentage	77.4102%
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Total ECTR Reported Subscribers (Zip Code)	4,335
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Total Allocated ECTR Subscribers	3,355.73
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Total Other Competing Provider Subscribers in Franchise Area	0
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Total DBS and DTH Penetration	17.5307%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	17.53%
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**Pegasus Competing Provider Penetration Calculation**  
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

**Cox Communications Omaha  
 Bellevue, Nebraska Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas = (Total Community Occupied Households/Total Zip Code Occupied Households)\*ECTR Subscribers

Total Community Occupied Households, 2010 Census + Growth through 2012 19,881

Total Zip Code Occupied Households, 2010 Census + Growth through 2012 25,682

Allocation Percentage 77.4122%

Total ECTR Reported Subscribers (Zip Code) 4,335

Total Allocated ECTR Subscribers 3,355.82

Total Other Competing Provider Subscribers in Franchise Area 0

Allocated ECTR Subscribers/Total Community Occupied Households  
 DBS Penetration =

Total DBS and DTH Penetration 16.8798%

Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households  
 Competing Provider Penetration =

Total Competing Provider Penetration 16.88%

**Bellevue, Nebraska**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	44,382		Total Zip Code Occupied Households 2010 Census	24,728
B	2000 Census Households	16,937		Total ECTR Reported Subscribers (Zip Code)	4,335
C	2010 Census Population	50,137		Total Other Competing Provider Subscribers	0
D	2010 Census Households	19,142			
E	2012 Census Population Estimate	52,064			
F	2000-2010 Population Growth Percentage	12.97%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	13.02%	$(D - B) \div B$		
H	Household:Population Growth Ratio	100.40%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	3.84%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	3.86%	$H \times I$		
K	Current Occupied Households	19,881	$(D \times J) + D$		

<b>Bellevue, Nebraska Zip Code</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>68005</b>	<b>1,216</b>	<b>8,968</b>
<b>68123</b>	<b>2,094</b>	<b>10,206</b>
<b>68147</b>	<b>725</b>	<b>3,660</b>
<b>68157</b>	<b>300</b>	<b>1,894</b>
<b>Total</b>	<b>4,335</b>	<b>24,728</b>

## Competing Provider Penetration Calculation

### Cox Communications Omaha Carter Lake, Iowa Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	1,388
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Total Zip Code Occupied Households, 2010 Census	1,388
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Allocation Percentage	100.0000%
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Total ECTR Reported Subscribers (Zip Code)	247
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Total Allocated ECTR Subscribers	247.00
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Total Other Competing Provider Subscribers in Franchise Area	0
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Total DBS and DTH Penetration	17.7954%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	17.80%
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**Pegasus Competing Provider Penetration Calculation**  
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

**Cox Communications Omaha  
 Carter Lake, Iowa Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas = (Total Community Occupied Households/Total Zip Code Occupied Households)\*ECTR Subscribers

Allocated ECTR Subscribers/Total Community Occupied Households  
 DBS Penetration =

Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households  
 Competing Provider Penetration =

Total Community Occupied Households, 2010 Census + Growth through 2012 1,382

Total DBS and DTH Penetration 17.8735%

Total Competing Provider Penetration 17.87%

Total Zip Code Occupied Households, 2010 Census + Growth through 2012 1,382

Allocation Percentage 100.0000%

Total ECTR Reported Subscribers (Zip Code) 247

Total Allocated ECTR Subscribers 247.00

Total Other Competing Provider Subscribers in Franchise Area 0

**Carter Lake, Iowa**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus , 13 FCC Rcd 18 (1997))**

A	2000 Census Population	3,248		Total Zip Code Occupied Households 2010 Census	1,388
B	2000 Census Households	1,221			
C	2010 Census Population	3,785		Total ECTR Reported Subscribers (Zip Code)	247
D	2010 Census Households	1,388		Total Other Competing Provider Subscribers	0
E	2012 Census Population Estimate	3,765			
F	2000-2010 Population Growth Percentage	16.53%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	13.68%	$(D - B) \div B$		
H	Household:Population Growth Ratio	82.73%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	-0.53%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	-0.44%	$H \times I$		
K	Current Occupied Households	1,382	$(D \times J) + D$		

<b>Carter Lake, Iowa Zip Code</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>51510</b>	<b>247</b>	<b>1,388</b>
<b>Total</b>	<b>247</b>	<b>1,388</b>

## Competing Provider Penetration Calculation

### Cox Communications Omaha Council Bluffs, Iowa Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	24,793
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Total Zip Code Occupied Households, 2010 Census	28,395
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Allocation Percentage	87.3147%
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Total ECTR Reported Subscribers (Zip Code)	4,888
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Total Allocated ECTR Subscribers	4,267.94
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Total Other Competing Provider Subscribers in Franchise Area	0
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Total DBS and DTH Penetration	17.2143%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	17.21%
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**Pegasus Competing Provider Penetration Calculation**  
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

**Cox Communications Omaha  
 Council Bluffs, Iowa Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census + Growth through 2012	24,737
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Total Zip Code Occupied Households, 2010 Census + Growth through 2012	28,331
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Allocation Percentage	87.3142%
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Total ECTR Reported Subscribers (Zip Code)	4,888
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Total Allocated ECTR Subscribers	4,267.92
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Total Other Competing Provider Subscribers in Franchise Area	0
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Total DBS and DTH Penetration	17.2532%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	17.25%
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**Council Bluffs, Iowa**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	58,268		Total Zip Code Occupied Households 2010 Census	28,395
B	2000 Census Households	22,889			
C	2010 Census Population	62,230		Total ECTR Reported Subscribers (Zip Code)	4,888
D	2010 Census Households	24,793		Total Other Competing Provider Subscribers	0
E	2012 Census Population Estimate	62,115			
F	2000-2010 Population Growth Percentage	6.80%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	8.32%	$(D - B) \div B$		
H	Household:Population Growth Ratio	122.34%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	-0.18%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	-0.23%	$H \times I$		
K	Current Occupied Households	24,737	$(D \times J) + D$		

<b>Council Bluffs, Iowa Zip Code</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>51501</b>	<b>2,391</b>	<b>14,097</b>
<b>51503</b>	<b>2,497</b>	<b>14,298</b>
<b>Total</b>	<b>4,888</b>	<b>28,395</b>

### Competing Provider Penetration Calculation

#### Cox Communications Omaha Gretna, Nebraska Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Community Occupied Households, 2010 Census	1,594
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Total DBS and DTH Penetration	39.0110%
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Total Competing Provider Penetration	39.01%
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Total Zip Code Occupied Households, 2010 Census	3,640
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Allocation Percentage	43.7912%
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Total ECTR Reported Subscribers (Zip Code)	1,420
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Total Allocated ECTR Subscribers	621.84
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Total Other Competing Provider Subscribers in Franchise Area	0
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**Pegasus Competing Provider Penetration Calculation**  
**Accounting for Occupied Household Growth Through 2012 Pursuant to Pegasus, 13 FCC Rcd 18 (1997)**

**Cox Communications Omaha  
 Gretna, Nebraska Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census + Growth through 2012	1,898
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Total Zip Code Occupied Households, 2010 Census + Growth through 2012	4,334
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Allocation Percentage	43.7933%
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Total ECTR Reported Subscribers (Zip Code)	1,420
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Total Allocated ECTR Subscribers	621.86
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Total Other Competing Provider Subscribers in Franchise Area	0
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Allocated ECTR Subscribers/Total Community Occupied Households	=	DBS Penetration
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Total DBS and DTH Penetration	32.7644%
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Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households	=	Competing Provider Penetration
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Total Competing Provider Penetration	32.76%
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**Gretna, Nebraska**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	2,355		Total Zip Code Occupied Households 2010 Census	3,640
B	2000 Census Households	889		Total ECTR Reported Subscribers (Zip Code)	1,420
C	2010 Census Population	4,441		Total Other Competing Provider Subscribers	0
D	2010 Census Households	1,594			
E	2012 Census Population Estimate	5,387			
F	2000-2010 Population Growth Percentage	88.58%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	79.30%	$(D - B) \div B$		
H	Household:Population Growth Ratio	89.53%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	21.30%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	19.07%	$H \times I$		
K	Current Occupied Households	1,898	$(D \times J) + D$		

<b>Gretna, Nebraska Zip Code</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>68028</b>	<b>1,420</b>	<b>3,640</b>
<b>Total</b>	<b>1,420</b>	<b>3,640</b>

## Competing Provider Penetration Calculation

### Cox Communications Omaha La Vista, Nebraska Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	6,419
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Total Zip Code Occupied Households, 2010 Census	11,639
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Allocation Percentage	55.1508%
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Total ECTR Reported Subscribers (Zip Code)	2,114
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Total Allocated ECTR Subscribers	1,165.89
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Total Other Competing Provider Subscribers in Franchise Area	0
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Allocated ECTR Subscribers/Total Community Occupied Households	DBS Penetration =
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Total DBS and DTH Penetration	18.1631%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	18.16%
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**Pegasus Competing Provider Penetration Calculation**  
**Accounting for Occupied Household Growth Through 2012 Pursuant to Pegasus, 13 FCC Rcd 18 (1997)**

**Cox Communications Omaha  
 La Vista, Nebraska Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census + Growth through 2012	7,271
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Total Zip Code Occupied Households, 2010 Census + Growth through 2012	13,184
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Allocation Percentage	55.1502%
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Total ECTR Reported Subscribers (Zip Code)	2,114
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Total Allocated ECTR Subscribers	1,165.88
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Total Other Competing Provider Subscribers in Franchise Area	0
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Allocated ECTR Subscribers/Total Community Occupied Households	DBS Penetration =
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Total DBS and DTH Penetration	16.0346%
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Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households	Competing Provider Penetration =
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Total Competing Provider Penetration	16.03%
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**La Vista, Nebraska**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	11,699		Total Zip Code Occupied Households 2010 Census	11,639
B	2000 Census Households	4,404			
C	2010 Census Population	15,758		Total ECTR Reported Subscribers (Zip Code)	2,114
D	2010 Census Households	6,419		Total Other Competing Provider Subscribers	0
E	2012 Census Population Estimate	17,344			
F	2000-2010 Population Growth Percentage	34.70%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	45.75%	$(D - B) \div B$		
H	Household:Population Growth Ratio	131.87%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	10.06%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	13.27%	$H \times I$		
K	Current Occupied Households	7,271	$(D \times J) \div D$		

<b>La Vista, Nebraska Zip Code</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>68128</b>	<b>1,177</b>	<b>7,054</b>
<b>68138</b>	<b>937</b>	<b>4,585</b>
<b>Total</b>	<b>2,114</b>	<b>11,639</b>

## Competing Provider Penetration Calculation

### Cox Communications Omaha Offut AFB, Nebraska Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	1,502
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Total Zip Code Occupied Households, 2010 Census	19,438
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Allocation Percentage	7.7271%
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Total ECTR Reported Subscribers (Zip Code)	3,370
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Total Allocated ECTR Subscribers	260.40
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Total Other Competing Provider Subscribers in Franchise Area	0
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Total DBS and DTH Penetration	17.3372%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	17.34%
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**Pegasus Competing Provider Penetration Calculation**  
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

**Cox Communications Omaha  
 Offut AFB, Nebraska Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas = (Total Community Occupied Households/Total Zip Code Occupied Households)\*ECTR Subscribers

Total Community Occupied Households, 2010 Census + Growth through 2012 409

Total Zip Code Occupied Households, 2010 Census + Growth through 2012 5,291

Allocation Percentage 7.7271%

Total ECTR Reported Subscribers (Zip Code) 3,370

Total Allocated ECTR Subscribers 260.40

Total Other Competing Provider Subscribers in Franchise Area 0

Allocated ECTR Subscribers/Total Community Occupied Households  
 DBS Penetration =

Total DBS and DTH Penetration 63.6987%

Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households  
 Competing Provider Penetration =

Total Competing Provider Penetration 63.70%

**Offut AFB, Nebraska**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	8,901		Total Zip Code Occupied Households 2010 Census	19,438
B	2000 Census Households	2,304		Total ECTR Reported Subscribers (Zip Code)	3,370
C	2010 Census Population	4,644		Total Other Competing Provider Subscribers	0
D	2010 Census Households	1,502			
E	2012 Census Population Estimate				
F	2000-2010 Population Growth Percentage	-47.83%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	-34.81%	$(D - B) \div B$		
H	Household:Population Growth Ratio	72.78%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	-100.00%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	-72.78%	$H \times I$		
K	Current Occupied Households	409	$(D \times J) \div D$		

<b>Offut AFB, Nebraska Zip Code</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>68005</b>	<b>1,216</b>	<b>8,968</b>
<b>68113</b>	<b>60</b>	<b>174</b>
<b>68123</b>	<b>2,094</b>	<b>10,206</b>
<b>Total</b>	<b>3,370</b>	<b>19,348</b>

## Competing Provider Penetration Calculation

### Cox Communications Nebraska Omaha, Nebraska Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	162,627
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Total Zip Code Occupied Households, 2010 Census	191,839
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Allocation Percentage	84.7726%
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Total ECTR Reported Subscribers (Zip Code)	26,711
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Total Allocated ECTR Subscribers	22,643.62
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Total Other Competing Provider Subscribers in Franchise Area	5,136
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Total DBS and DTH Penetration	13.9237%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	17.08%
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**Pegasus Competing Provider Penetration Calculation**  
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

**Cox Communications Nebraska  
 Omaha, Nebraska Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
--	--

Total Community Occupied Households, 2010 Census + Growth through 2012	166,505
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Total Zip Code Occupied Households, 2010 Census + Growth through 2012	196,414
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Allocation Percentage	84.7725%
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Total ECTR Reported Subscribers (Zip Code)	26,711
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Total Allocated ECTR Subscribers	22,643.58
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Total Other Competing Provider Subscribers in Franchise Area	5,136
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Allocated ECTR Subscribers/Total Community Occupied Households	DBS Penetration =
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Total DBS and DTH Penetration	13.5993%
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Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households	Competing Provider Penetration =
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Total Competing Provider Penetration	16.68%
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**Omaha, Nebraska**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	390,007		Total Zip Code Occupied Households 2010 Census	191,839
B	2000 Census Households	156,738		Total ECTR Reported Subscribers (Zip Code)	26,711
C	2010 Census Population	408,958		Total Other Competing Provider Subscribers	5,136
D	2010 Census Households	162,627			
E	2012 Census Population Estimate	421,570			
F	2000-2010 Population Growth Percentage	4.86%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	3.76%	$(D - B) \div B$		
H	Household:Population Growth Ratio	77.32%	$G \div F$		
I	2010 - 2012 Census Population Growth Estimate	3.08%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	2.38%	$H \times I$		
K	Current Occupied Households	166,505	$(D \times J) \div D$		

Omaha, Nebraska Zip Code	DBS Subscribers Per Zip Code	2010 Census Occupied Households
68102	40	2,713
68104	1,872	13,776
68105	1,152	9,425
68106	846	9,159
68107	1,967	9,165
68108	886	4,990
68110	438	2,934
68111	1,375	8,208
68112	795	4,327
68114	577	8,164
68116	1,996	9,466
68117	567	3,032
68118	449	3,291
68122	1,138	3,564
68124	511	6,703
68127	1,031	9,664
68130	970	6,568
68131	440	5,502
68132	450	5,929
68134	1,281	12,184
68135	1,744	8,281
68137	1,355	10,106
68142	409	1,188
68144	1,169	9,969
68152	739	2,451
68154	895	9,876
68164	1,619	11,204
Total	26,711	191,839

## Competing Provider Penetration Calculation

### Cox Communications Omaha Valley, Nebraska Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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Total Community Occupied Households, 2010 Census	804
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Total Zip Code Occupied Households, 2010 Census	1,438
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Allocation Percentage	55.9110%
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Total ECTR Reported Subscribers (Zip Code)	547
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Total Allocated ECTR Subscribers	305.83
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Total Other Competing Provider Subscribers in Franchise Area	0
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Total DBS and DTH Penetration	38.0389%
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Competing Provider Penetration	38.04%
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**Pegasus Competing Provider Penetration Calculation**  
 Accounting for Occupied Household Growth Through 2012 Pursuant to *Pegasus*, 13 FCC Rcd 18 (1997)

**Cox Communications Omaha  
 Valley, Nebraska Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Community Occupied Households, 2010 Census + Growth through 2012	928
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Total DBS and DTH Penetration	32.9164%
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Total Competing Provider Penetration	32.92%
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Total Zip Code Occupied Households, 2010 Census + Growth through 2012	1,661
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Allocation Percentage	55.8700%
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Total ECTR Reported Subscribers (Zip Code)	547
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Total Allocated ECTR Subscribers	305.61
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Total Other Competing Provider Subscribers in Franchise Area	0
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**Valley, Nebraska**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus , 13 FCC Rcd 18 (1997))**

A	2000 Census Population	1,788		Total Zip Code Occupied Households 2010 Census	1,438
B	2000 Census Households	696		Total ECTR Reported Subscribers (Zip Code)	547
C	2010 Census Population	1,875		Total Other Competing Provider Subscribers	0
D	2010 Census Households	804			
E	2012 Census Population Estimate	1,966			
F	2000-2010 Population Growth Percentage	4.87%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	15.52%	$(D - B) \div B$		
H	Household:Population Growth Ratio	318.91%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	4.85%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	15.48%	$H \times I$		
K	Current Occupied Households	928	$(D \times J) \div D$		

<b>Valley, NE Zip Codes</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>68064</b>	<b>547</b>	<b>1,438</b>
<b>Total</b>	<b>547</b>	<b>1,438</b>

# Competing Provider Penetration Calculation

## Cox Communications Omaha Waterloo, Nebraska Franchise Area

Allocation of DBS and DTH Subscribers to Cable Franchise Areas =	(Total Community Occupied Households/Total Zip Code Occupied Households)*ECTR Subscribers
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DBS Penetration =	Allocated ECTR Subscribers/Total Community Occupied Households
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Competing Provider Penetration =	Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households
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Total Community Occupied Households, 2010 Census	337
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Total DBS and DTH Penetration	42.3364%
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Total Competing Provider Penetration	42.34%
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Total Zip Code Occupied Households, 2010 Census	1,070
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Allocation Percentage	31.4953%
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Total ECTR Reported Subscribers (Zip Code)	453
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Total Allocated ECTR Subscribers	142.67
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Total Other Competing Provider Subscribers in Franchise Area	0
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**Pegasus Competing Provider Penetration Calculation**  
**Accounting for Occupied Household Growth Through 2012 Pursuant to Pegasus, 13 FCC Rcd 18 (1997)**

**Cox Communications Omaha  
 Waterloo, Nebraska Franchise Area**

Allocation of DBS and DTH Subscribers to Cable Franchise Areas = (Total Community Occupied Households/Total Zip Code Occupied Households)\*ECTR Subscribers

Allocated ECTR Subscribers/Total Community Occupied Households  
 DBS Penetration =

Allocated ECTR Subscribers + Total Other Competitive Provider Subscribers/Total Community Occupied Households  
 Competing Provider Penetration =

Total Community Occupied Households, 2010 Census + Growth through 2012 343

Total DBS and DTH Penetration 41.5217%

Total Competing Provider Penetration 41.52%

Total Zip Code Occupied Households, 2010 Census + Growth through 2012 1,090

Allocation Percentage 31.4679%

Total ECTR Reported Subscribers (Zip Code) 453

Total Allocated ECTR Subscribers 142.55

Total Other Competing Provider Subscribers in Franchise Area 0

**Waterloo, Nebraska**  
**Occupied Household Growth Calculation 2010-2012 (Pegasus, 13 FCC Rcd 18 (1997))**

A	2000 Census Population	459		Total Zip Code Occupied Households 2010 Census	1,070
B	2000 Census Households	183		Total ECTR Reported Subscribers (Zip Code)	453
C	2010 Census Population	848		Total Other Competing Provider Subscribers	0
D	2010 Census Households	337			
E	2012 Census Population Estimate	864			
F	2000-2010 Population Growth Percentage	84.75%	$(C - A) \div A$		
G	2000-2010 Household Growth Percentage	84.15%	$(D - B) \div B$		
H	Household:Population Growth Ratio	99.30%	$G \div F$		
I	2010-2012 Census Population Growth Estimate	1.89%	$(E - C) \div C$		
J	2010-2012 Household Growth Rate	1.87%	$H \times I$		
K	Current Occupied Households	343	$(D \times J) + D$		

<b>Waterloo, NE Zip Codes</b>	<b>DBS Subscribers Per Zip Code</b>	<b>2010 Census Occupied Households</b>
<b>68069</b>	<b>453</b>	<b>1,070</b>
<b>Total</b>	<b>453</b>	<b>1,070</b>