10073260

DETAILED FINDINGS

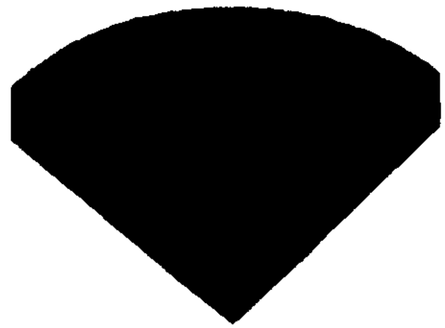
* Customer Satisfaction On A Factor Level

What Accounts For Differences In Customer Satisfaction At The Factor Level?

- Only carriers with significant differences in performance versus the Industry Average at the factor level are included in the evaluation at the attribute level.

10073262

Cost Of Service

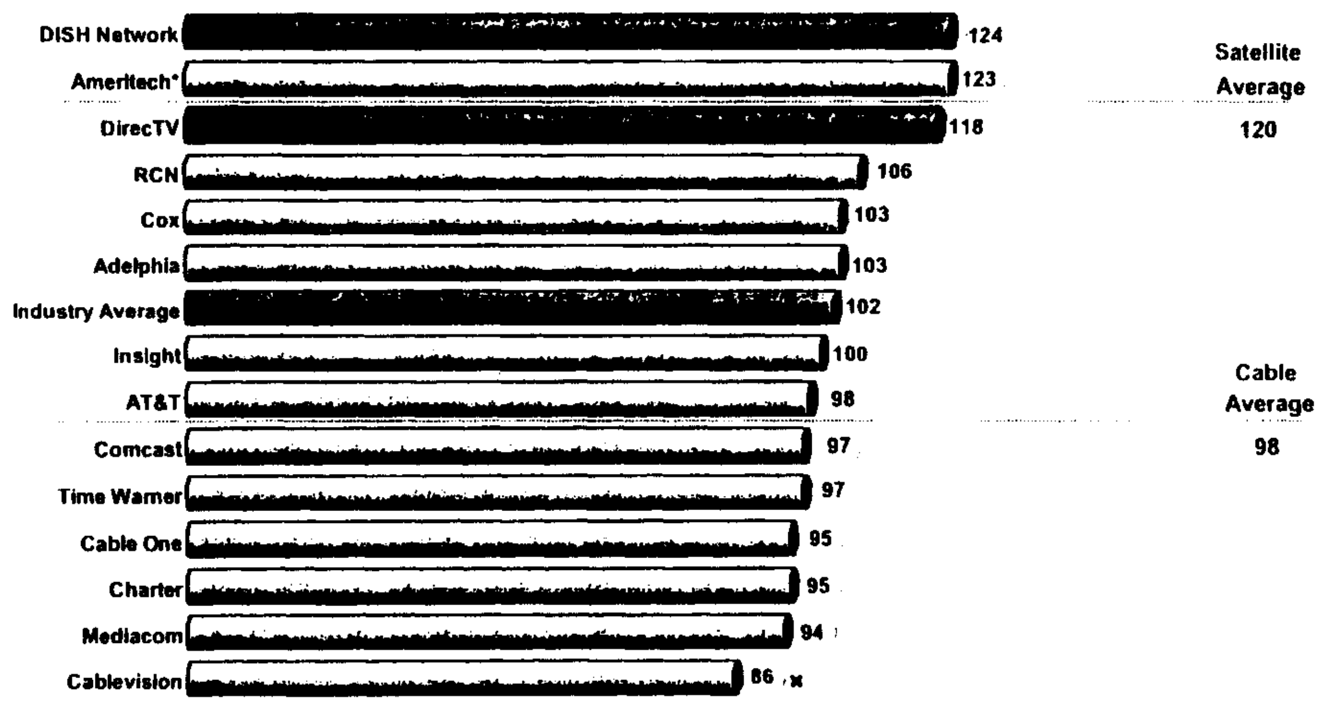


- Total Cost of Monthly Service
- Provides Good Value
- Cost of Adding Additional Channels
- Initial Cost of Installation/Service
- Cost of Adding Service to Two or More TVs

DISH Network, Ameritech Americast And DirecTV Significantly Outscore The Industry Average Within The *Cost Of Service* Factor.

10073263

Customer Satisfaction Index For *"Cost of Service"* Factor



* = americast cable provided by Ameritech
= Statistically significant above SEGMENT average at 95% confidence level
x = Statistically significant below SEGMENT average at 95% confidence level
□ = Statistically significant above INDUSTRY average at 95% confidence level
⬭ = Statistically significant below INDUSTRY average at 95% confidence level

Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

10073264

DISH Network And Ameritech Americast Rank Significantly Higher Than The Industry Average Across Four Of The Five Attributes Contributing To The *Cost Of Service* Factor.

+/- Difference of *Cost of Service* Attribute Scores Vs. The Industry Average

	Industry Average	DISH Network	Ameritech*	DirecTV	Comcast	Time Warner	Cable One	Charter	Media-com	Cable-vision
Total	102	+22	+21	+16	-5 ✖	-5 ✖	-7 ✖	-7 ✖	-8 ✖	-16 ✖
Total Cost of Monthly Service	35	+8	+7	+7	-3 ✖	-2	-3 ✖	-3 ✖	-3 ✖	-7 ✖
Provides Good Value	26	+6	+6	+4	-1	-2	-2	-3 ✖	-3 ✖	-5 ✖
Cost of Adding Add'l Channels	23	+5	+4	+3	-1	-1	-2	-1	-1	-2
Initial Cost of Installation	11	+3	+3	+2	0	0	0	0	-1	-1
Cost of Adding Service to 2 or more TVs	7	0	+1	0	0	0	0	0	0	-1

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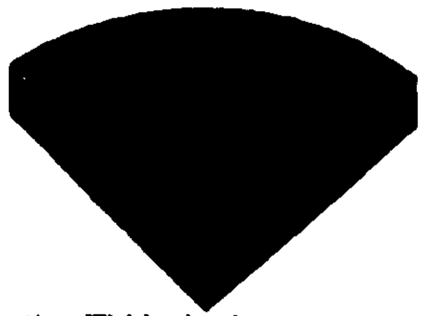
10073265

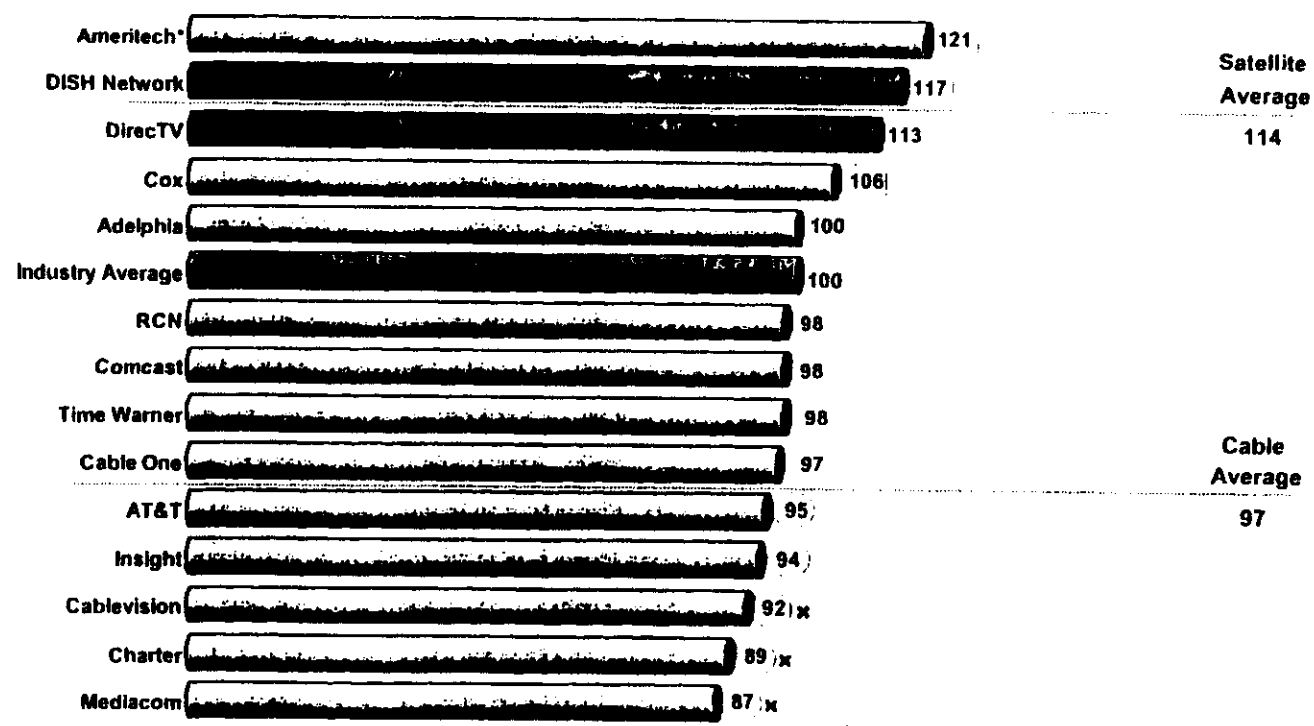
Credibility/Billing



- Is a Technical Innovator in the TV Industry
- Company's Reputation
- Company's Honesty with No Hidden Charges or Gimmicks
- Active In Supporting Activities In Community
- Keeps You Informed About New Services/Promotions
- Timeliness in Making Adjustments to Your Bill
- Ease Of Understanding Company Correspondence, Such As Bill Inserts
- Availability Of A Variety Of Payment Methods
- Company Stands Behind Service They Sell
- Accuracy of Your Monthly Bill
- Ease of Understanding Your Monthly Bill

J.D. POWER AND ASSOCIATES

Ameritech Americast Leads The Competitive Pack Within The *Credibility/Billing* Factor, Scoring Significantly Above The Industry Average.



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Satellite Service Providers
Cable Service Providers

Source: 2001 JDP&A Cable/Satellite CSI Studies

10073267

Ameritech Americast's Advantage In The *Credibility/Billing* Factor Lies In Its Strong Performance On Most Of The Attributes Making Up This Dimension.

+/- Difference of *Credibility/Billing* Attribute Scores Vs. The Industry Average

	Industry Average	Ameritech*	DISH Network	DirecTV	Cox	AT&T	Insight	Cable-vision	Charter	Media-com
Total	100	+21	+17	+13	+6	-5 ✖	-6 ✖	-8 ✖	-11 ✖	-13 ✖
Technical Innovator	19	+3	+4	+3	+1	-1	-2	-3 ✖	-3 ✖	-3 ✖
Company's Reputation	19	+4	+4	+3	0	-1	-3 ✖	-2	-3 ✖	-3 ✖
Company's Honesty	13	+4	+3	+3	0	-1	0	-1	-1	-1
Active In Community	9	+1	-2	-2	+1	0	0	0	0	-1
Keeping You Informed	8	+2	+2	+2	+1	0	0	0	-1	-1
Timeliness In Billing Adjustments	7	+1	+1	+1	+1	-1	0	0	-1	-1
Ease Of Understand Company Correspondence	6	+2	+1	+1	+1	0	0	0	0	0
Variety Of Methods To Pay Bill	7	+1	+1	0	0	-1	-1	-1	-1	-1
Co. Stands Behind Service	5	+2	+2	+1	+1	0	0	0	0	0
Accuracy of Mo. Bill	5	+1	+1	+1	0	0	0	0	-1	-1
Ease of Understand Mo. Bill	2	0	0	0	0	0	0	-1	0	-1

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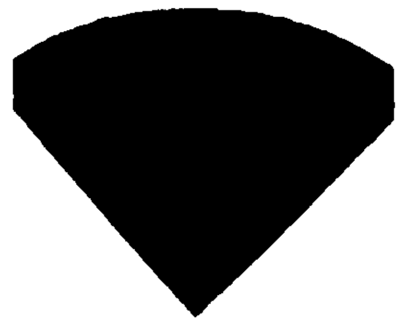
✖ = Statistically significant below INDUSTRY average at 95% confidence level

Source: 2001 JDP&A Cable/Satellite CSI Studies

POWER

10073268

Program Offerings

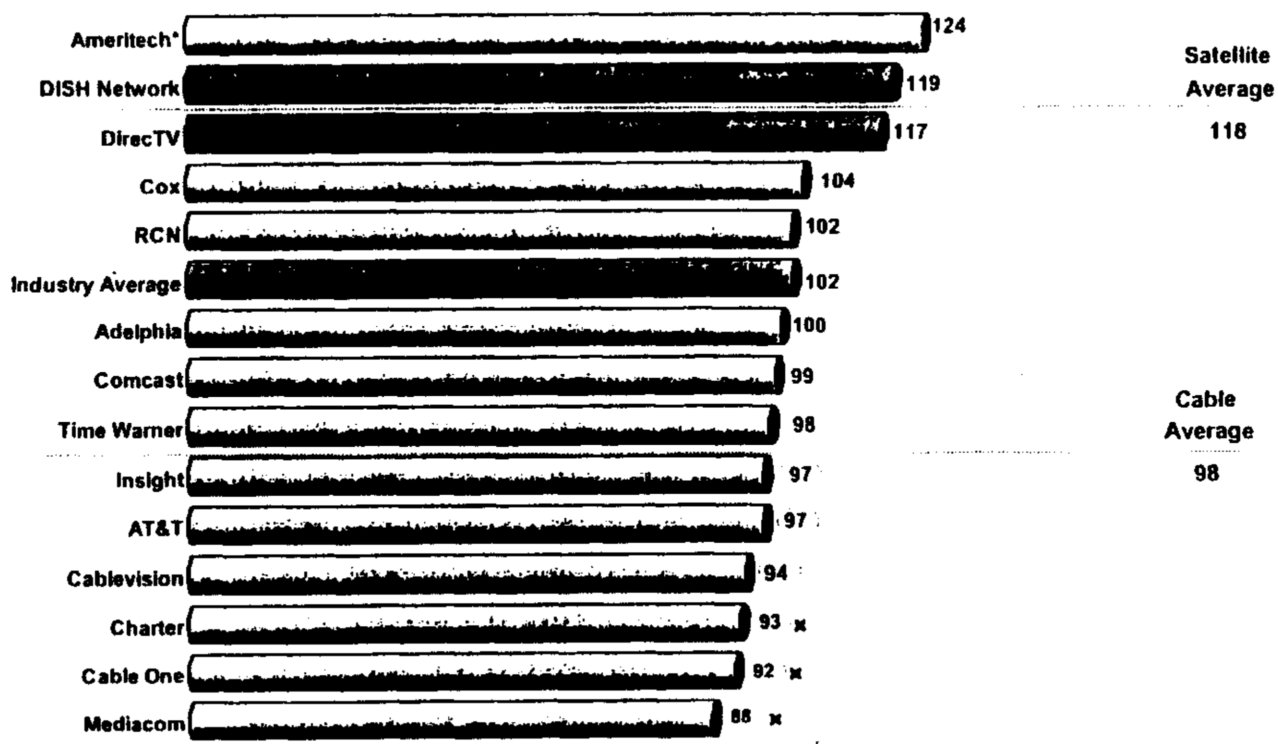


- Offers Channels You Like As A Part of “Basic”
- Number of Channels Available
- Offers Special Discounts on Select Channels
- Makes It Easy to Find Something to Watch
- Provides A Variety of Programming Packages
- Ease of Ordering “Pay-Per-View” Programs
- Provides Local Programming

10073269

Ameritech Americast Takes Top Honors Within The *Program Offerings* Factor, Followed By DISH Network And DirecTV.

Customer Satisfaction Index For *"Program Offerings"* Factor



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Source 2001 JDP&A Cable/Satellite CSI Studies

10073270

Ameritech Americast Performs Well Above The Industry Average On Five Of The Seven Areas Contributing To Satisfaction With *Program Offerings*, Especially "Offers Channels You Like As Part Of Basic."

+/- Difference of *Program Offerings* Attribute Scores Vs. The Industry Average

	Industry Average	Ameritech*	DISH Network	DirecTV	Insight	AT&T	Cable-vision	Charter	Cable One	Media-com
Total	102	+22	+17	+15	-5 ✖	-5 ✖	-8 ✖	-9 ✖	-10 ✖	-14 ✖
Offers channels you like as part of "basic"	24	+7	+2	+2	-1	-1	-3 ✖	-1	-1	-2
Number of channels available	19	+4	+5	+4	-1	-1	-3 ✖	-1	-2	-3 ✖
Offers special discounts	19	+4	+3	+4	-1	-1	0	-2	-2	-3 ✖
Easy to find something to watch	15	+3	+2	+1	-1	-1	0	-2	-2	-2
Provides a variety of programming	13	+3	+3	+3	0	0	-1	-1	0	-1
Ease of ordering "Pay-Per-View"	11	+1	+2	+2	-1	-1	-1	-2	-3 ✖	-3 ✖
Provides Local Programming	1	0	0	-1	0	0	0	0	0	0

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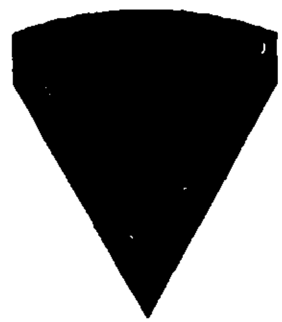
Source: 2001 JDP&A Cable/Satellite CSI Studies

10073271

Equipment & Service Capabilities

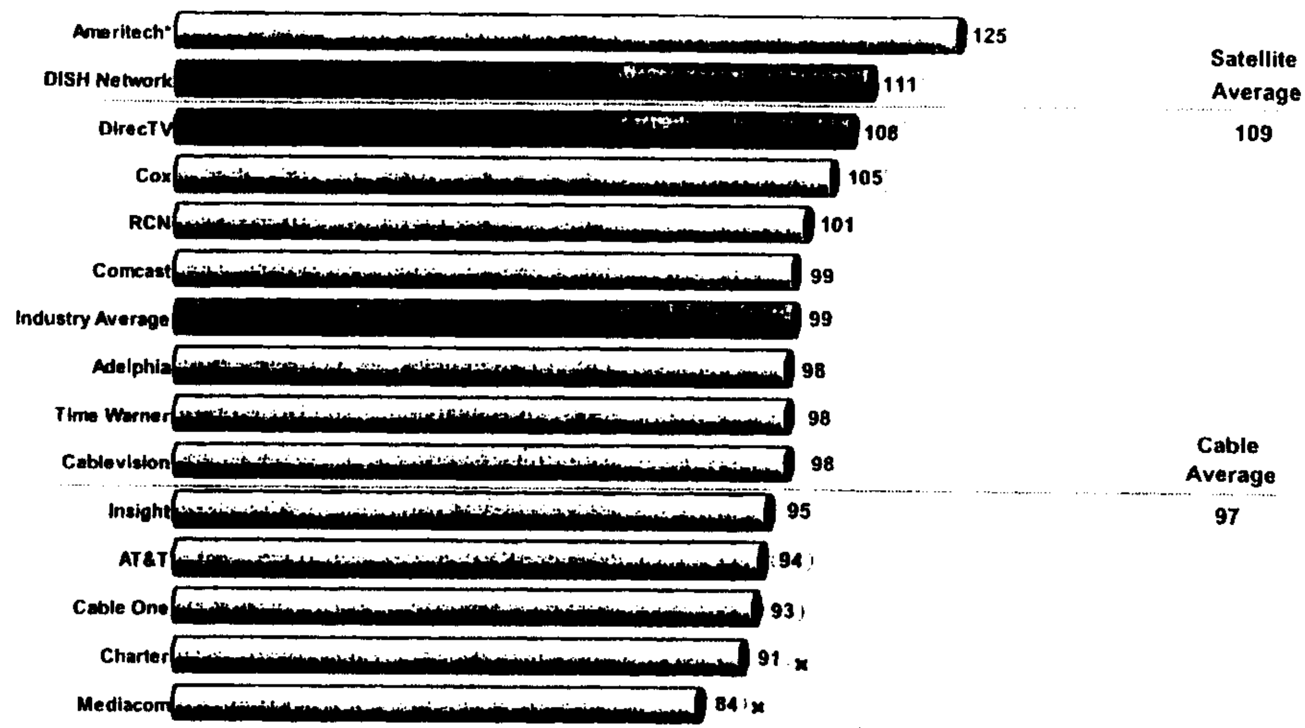


- Offers The Services You Want In Your Area
- Keeps Service Outages to a Minimum
- Ability to Restore Service After Temporary Outages
- Equipment that Is Easy to Operate
- Provides Replacement or Loaner Equipment

J.D. POWER AND ASSOCIATES

Ameritech Americast Scores Significantly Above The Rest Of The Competitive Pack In The *Equipment And Service Capabilities* Factor, Followed By DISH Network, DirecTV and Cox.

Customer Satisfaction Index For *"Equipment & Service Capabilities"* Factor



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Satellite Service Providers
Cable Service Providers

J.D. POWER AND ASSOCIATES

Source: 2001 JDP&A Cable/Satellite CSI Studies

10073272

10073273

Ameritech Americast Has Significantly Higher Than Industry Average Scores In All Five Of The Attributes That Make Up The *Equipment & Service Capabilities* Factor.

+/- Difference of *Equipment & Service Capabilities* Attribute Scores Vs. The Industry Average

	Industry Average	Ameritech*	DISH Network	DirecTV	Cox	AT&T	Cable One	Charter	Media-com
Total	99	+26	+12	+9	+6	-5 ✖	-6 ✖	-8 ✖	-15 ✖
Offers Services You Want In Area	34	+9	+1	+1	+3	-1	-3 ✖	-2	-4 ✖
Keeps Srvc Outages to a Minimum	22	+6	+4	+3	-1	-2	-2	-3 ✖	-5 ✖
Restores Srvc After Temporary Outages	16	+5	+4	+3	+1	-1	+1	-1	-3 ✖
Equipment Is Easy to Install	15	+3	+3	+2	+1	-1	-2	-1	-1
Provide Replacement/ Loaner Equipment	12	+3	0	0	+2	0	0	-1	-2

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Source: 2001 JDP&A Cable/Satellite CSI Study

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10073274

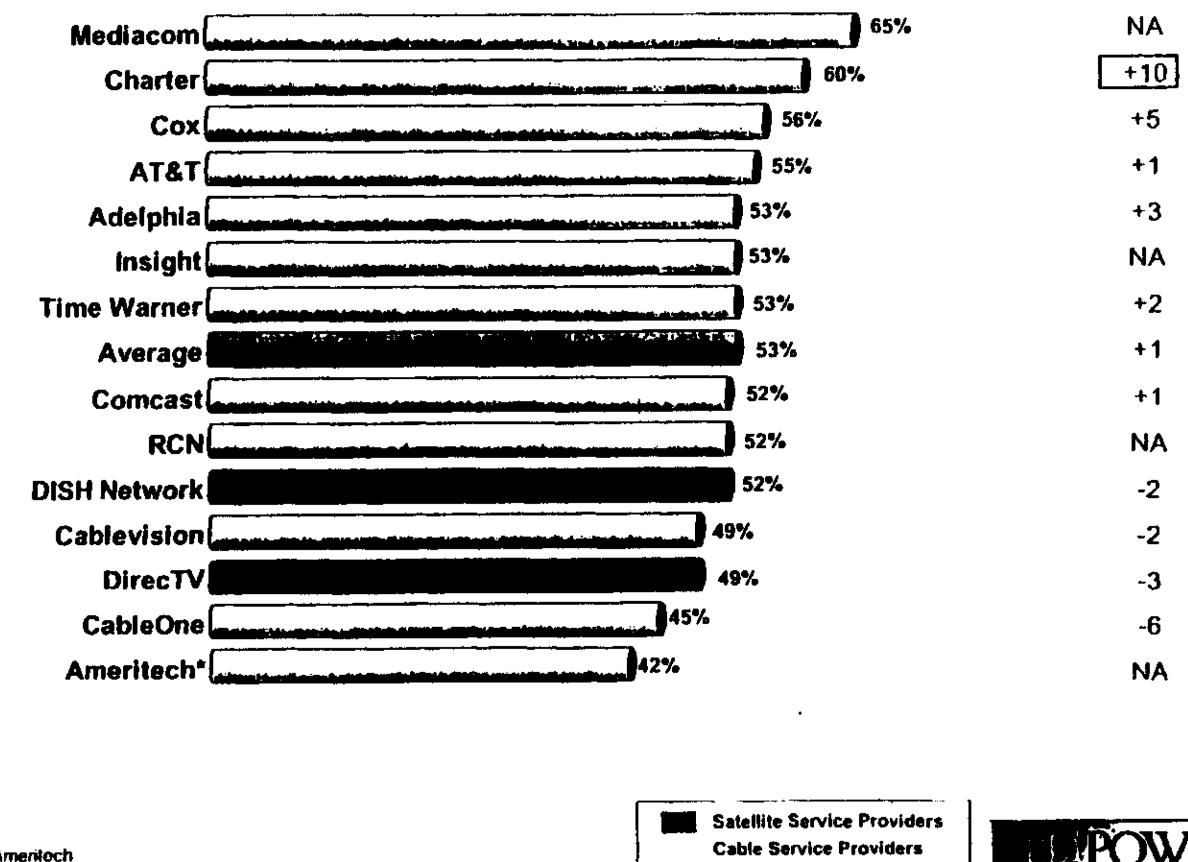
Customer Service

- Has Courteous Customer Service Reps
- Getting Through to Customer Service Without Being Put on Hold/ Transferred
- Has Knowledgeable Customer Service Reps
- Ability to Resolve Service Issues In A Timely Manner
- Promptly Makes Changes To Your Service When You Request Them
- Thoroughness Of Information Provided
- Customer Service Reps Are Responsive To Questions
- Has User-Friendy Automated Response System
- Convenience of Customer Service Hours
- Time it Takes to Reach a Customer Service Representative

10073275

More Than Half Of All Cable/Satellite Customers Have Had A Question Or Problem With Their Service In The Past Year, With Mediacom Having The Highest Incidence.

% Households With Problem Or Question With Service In <12 Months



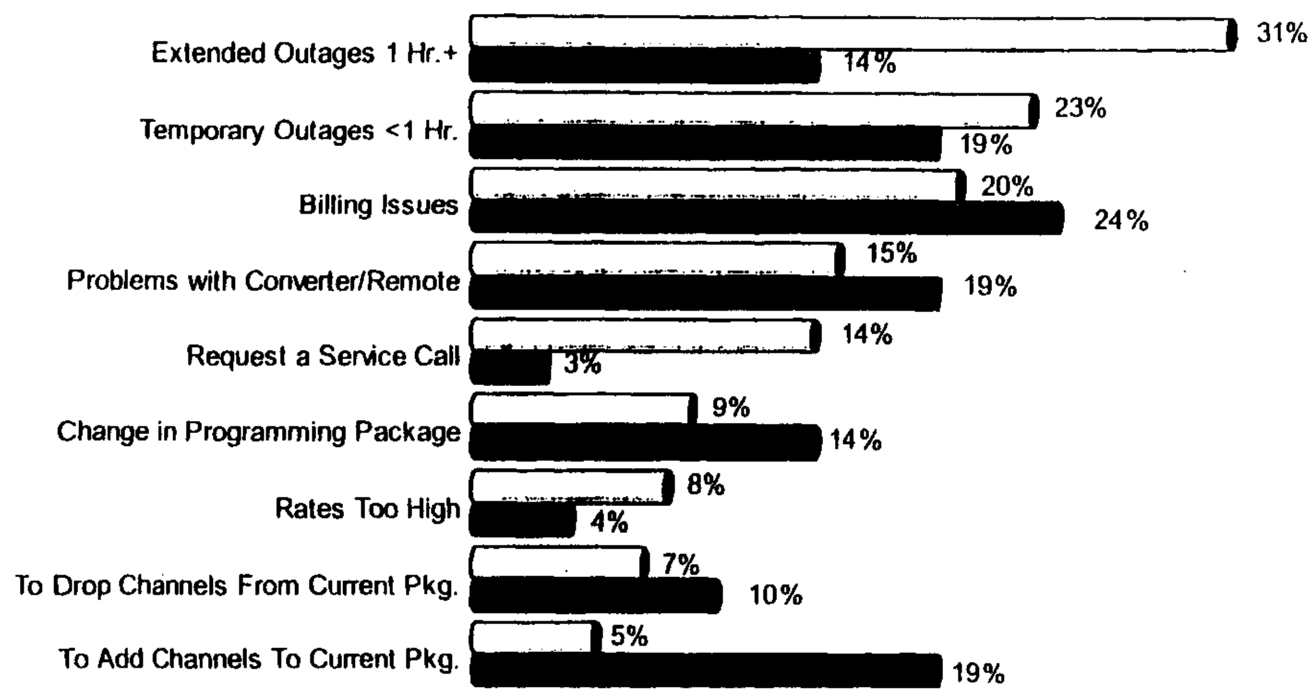
* = americast cable provided by Ameritech

Source 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

"Outages" Top The List Of Reasons Why Cable Subscribers Are Contacting Their Cable Customer Service Department. By Contrast, Satellite Customers Call More With "Billing Issues."

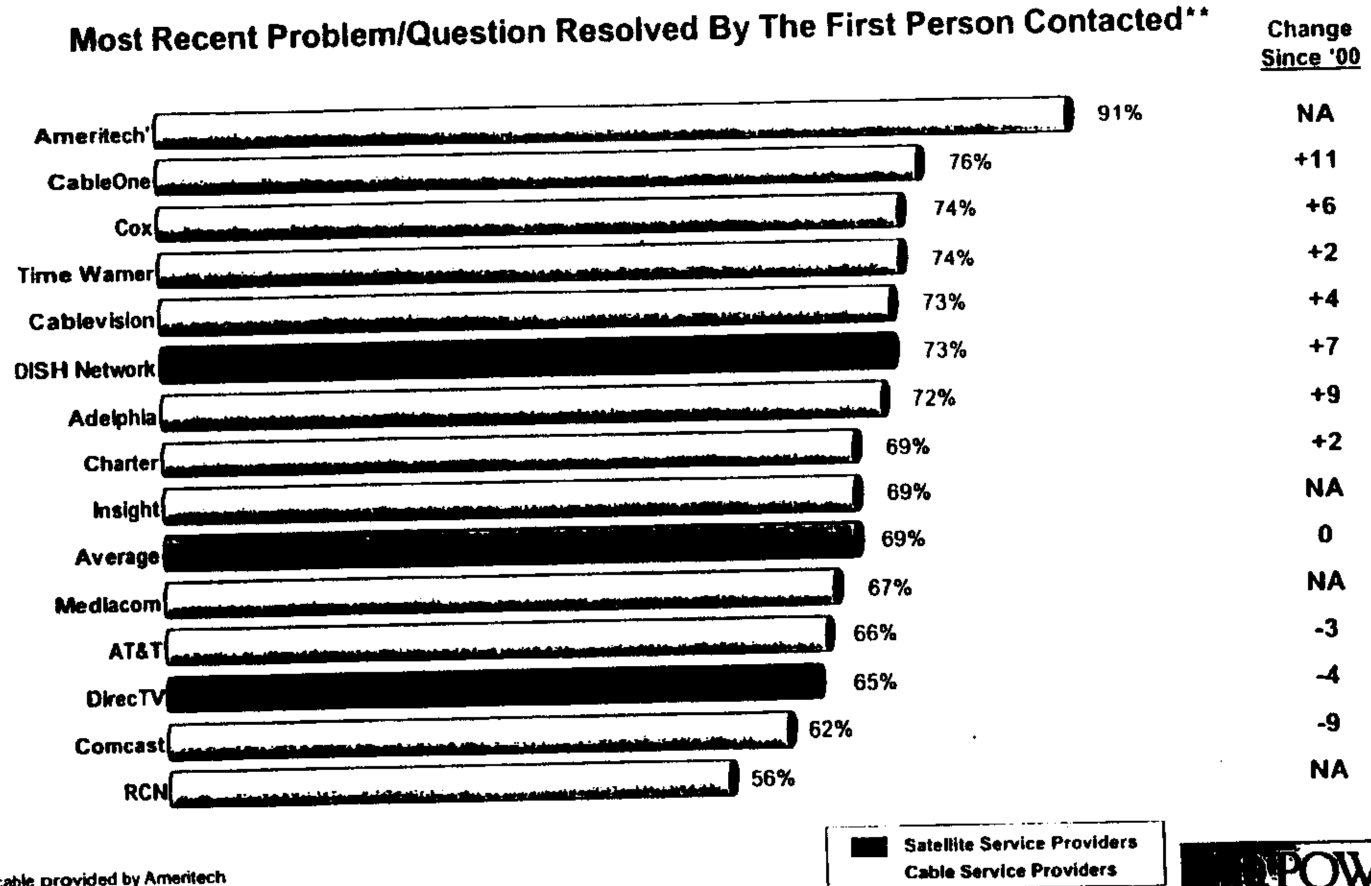
Reasons For Contacting Cable/Satellite Provider's Customer Service Department*: (Among Those Who Had A Question or Problem)



Source: 2001 JDP&A Cable/Satellite CSI Studies

10073277

On Average, Seven In Ten Customers Report Having Their Problems Solved By The First Person They Have Contacted. Nine Out Of Ten Ameritech Americast Customers Report Having Their Problems Resolved With The First Call.



* = americast cable provided by Ameritech
** = Contacted carrier about recent question or problem

Source: 2001 JDP&A Cable/Satellite CSI Studies

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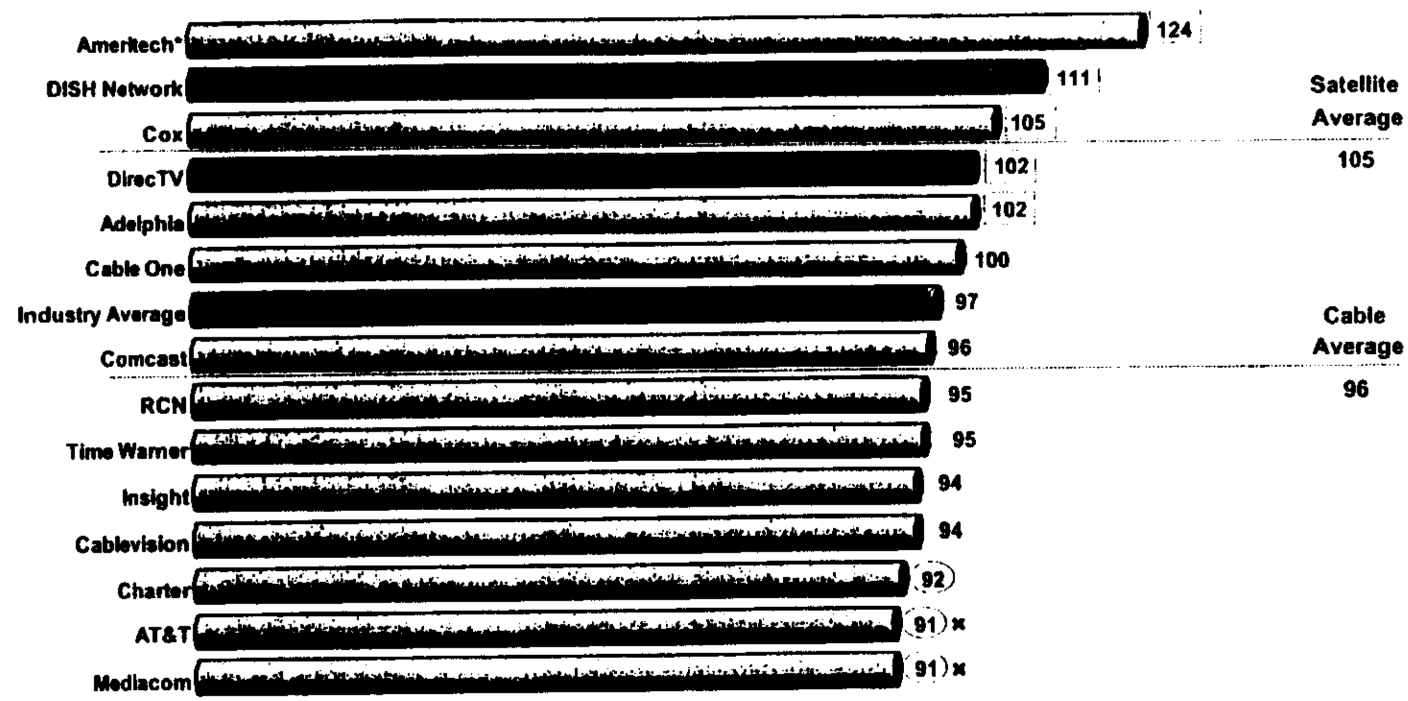
10073278

Ameritech Americast Scores Significantly Above The Rest Of The Competitive Pack In The Customer Service Factor, Charter, AT&T Cable/Broadband and Mediacom All Perform Significantly Below.

Customer Satisfaction Index For *"Customer Service"* Factor



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Satellite Service Providers
Cable Service Providers

Source: 2001 JDP&A Cable/Satellite CSI Studies

10073279

Ameritech Americast Significantly Outscores The Industry Average In Seven Of The Ten Attributes That Contribute To The *Customer Service* Factor.

+/- Difference of *Customer Service* Attribute Scores Vs. The Industry Average

	Industry Average	Ameritech*	DISH Network	Cox	DirecTV	Adelphia	Charter	AT&T	Mediacom
Total	97	+27	+14	+8	+5	+5	-5 ✖	-6 ✖	-6 ✖
Courteous Reps	9	+4	+2	+1	+1	+1	0	0	0
Getting Through Without Hold	10	+3	+1	+1	+1	+1	0	0	0
Knowledge-able Reps	10	+2	+1	0	0	0	-1	-1	-1
Resolve Service Issues Timely	10	+2	+1	0	0	0	-1	-1	-1
Promptly Makes Changes When Requested	9	+3	+2	+1	+2	+1	0	0	0
Thorough Info. Provided	10	+3	+1	+1	0	+1	-1	-1	-1
Responsive Reps	10	+2	+1	+1	0	0	-1	-1	-1
User-Friendly Automated System	10	+1	+1	+1	0	0	-1	-1	-1
Convenient Cust. Srvc. Hrs.	10	+3	+2	0	0	0	-1	-1	-1
Time it Takes to Reach a Rep	9	+4	+2	+2	+1	+1	+1	0	0

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Source: 2001 JDP&A Cable/Satellite CSI Studies

10073280

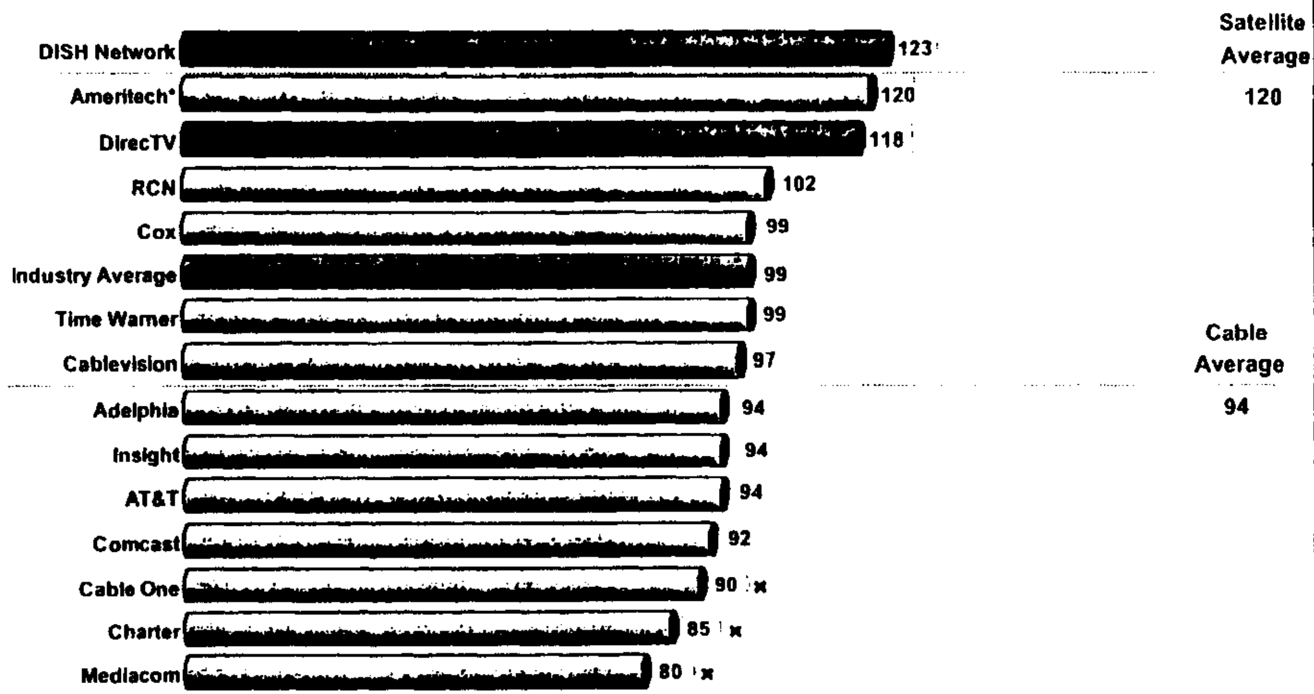
Reception Quality

- Consistently Delivers Clear Reception
- Clarity of Reception

10073281

DISH Network Scores Significantly Above Almost All Its Competitors In The Reception Quality Factor. Ameritech Americast And DirecTV Score Significantly Above The Industry Average On This Factor.

Customer Satisfaction Index For *"Reception Quality"* Factor



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Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

DISH Network's Success Within The *Reception Quality* Factor Is Due To Significantly Better Than Industry Average Scores Within Both The "Consistently Delivers Clear Reception" And Clarity Of Reception" Attributes.

+/- Difference of *Reception Quality* Attribute Scores Vs. The Industry Average

	Industry Average	DISH Network	Ameritech*	DirecTV	Adelphia	Insight	AT&T	Comcast	Cable One	Charter	Mediacom
Total	99	+24	+21	+19	-.5 ✖	-5 ✖	-5 ✖	-7 ✖	-9 ✖	-14 ✖	-19 ✖
Consistently Delivers Clear Reception	68	+16	+15	+13	-4 ✖	-4 ✖	-4 ✖	-6 ✖	-7 ✖	-10 ✖	-14 ✖
Clarity Of Reception	31	+8	+6	+6	-1	-1	-1	-1	-2	-4 ✖	-5 ✖

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Source: 2001 JDP&A Cable/Satellite CSI Studies

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DETAILED FINDINGS

* Customer Satisfaction: 2000 Vs. 2001

10073284

2001 Vs. 2000
Comparative Results

- This section includes trending results for cable and satellite providers included in both the 2000 and 2001 studies: Adelphia, AT&T Cable/Broadband, Cablevision, Cable One, Charter, Comcast, Cox, DirecTV, DISH Network and Time Warner.
- For comparative purposes index scores in 2001 were adjusted to the 2000 Index structure using a linear equation to bridge the difference between 5 point and 10 point response scales.

Satisfaction Among Satellite Households Has Fallen Slightly From Their 2000 Levels Particularly Within The *Customer Service* And *Reception Quality* Factors.

2001 Vs. 2000 Satisfaction Index

	Satellite Industry		[illegible]	Cable Industry		
	2000	2001	[illegible]	2000	2001	2001 vs 2000 Difference
OVERALL	*118*	*115*	[illegible]	*97*	*97*	0
Cost of Service	*121*	*120*	[illegible]	*96*	*98*	2
Credibility/Billing	*117*	*115*	[illegible]	*97*	*97*	0
Program Offerings	*120*	*118*	[illegible]	*96*	*98*	2
Equipment & Service Capabilities	*113*	*109*	[illegible]	*98*	*97*	[illegible]
Customer Service	*113*	*105*	[illegible]	*98*	*96*	[illegible]
Reception Quality	*125*	*120*	[illegible]	*96*	*94*	2

= Statistically significant above 2000 SCORE at 95% confidence level

✖ = Statistically significant below 2000 SCORE average at 95% confidence level

■ Satellite Service Providers
Cable Service Providers

Source: 2000-2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

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Both DISH Network And DirecTV's Declines In Overall Satisfaction Are Cumulative Across Most Factors. On The Cable Side, Cox Improved Significantly In Three Of The Six Factors Of Overall Satisfaction.

Change In Customer Satisfaction: 2000 vs. 2001

	DISH Network	DirecTV	Cox	Adelphia	Comcast	Time Warner	AT&T	Cable One	Cable-vision	Charter
[redacted]	-3	-3	+4	+1	+2	0	-1	-6 ✖	-1	-1
[redacted]	-3	0	+6	+2	+4	+2	-2	-7 ✖	-4	0
[redacted]	-2	-3	+5	+2	+2	-1	-3	-4	+1	-2
[redacted]	-2	-2	+4	+3	+4	+2	0	-8 ✖	+1	+2
[redacted]	-5 ✖	-4	+1	-1	+1	-1	-1	-9 ✖	+4	-2
[redacted]	-3	-11 ✖	+5	-3	-5 ✖	+1	-5 ✖	-6 ✖	-3	+1
[redacted]	-4	-6 ✖	-3	-1	-3	+2	0	-6 ✖	+3	-5 ✖

= Statistically significant above 2000 SCORE at 95% confidence level
✖ = Statistically significant below 2000 SCORE average at 95% confidence level

Satellite Service Providers
Cable Service Providers

Source: 2001 JDP&A Cable/Satellite CSI Studies

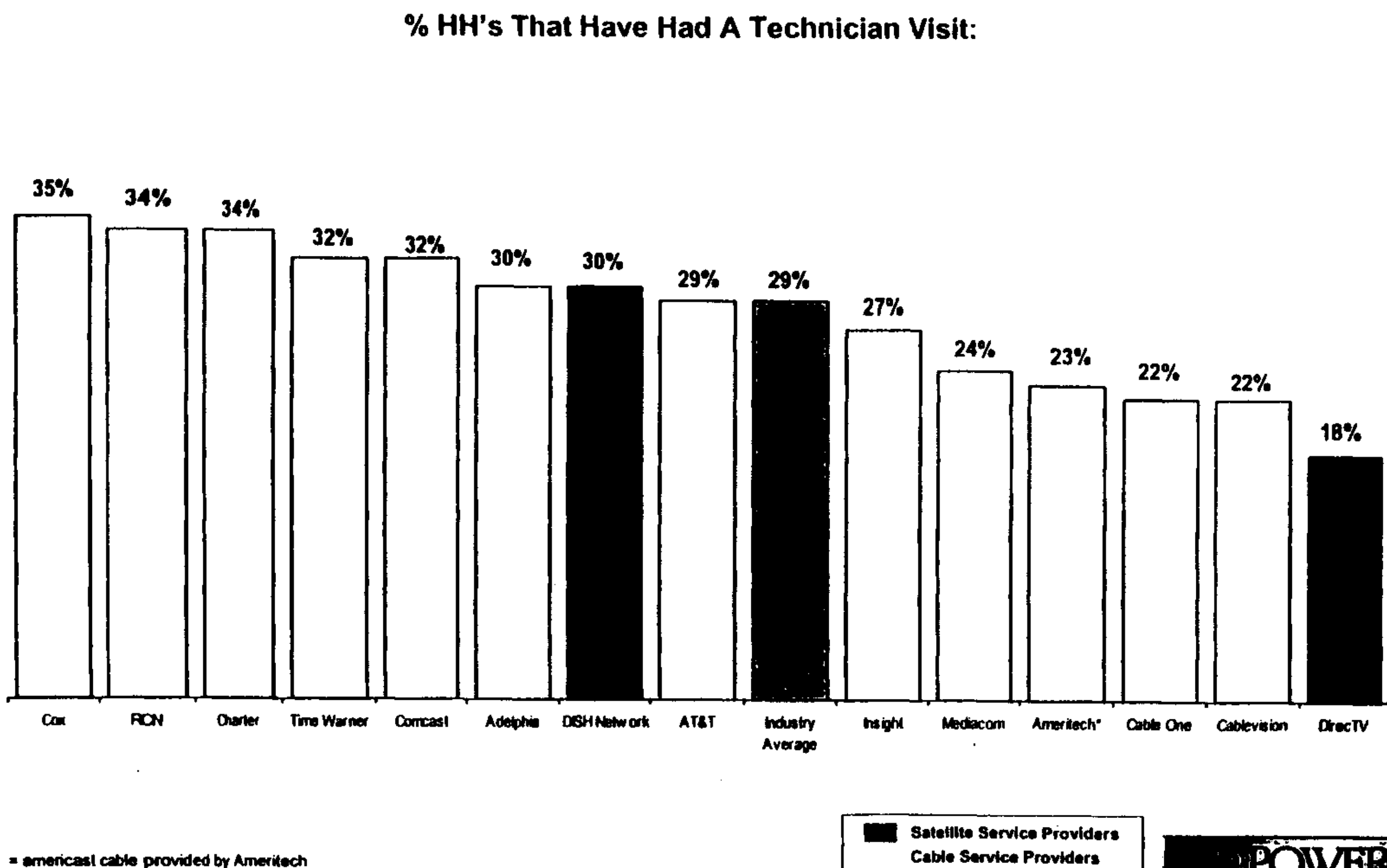
J.D. POWER AND ASSOCIATES

10073287

DETAILED FINDINGS

* Technician Support

On Average, Three In Ten Cable/Satellite Households Report Having Had A Visit From A Technician In The Past 12 Months.



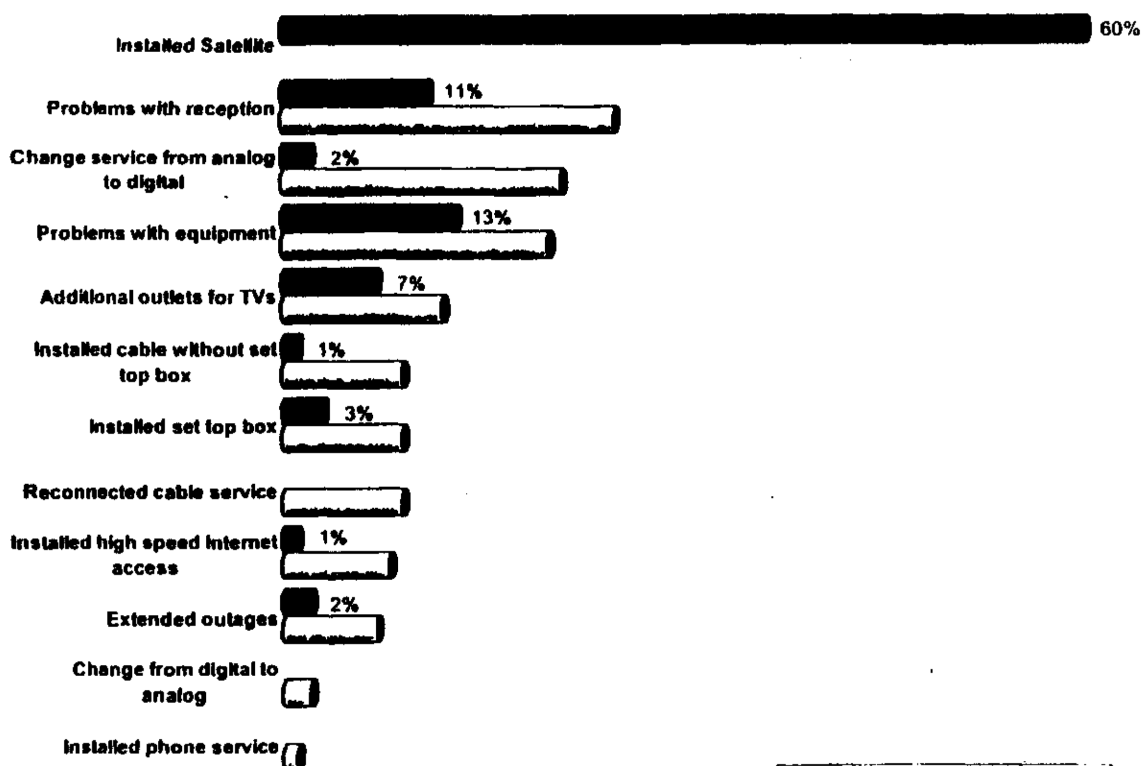
* = americast cable provided by Ameritech

Source: 2001 JDP&A Cable/Satellite CSI Studies

10073289

As Would Be Expected, A Majority Of Technician Visits To Satellite Customers Are For The Purpose Of Installing Satellite Service. Problems With Reception Top The List For Cable Technician Visits.

% Reasons For Technician's Visit*

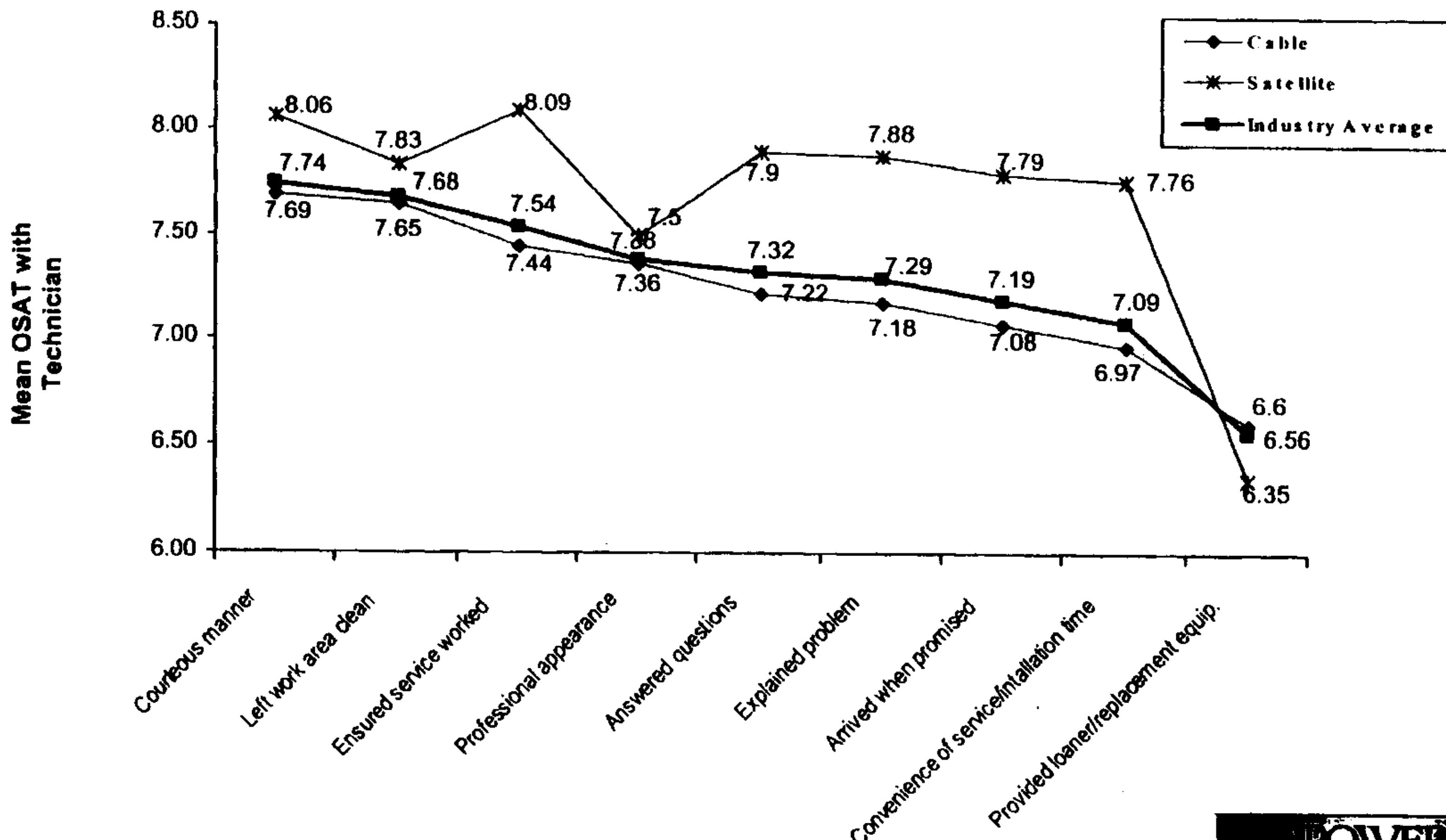


* Base: Those who indicated that they have had a technician visit

10073290

With The Exception Of The "Provided Loaner/Replacement Equipment" Attribute, Satellite Users Are More Satisfied With Their Technician Visits Than Their Cable Counterparts.

Mean Satisfaction With Technician By Attribute:



DETAILED FINDINGS

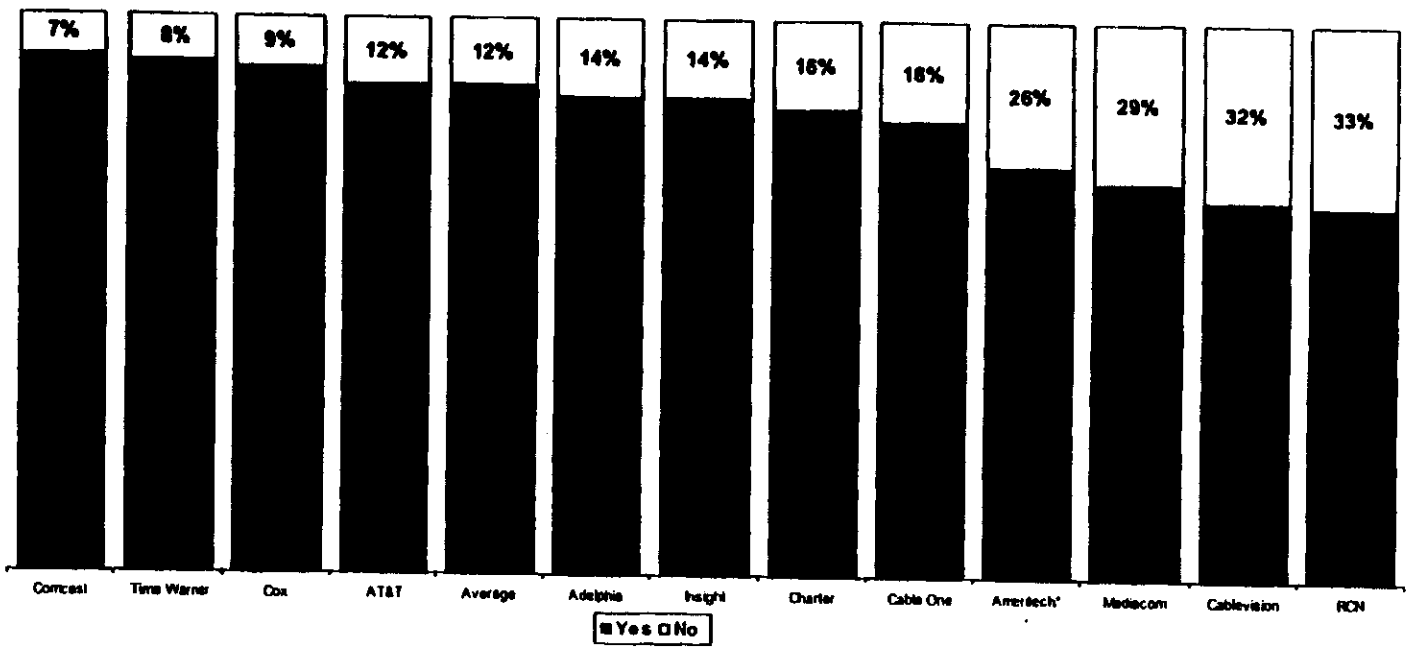
- Digital Vs. Analog

10073291

10073292

Comcast, Time Warner, And Cox Customers Have The Highest Levels Of Awareness Concerning Their Companies Ability To Offer Digital Cable.

% Of HH's Who Report Their Cable Provider Offers Digital Service:



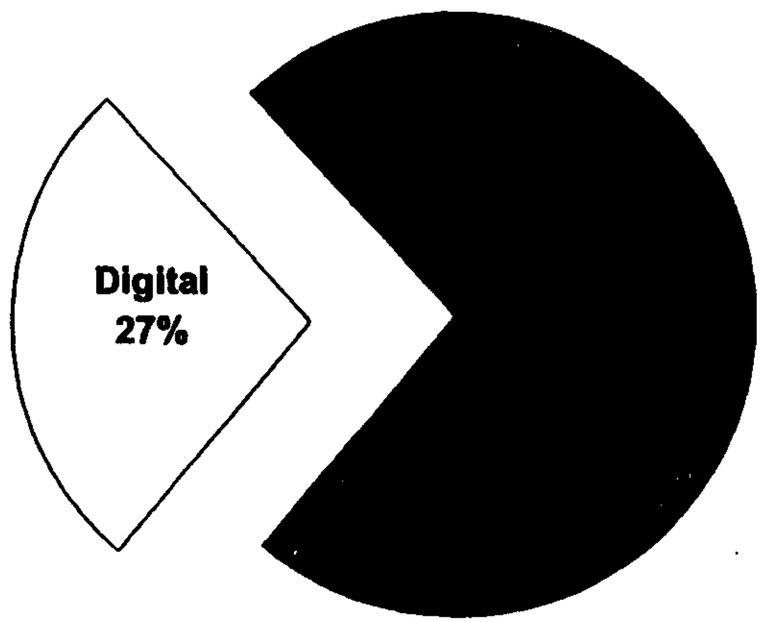
* = americast cable provided by Ameritech

Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

Slightly More Than One Quarter Of Cable Households Report Subscribing To Digital Service.

% Of Cable Households Who Report Subscribing To Digital Service:

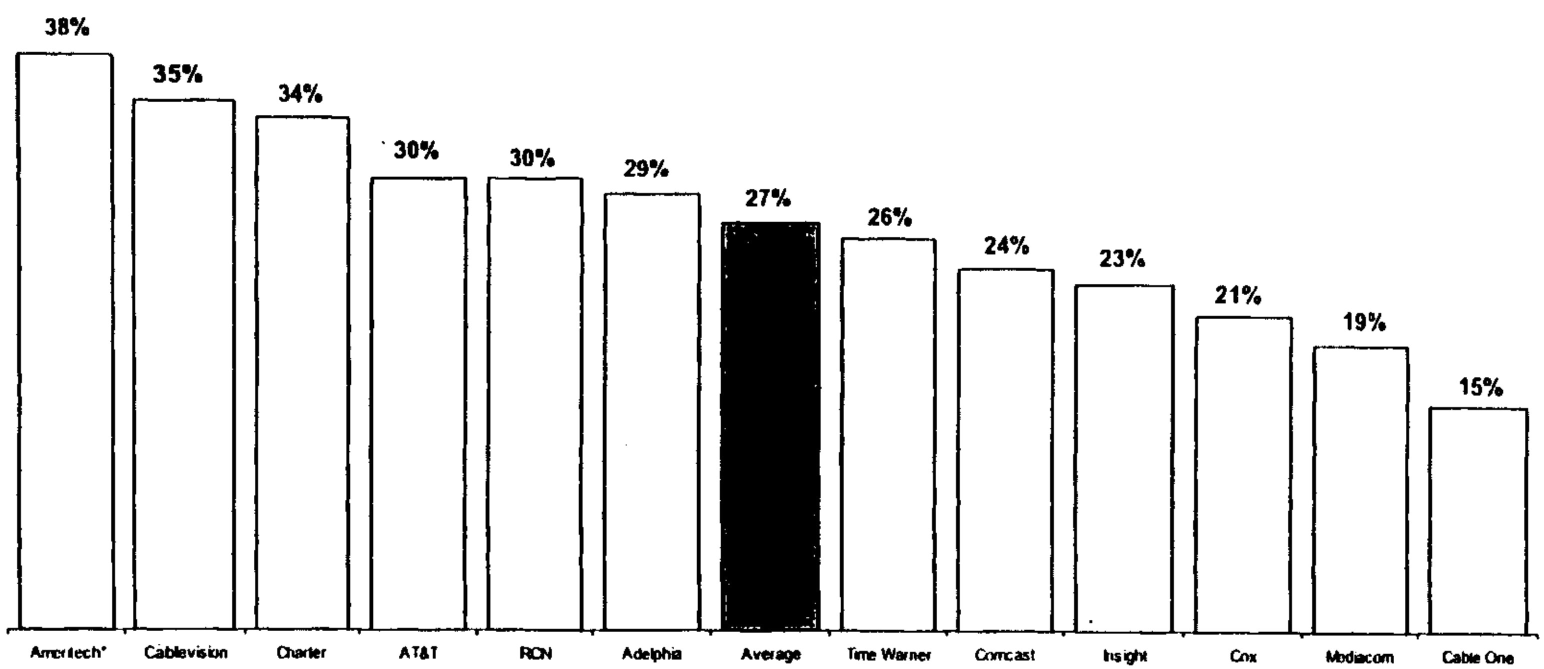


10073293

10073294

Ameritech Americast's Customers Have The Highest Reported Incidence Of Subscribing To Digital Service. Cable One Customers Have The Lowest Incidence.

% HH's That Report Subscribing To Digital Service:



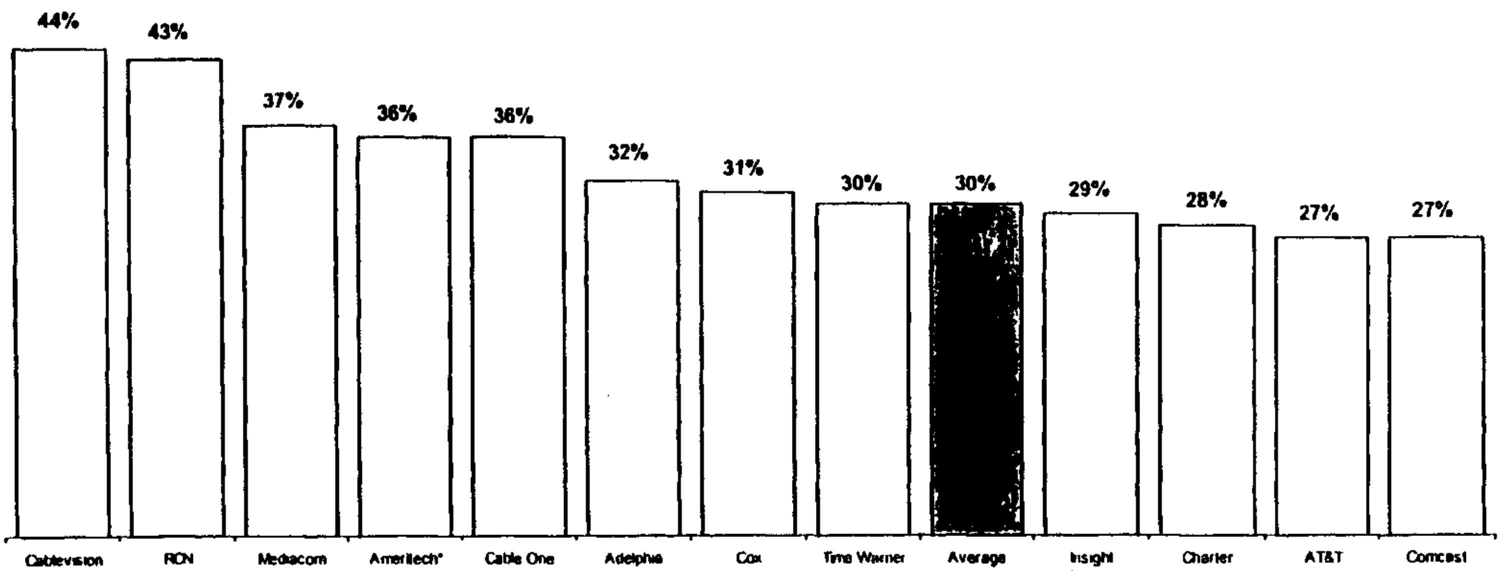
* = americast cable provided by Ameritech

Source 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

On Average, Three In Ten Households Are Interested In Changing Their Service To Digital Within The Next Twelve Months, With More Than Four In Ten Cablevision Users Showing This Interest.

% "Definitely/Probably/Might Change" To Digital Service Among Households That Do Not Already Subscribe To Digital:



* = americast cable provided by Ameritech

Source. 2001 JDP&A Cable/Satellite CSI Studies

10073296

Digital Users Have Higher Levels Of Satisfaction Than Their Analog Counterparts, Particularly Within The *Program Offerings* And *Equipment & Service Capabilities* Factors.

Digital Vs. Analog Satisfaction Index

	Analog	Digital	*Digital vs. Analog Difference*
OVERALL	*95*	*109*	+14
Cost of Service	*96*	*110*	+14
Credibility/Billing	*96*	*108*	+12
Program Offerings	*96*	*114*	+18
Equipment & Service Capabilities	*95*	*112*	+17
Customer Service	*95*	*101*	+6
Reception Quality	*92*	*106*	+14

= Statistically significant above ANALOG at 95% confidence level
✖ = Statistically significant below ANALOG at 95% confidence level

Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

10073297

Digital's Advantage In The *Cost of Service* Dimension Can Be Attributed To Strong Performances In Almost All Of The Related Attributes.

+/- Difference of *Cost of Service* Attribute Scores: Digital Vs. Analog

	Analog	Digital	Digital vs. Analog Difference
Total	*96*	*110*	*+14*
Total Cost of Monthly Service	*33*	*36*	[redacted]
Provides Good Value	*24*	*28*	[redacted]
Cost of Adding Add'l Channels	*22*	*26*	[redacted]
Initial Cost of Installation	*10*	*13*	[redacted]
Cost of Adding Service to 2 or more TVs	*7*	*7*	[redacted]

= Statistically significant above ANALOG at 95% confidence level
✖ = Statistically significant below ANALOG at 95% confidence level

Digital's Significantly Higher Than Analog Scores In The *Credibility/Billing* Factor Are Due In Part To A Significantly Higher Score In The "Technical Innovator Attribute.

+/- Difference of *Credibility/Billing* Attribute Scores: Digital Vs. Analog

	Analog	Digital	Digital vs. Analog Difference
Total	96	108	+12
Technical Innovator	18	21	[redacted]
Company's Reputation	18	20	
Company's Honesty	12	14	
Active In Community	9	10	
Keeping You Informed	8	9	
Timeliness In Billing Adjustments	7	7	
Ease Of Understand Company Corresp.	6	7	
Variety Of Methods To Pay Bill	6	7	
Co. Stands Behind Service	5	6	
Accuracy of Mo. Bill	5	5	
Ease of Understand Mo. Bill	2	2	

= Statistically significant above ANALOG at 95% confidence level
✖ = Statistically significant below ANALOG at 95% confidence level

Source 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

Digital Scores Significantly Above Analog In Four Of The Attributes Contributing To The *Program Offerings* Factor Including "Number Of Channels Available" And "Easy To Find Something To Watch".

+/- Difference of *Program Offerings* Attribute Scores: Digital Vs. Analog

	Analog	Digital	Digital vs. Analog Difference
Total	96	114	+18
Offers channels you like as part of "basic"	23	26	[redacted]
Number of channels available	18	22	[redacted]
Offers special discounts	18	20	[redacted]
Easy to find something to watch	13	17	[redacted]
Provides a variety of programming	13	15	[redacted]
Ease of ordering "Pay-Per-View"	10	13	[redacted]
Provides Local Programming	1	1	[redacted]

= Statistically significant above ANALOG at 95% confidence level
✖ = Statistically significant below ANALOG at 95% confidence level

Source: 2001 JDP&A Cable/Satellite CSI Studies

Digital's Advantage In The *Equipment and Service Capabilities* Dimension Can Be Attributed To Strong Performances In Almost All Of The Related Attributes.

+/- Difference of ***Equipment and Service Capabilities*** Attribute Scores: Digital Vs. Analog

	Analog	Digital	Digital vs. Analog Difference
Total	95	112	+17
Offers Services You Want In Area	33	40	[redacted]
Keeps Srvc Outages to a Min.	21	23	[redacted]
Restores Srvc After Temp. Outages	15	18	[redacted]
Equipment Is Easy to Install	14	16	[redacted]
Provide Replacment/ Loaner Equip.	12	15	[redacted]

= Statistically significant above ANALOG at 95% confidence level

✖ = Statistically significant below ANALOG at 95% confidence level

Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

10073301

Digital's Advantage In The *Customer Service* Dimension Is Cumulative Across Most Attributes.

+/- Difference of *Customer Service* Attribute Scores: Digital Vs. Analog

	Analog	Digital	Digital vs. Analog Difference
Total	95	101	+6
Courteous Reps	9	10	[redacted]
Getting Through Without Hold	10	11	
Knowledgeable Reps	9	10	
Resolve Service Issues Timely	10	10	
Promptly Makes Changes When Requested	9	10	
Thorough Info. Provided	10	10	
Responsive Reps	10	10	
User-Friendly Automated System	10	10	
Convenient Cust. Srvc. Hrs.	9	10	
Time It Takes to Reach a Rep	9	10	

= Statistically significant above ANALOG at 95% confidence level

✖ = Statistically significant below ANALOG at 95% confidence level

Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

Digital's Advantage In The *Reception Quality* Dimension Can Be Attributed To Strong Performances In Both The "Consistently Delivers Clear Reception" And "Clarity Of Reception" Attributes.

+/- Difference of ***Reception Quality*** Attribute Scores: Digital Vs. Analog

	Analog	Digital	Digital vs. Analog Difference
Total	*92*	*106*	*+14*
Consistently Delivers Clear Reception	*63*	*72*	[illegible]
Clarity Of Reception	*29*	*34*	[illegible]

= Statistically significant above ANALOG at 95% confidence level

✖ = Statistically significant below ANALOG at 95% confidence level

Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

10073302

10073303

Digital Cable Performs Significantly Below The Satellite Industry Average In Overall Satisfaction, As Well As In *Cost Of Service*, *Credibility/Billing* And *Reception Quality*.

Digital Vs. Satellite Satisfaction Index

	Digital	Satellite	Difference
OVERALL	109	115	[redacted]
Cost of Service	110	120	[redacted]
Credibility/Billing	108	115	[redacted]
Program Offerings	114	118	[redacted]
Equipment & Service Capabilities	112	109	[redacted]
Customer Service	101	105	[redacted]
Reception Quality	106	120	[redacted]

= Statistically significant above SATELLITE at 95% confidence level

x = Statistically significant below SATELLITE at 95% confidence level

Source. 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

10073304

Digital Subscribers Are Slightly Younger Than Satellite Users With Mean Yearly Incomes A Little Bit Higher Than The Analog Average.

Digital Vs.Analog Demographic Differences

	Digital Households	Analog Households	% Diff. Digital vs. Analog
Age			[redacted]
Under 35	25%	16%	[redacted]
35-54	48%	44%	[redacted]
55+	26%	40%	[redacted]
Education			[redacted]
High School or less	39%	39%	[redacted]
College+	61%	61%	[redacted]
Income (in HH)			[redacted]
Less than $35,000	41%	43%	[redacted]
$35K to $50K	16%	19%	[redacted]
$50K or more	44%	38%	[redacted]
Mean per year (000's)	$52.3	$49.2	[redacted]
Household Size			[redacted]
One	21%	28%	[redacted]
Two	32%	34%	[redacted]
Three+	47%	37%	[redacted]
Residential Location			[redacted]
Urban	33%	29%	[redacted]
Suburban	50%	55%	[redacted]
Rural	17%	15%	[redacted]

Source: 2001 JDP&A Cable/Satellite CSI Studies

J.D. POWER AND ASSOCIATES

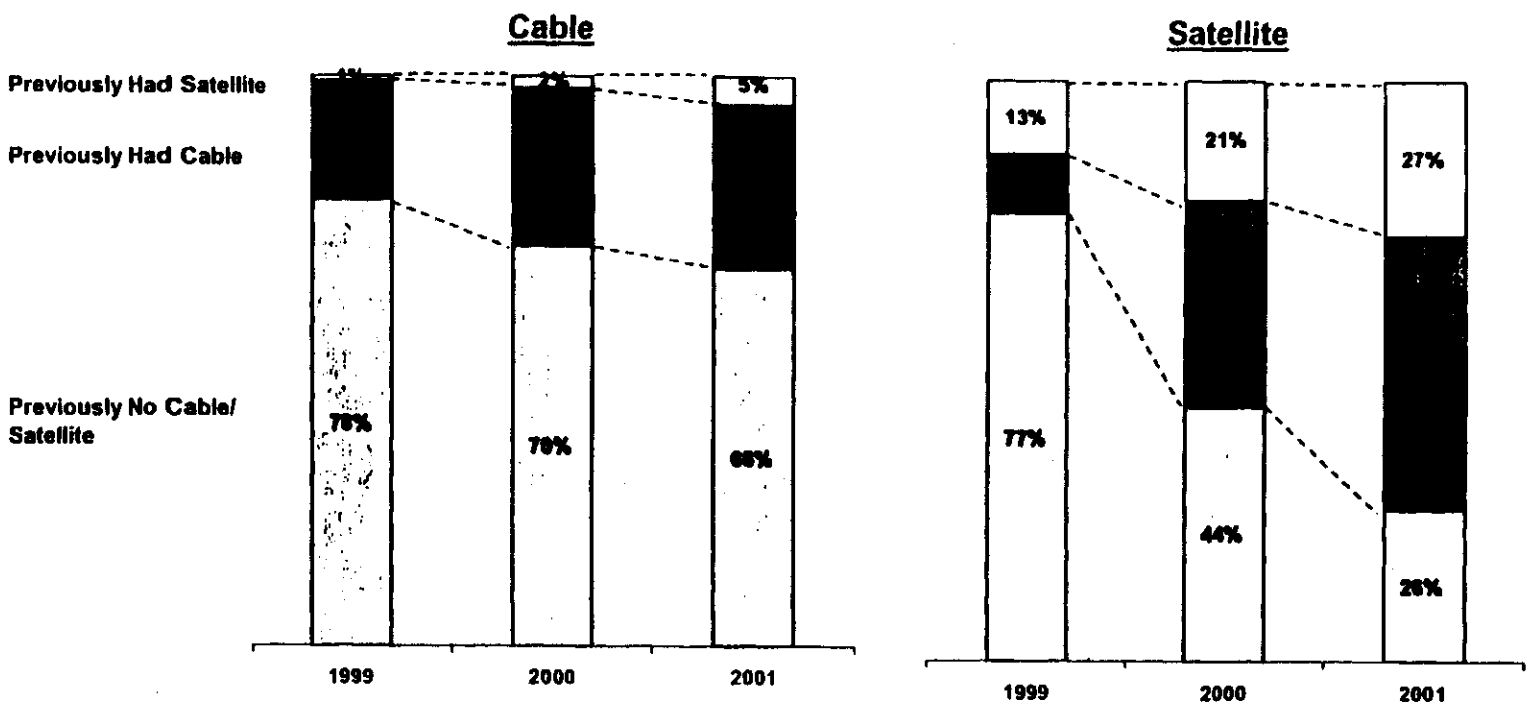
10073305

DETAILED FINDINGS

- Switching

10073306

The Majority Of The Satellite Users Customer Base Is Comprised Of Former Cable Subscribers (47%).

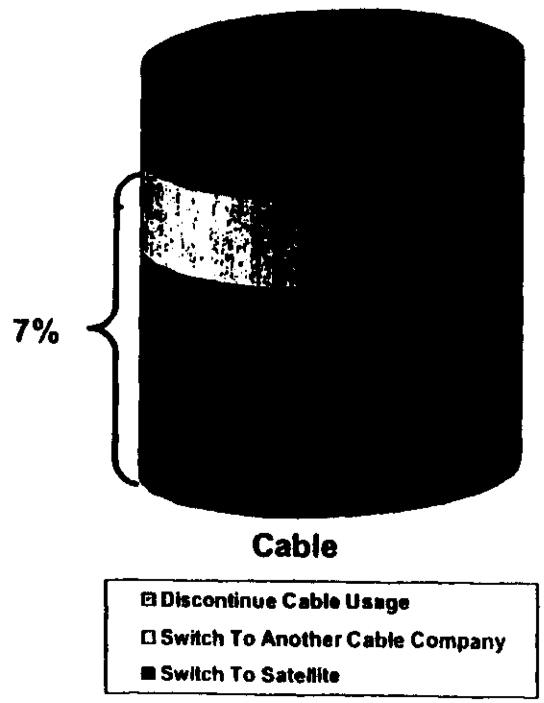


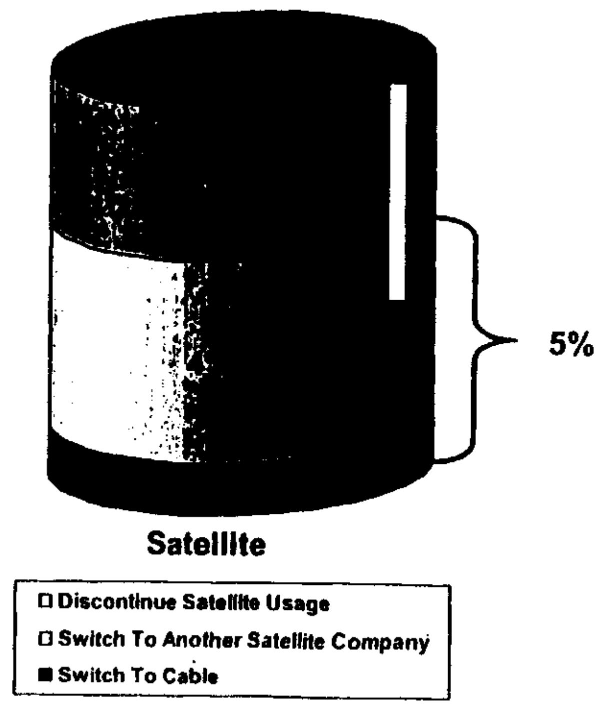
Source: 1999-2001 JDP&A Cable/Satellite CSI Studies

10073307

Five Times As Many Cable Subscribers Indicate A Willingness To Move To Satellite TV In The Next Year Versus Satellite Users Moving To Cable...

% Indicated Changes In The Next 12 Months





Source: 2001 JDP&A Cable/Satellite CSI Studies

10073308

… Cablevision Customers Have The Highest Levels Of Switching Intent Among Cable Companies.

	2001 Switch to Satellite	2000 Switch to Satellite
Cablevision	7%	11%
Mediacom	6%	na
Time Warner	6%	7%
AT&T	5%	7%
Cable One	5%	6%
Charter	5%	6%
Cox	5%	8%
Ameritech*	5%	na
Adelphia	4%	9%
Comcast	4%	7%
RCN	3%	na
Insight	2%	na

* = americast cable provided by Ameritech

na = Not a covered carrier in 2000

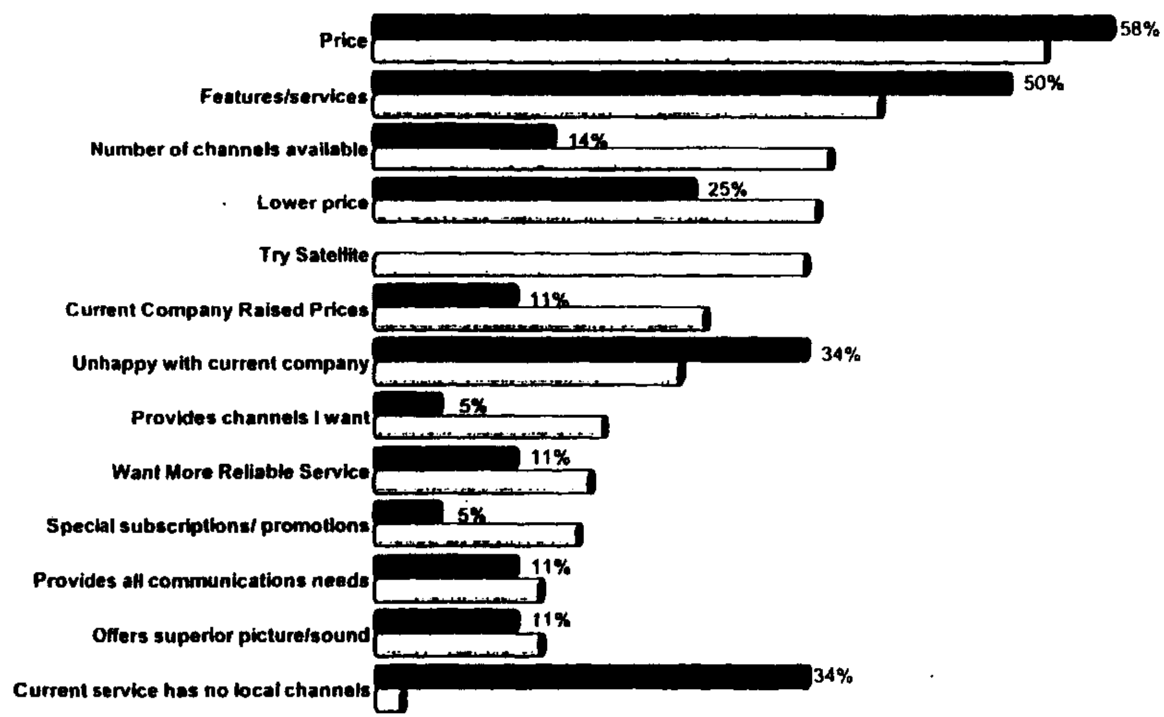
Source: 2000-2001 JDP&A Cable/Satellite CSI Studies

POWER

10073309

Price And A Lack Of Local Channels Within The Current Service Are The Two Reasons Satellite Users Cite Most Often For Wanting To Switch Services, While Cable Users' Biggest Concern Is Price.

% Top 3 Reasons Likely to Switch From Current Provider*



* Base: Those who indicated that they intend to switch Cable/Satellite providers within the next 12 months
Note: Multiple responses accepted

Source: 2001 JDP&A Cable/Satellite CSI Studies

POWER

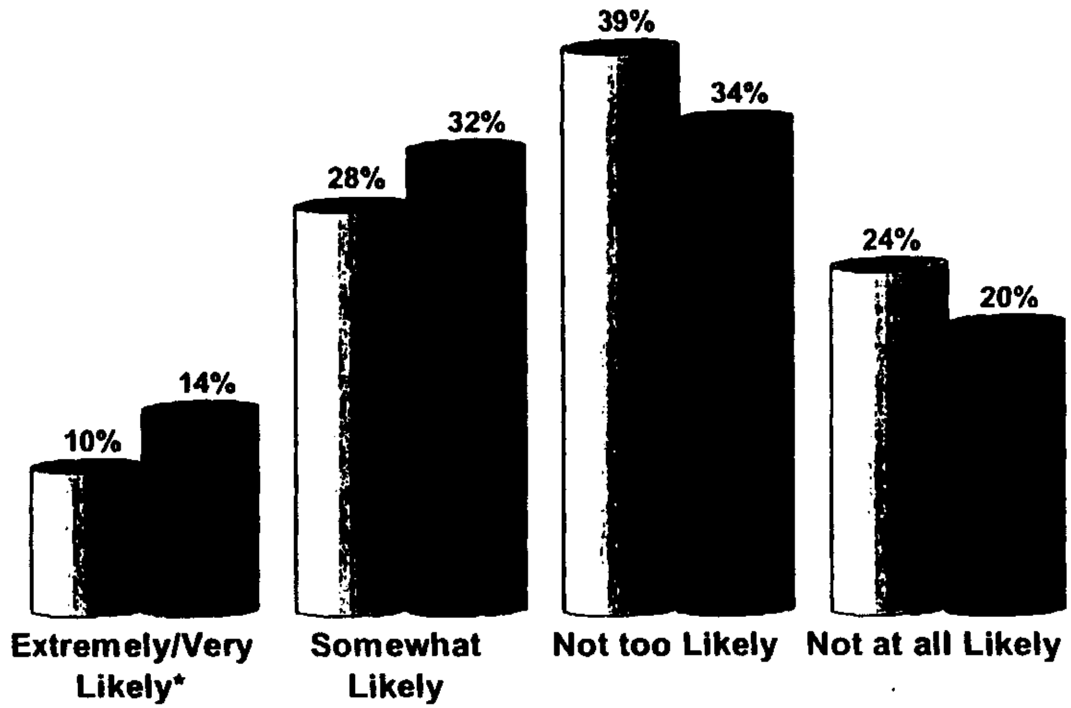
DETAILED FINDINGS

* Future Competitive Environment

10073311

Satellite Users Are Slightly More Likely Than Cable TV Subscribers To Change To One Company For All Of Their Telecommunication Needs.

Likelihood Of Switching Current Subscriptions To One Company That Offers All Telecomm. Services



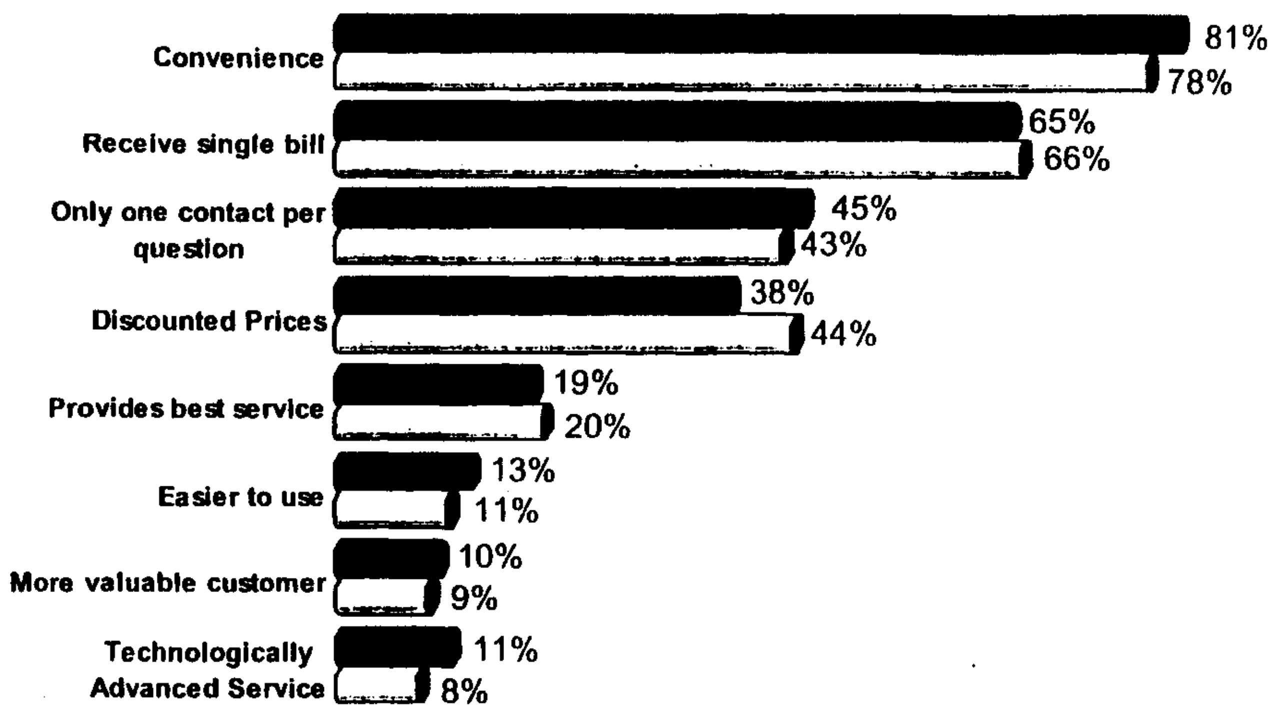
Satellite Service Providers
Cable Service Providers

* Not Including those who report they already do bundle services

Source: 2001 JDP&A Cable/Satellite CSI Studies

Both Satellite And Cable Users Cited Convenience As The Reason They Would Be Most Likely To Switch To One Company For All Of Their Telecommunication Needs.

% Top 3 Reasons Likely To Switch All Telecomm Services To One Company*



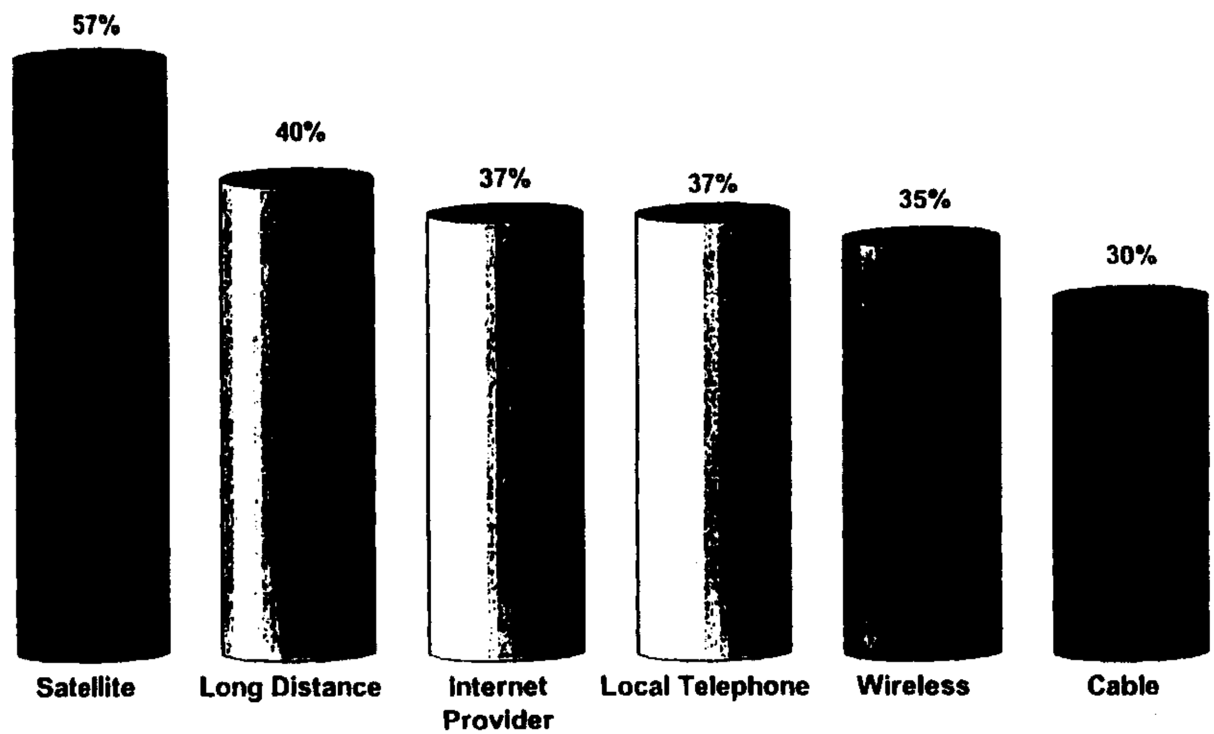
* Among those who are "extremely/very/somewhat" likely to switch all telecomm services to one company

Source: 2001 JDP&A Cable/Satellite CSI Studies

10073313

Among Cable And Satellite Users, Overall Satisfaction Is Highest For Satellite Companies And Lowest For Cable Companies.

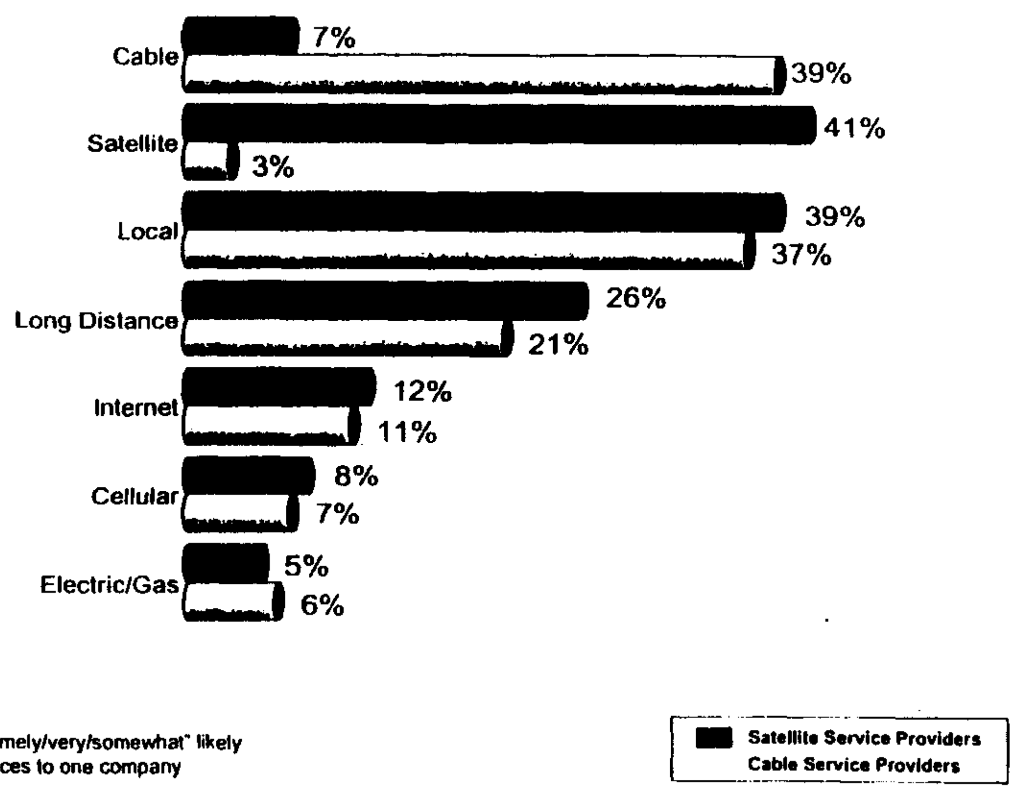
% "Top 3 Box" Satisfied Overall With Current Carrier



Source 2001 JDP&A Cable/Satellite CSI Studies

Among Cable And Satellite Users, Four In Ten Would Select Their Cable Or Satellite Companies To Provide Them With All Of Their Telecommunication Needs.

Carrier Type Most Likely To Select For All Telecomm. Needs*



* Among those who are "extremely/very/somewhat" likely to switch all telecomm. services to one company

Source: 2001 JDP&A Cable/Satellite CSI Studies

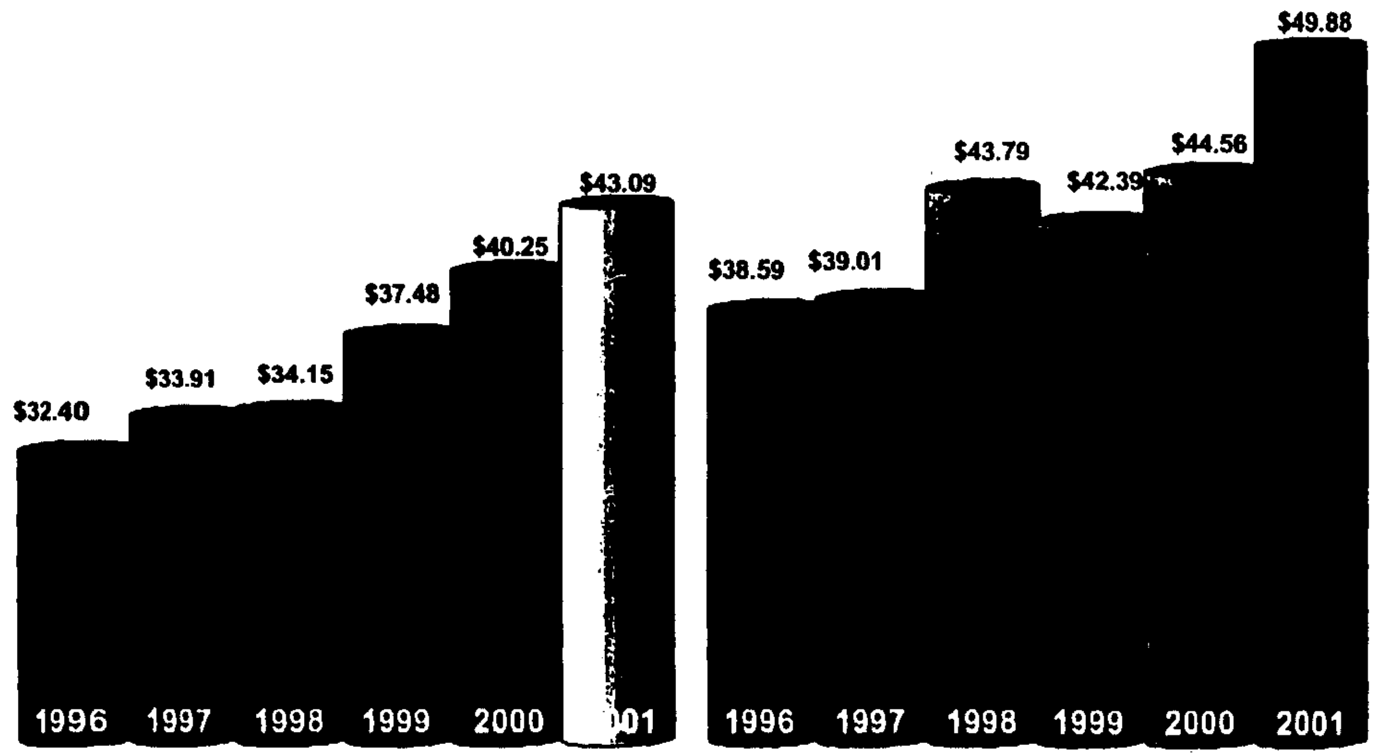
DETAILED FINDINGS

- Usage Patterns

10073316

Average Monthly Expenditures Have Risen For Both Cable And Satellite Users Over Last Year's Levels.

Average Monthly Expenditure on Cable/Satellite TV Service

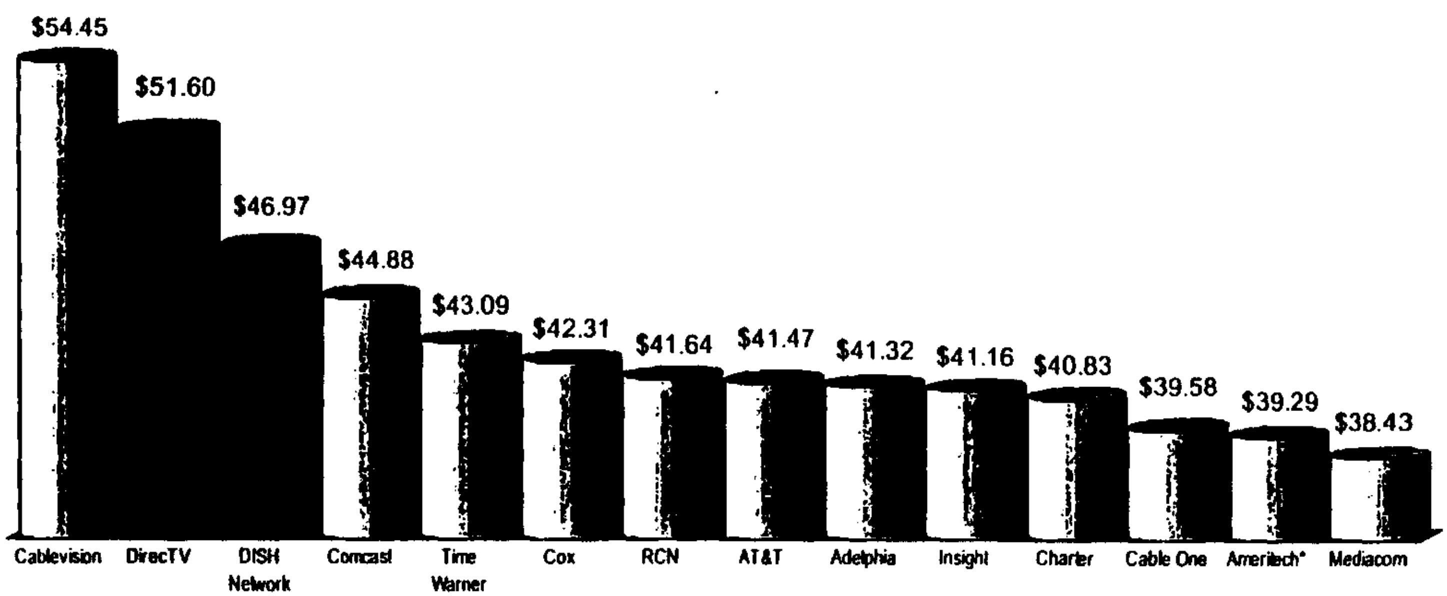


Base: Have expenditures for cable and/or satellite service

Source: 1996-2001 JDP&A Cable/Satellite CSI Studies

Cablevision Users Have The Highest Levels Of Monthly Expenditures, Followed By DirecTV Customers.

Average Monthly Expenditure on Cable/Satellite TV Service By Provider:



* = americast cable provided by Ameritech

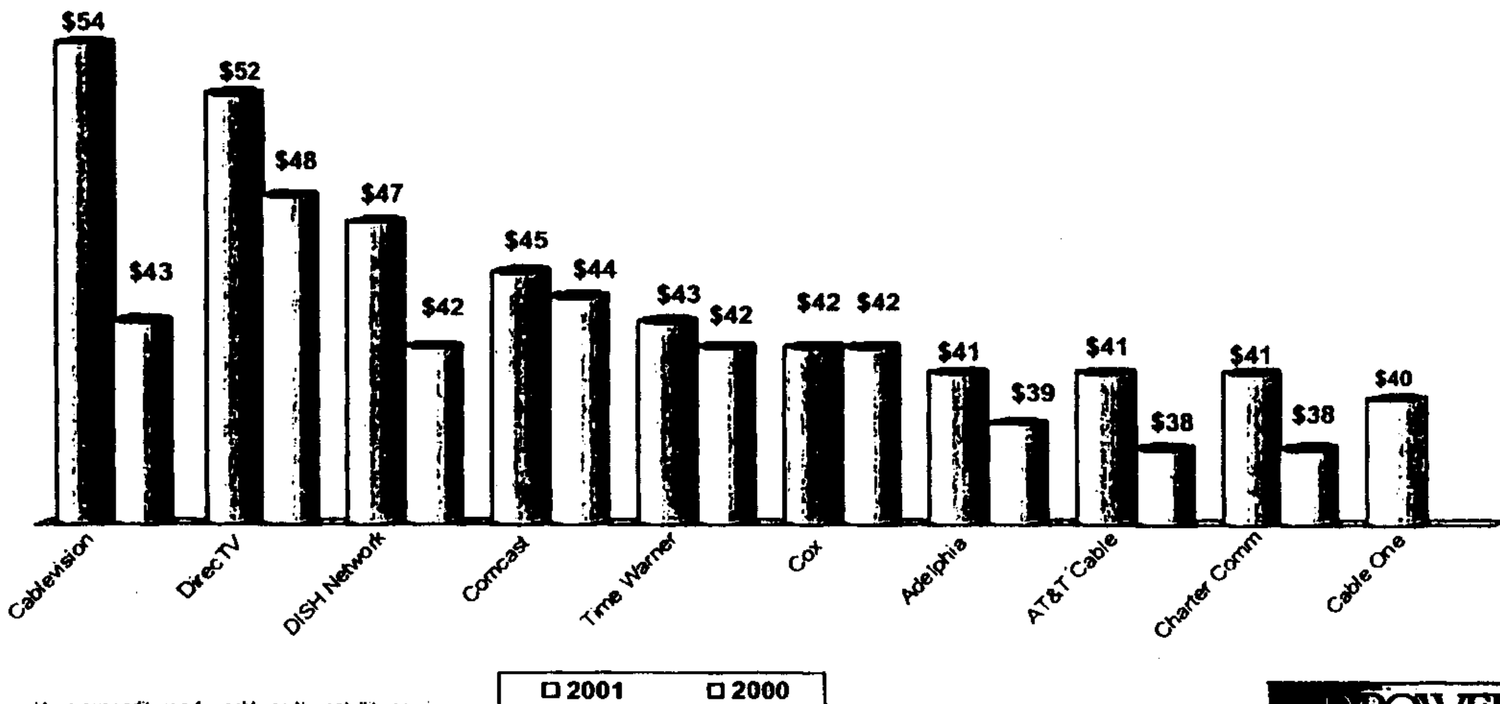
Base: Have expenditures for cable and/or satellite service

Source: 2001 JDP&A Cable/Satellite CSI Studies

10073318

Cablevision Users Report The Highest Change In Average Monthly Expenditures Since 2000.

Comparison Of Average Monthly Expenditure on Cable/Satellite TV Service By Provider Since '00:

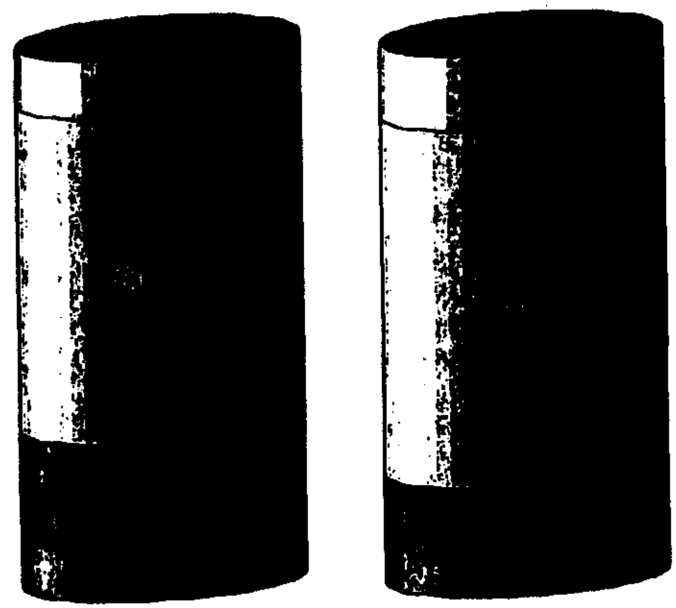


Base: Have expenditures for cable and/or satellite service

Source: 2000- 2001 JDP&A Cable/Satellite CSI Studies

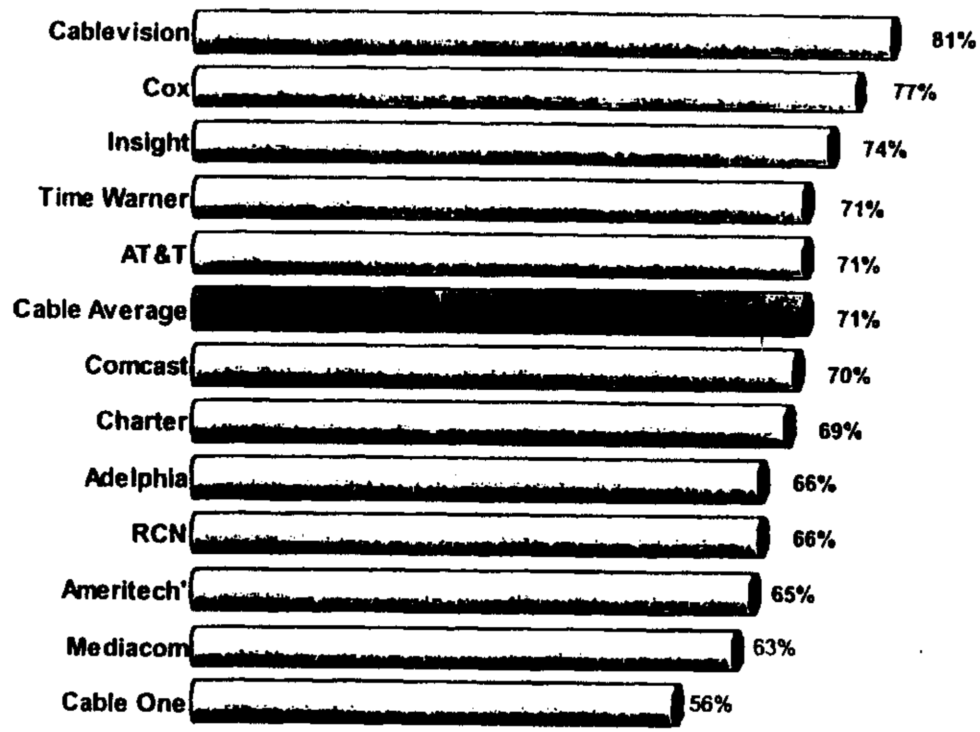
Seven Out Of Ten Cable Customers Subscribe To Additional Channels For Which They Pay More. Nearly Three Quarters Of All Satellite Subscribers Receive More Than The Basic Package.

% Service/Package Currently Subscribe To



Source: 2001 JDP&A Cable/Satellite CSI Studies

Cablevision Customers Are More Likely To Subscribe To More Than The Basic Channels. Cable One Users Have The Lowest Incidence Of Subscribing To More Than Just The Basic Channels.



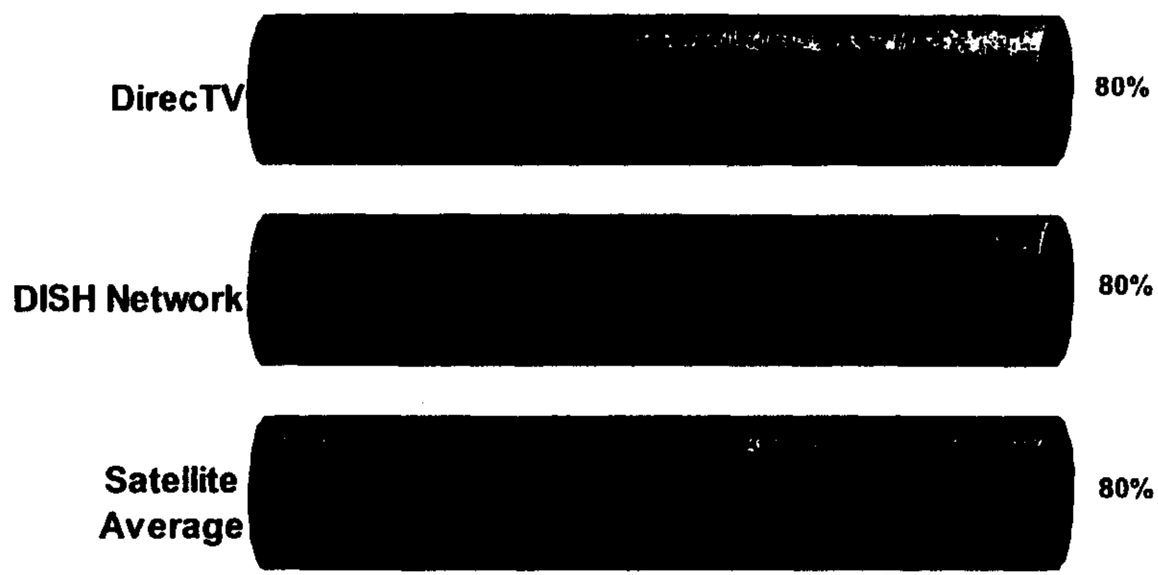
* = americast cable provided by Ameritech
* Base: Subscribe to cable service

Source: 2001 JDP&A Cable/Satellite CSI Studies

10073321

On Average, Four Out Of Five Satellite Customers Subscribe To Basic Plus Additional Channels.

% Subscribe To Basic Plus Additional and/or Premium Channels*



* Base: Subscribe to cable and/or satellite service

Source: 2001 JDP&A Cable/Satellite CSI Studies

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