Claritas Cable Boundaries 2020 Release Notes

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OVERVIEW

The Claritas Cable Boundaries data set presents information about self-reported cable television service area boundaries and descriptions of services provided. Claritas extends this core offering by translating service areas to census, industry, media and postal geographies.

Claritas also links data from other sources to the cable service areas provided. For instance, data about consumer demographics, financial and insurance product behavior, and segmentation distributions are all associated with cable service areas. These data product links provide users of the Cable Boundaries data set a richer, more detailed profile of cable service area markets.

WHAT'S NEW

The Claritas Cable Boundaries have been updated using February 2019 data from Nielsen FOCUS.

DATA DESCRIPTION

Each Cable Boundaries release consists of multiple products including boundaries, cross-reference files and descriptive data.

Boundaries

Using input source data from Nielsen FOCUS, cable service areas are assigned to one of the following three cable boundary layers:

- Cable Incumbents (CBL) – territories that existed prior to 1996
- Cable Overbuilders Major (CBM) – AT&T or Verizon, built over existing incumbent territories

- Cable Overbuilders Minor (CBN) – all other overbuilders excluding AT&T and Verizon, built over existing incumbent territories

The three cable boundary layers are treated as three separate geographic levels within Claritas software platforms and project deliverables.

Since cable service is not provided through all of the United States, service area boundaries sometimes appear as non-contiguous territories. These territories may or may not have any correlation to county or state boundaries. In order to better align service boundaries with other geographic levels, Claritas creates county remainder geographies to frame service areas within county borders. Remainders are geographic placeholders used to fill parts of counties that have no defined cable service area. As presented in the table below, since no service provider is defined for a remainder area, no descriptive data exists. However, Claritas demographic data is available for these areas.

	BOUNDARIES	DESCRIPTIVE DATA	CROSS-REFERENCES
BOUNDED HEADENDS	Yes	Yes	Yes
POINT-CODED HEADENDS	No	Yes	Minimal
COUNTY REMAINDERS	Yes	No	Yes

Some cable operations, usually relatively small operators, are not assigned a boundary. This typically indicates that self-reported data for that operator was not detailed enough to define a service territory. In order to provide descriptive data for these headends, they are included in the roster, assigned a latitude/longitude coordinate as close as can be determined to the center of their operations, and are added to the geographic cross-reference files. However, some of our software platforms are unable to display these operators and their associated descriptive data due to the lack of a boundary. Please note that more than half of these headends report fewer than 200 subscribers, if any.

Cable boundaries are defined in terms of the distribution area of a cable headend. A cable headend is a control center where incoming signals are amplified, converted, processed, and combined into a common cable for transmission to customers. Headends are typically identified as either being bounded or point-coded. Bounded headends have an identifiable service area; while point-coded headends are identified by a latitude/longitude coordinate only. There are over 6,000 headends in the current roster. Please note that the roster changes frequently as a result of operators buying other headends and systems.

Cross-Reference Files

Cross-reference files allow users to observe relationships between various levels of census, industry, media and postal geographies. These relationships are based on census blocks. Cross-reference information is available only for a very small subset of point-coded headends. Cross-references are provided for the geographies listed in the tables below:

CENSUS GEOGRAPHIC LEVEL	GEOGRAPHIC LEVEL TO CABLE BOUNDARY	CABLE BOUNDARY TO GEOGRAPHIC LEVEL
Block Group	Yes	No
Tract	Yes	No
Place	Yes	No
Minor Civil Division (MCD)	Yes	No
County	Yes	Yes
CBSA	No	Yes
CSA	No	Yes
State	No	Yes

OTHER GEOGRAPHIC LEVEL	GEOGRAPHIC LEVEL TO CABLE BOUNDARY	CABLE BOUNDARY TO GEOGRAPHIC LEVEL
Cable TV Service Area	No	No
Nielsen DMA	No	Yes
Telecommunications – Wireless Cellular MSA/RSA	Yes	Yes
Telecommunications – Wireless PCS BTA	Yes	Yes
Telecommunications – Wireless PCS MTA	No	Yes
Telecommunications – Wireline LATA	Yes	Yes
Telecommunications – Wireline LEC	Yes	Yes
Telecommunications – Wireline Wire Center	Yes	No
ZIP Code – 3-Digit ZIP	No	Yes
ZIP Code – 5-Digit ZIP	Yes	Yes

Descriptive Data

A list of available descriptive data is provided in the "Current Listing: Descriptive Data" section of this document. Claritas provides nearly 100 descriptive data elements about cable headends.

DATA SOURCE

This release of the Claritas Cable Boundaries data set is based on February 2019 data from Nielsen FOCUS.

METHODOLOGY

The Cable Boundaries data set consists of data from Nielsen FOCUS. Nielsen surveys cable service providers throughout the year, on a schedule that ensures each company is surveyed at least every six months. Claritas uses this data to aid in the creation of cable boundaries and geographic cross-references, and to identify and attribute descriptive data to headends. For more detailed information about our process, please see the *Claritas Cable Boundaries 2020 Summary Methodology* document, which can be provided by your Claritas representative upon request.

Boundaries

Claritas uses a proprietary geographic coding process to assign service area boundaries. The process maps service area data definitions into aggregations of census block groups.

Data in the Cable Boundaries data set is self-reported by cable operators. As a result, the areas reflect the most detailed geographic definition that can be determined based on this self-reported data.

Cross-Reference Files

Cross-reference percent inclusion, when available, is based on census data about the blocks in the union of the two geographies.

A cross-reference with zero percent inclusion between a cable headend service area and another geography is valid based on our method of calculating percent inclusion as a function of census data. This indicates a link resulting from at least one common, or shared, block; furthermore, the block, or blocks, included in the join have no data associated with them. There are over ten million blocks in the U.S.; approximately three million have no population associated with them. Examples of these blocks include business districts, state parks, and other non-residential areas.

CURRENT LISTING: DESCRIPTIVE DATA

The following table lists the 2020 Cable Boundaries descriptive data fields and their definitions:

FIELD NAME	DESCRIPTION
Headend ID	Headend ID code (includes state code prefix)
Headend Name	Headend name
Headend Location	Location of the physical headend equipment
Headend Location, ZIP Code	ZIP Code location of the physical headend equipment
Headend Franchise Date	Franchise date

FIELD NAME	DESCRIPTION
Headend Type	Headend type
Headend Cable Boundary Flag	Cable boundary flag for the headend (N = Not bounded, Y = Bounded)
Headend Cable Boundary Type	Cable boundary type for the headend (B = Bounded, R = Remainder, U = Unbounded)
Headend Digital Indicator	Indicates if the headend is digital capable
Headend Cable Modem Offered Indicator	Indicates if the headend provides cable modem internet connection
Headend Two-Way Comm Status	Indicates if the headend has Two-way communication capability. Two-way communication refers to the ability for the headend to send TV programming to subscribers as well as receive return communication from the subscriber to the headend. The return communication enables subscribers to order services such as movies using the cable connection. In addition to providing TV programming, two-way systems can also carry data.
Headend Total Subscribers	Total Subscribers
Headend Addressable Subs	Number of subscribers that have either one-way or two-way communication with the headend
Headend Digital Subscribers	Number of digital tier subscribers
Headend Total Pay Units	Combined total pay units that subscribe to all services offered by an individual cable headend (e.g., a household subscribing to 3 different pay services is counted 3 times)
Headend Homes Passed	Number of homes which have the potential for service from the headend, including homes that are currently connected and those that could be connected (potential cable subscribers)
Headend Percent Basic Penetration	Percentage of subscriber households to the total number of households passed by the system
Headend Basic Monthly Fee	Basic monthly fee the headend charges
Headend Number of Tiers	Number of unique tiers
Headend Channels Available	Number of available channels
Headend Channel Capacity	Total channel capacity
Headend Channels In Use	Number of cable channels in use
Headend Number of ABC Affiliates	Number of ABC affiliates
Headend Number of CBS Affiliates	Number of CBS affiliates
Headend Number of NBC Affiliates	Number of NBC affiliates

FIELD NAME	DESCRIPTION
Headend Number of Independent Affiliates	Number of independent stations
Headend Number of Pay Networks	Number of unique pay networks (based on pay tier of the headend or pay service code)
Headend Number of Azteca Affiliates	Number of Azteca affiliates
Headend Number of Fox Affiliates	Number of Fox affiliates
Headend Number of Independent Broadcast Stations	Number of independent broadcast stations
Headend Number of Local Origination Stations	Number of local origination stations
Headend Number of MyNetwork TV Affiliates	Number of MyNetwork TV affiliates
Headend Number of MyNetwork TV Cable Affiliates	Number of MyNetwork TV cable affiliates
Headend Number of National Sports Channels	Number of national sports channel stations
Headend Number of Networks/Stations	Number of unique networks & stations
Headend Number of News Channels	Number of news channels
Headend Number of Non-affiliated Low Power	Number of non-affiliated low power stations
Headend Number of PAX Affiliates	Number of PAX affiliates
Headend Number of PAX Cable Affiliates	Number of PAX cable stations
Headend Number of Pay Per View Stations	Number of Pay-Per-View stations
Headend Number of Pay Service Networks	Number of unique pay networks (based on service code)
Headend Number of PBS Stations	Number of PBS stations
Headend Number of Regional Sports Channels	Number of regional sports channels
Headend Number of Shopping Channels	Number of shopping channels
Headend Number of Spanish Independent Stations	Number of Spanish independent stations

FIELD NAME	DESCRIPTION
Headend Number of Telefutura Affiliates	Number of Telefutura affiliates
Headend Number of Telemundo Affiliates	Number of Telemundo affiliates
Headend Number of The CW Affiliates	Number of The CW affiliates
Headend Number of The CW Cable Affiliates	Number of The CW cable affiliates
Headend Number of Univision Affiliates	Number of Univision UHF affiliates
Program Guide ID	ID code to identify the headend's printed program guide
Program Guide Name	Name of the headend's printed program guide
Program Guide Local Advertising Indicator	Indicates if the headend's printed program guide carries local advertising
Program Guide Free Subscribers	Number of subscribers receiving the headend's printed program guide for free
Headend Local Advertising Capable	Indicates if the headend can insert local advertising
Headend Local Advertising Subscribers	Number of subscribers who receive local advertising inserts
Headend Number of Local Originated Stations w/Loc Adv	Number of local originated stations with local advertising
Headend Number of Local Advertising Channels	Number of channels on the headend that can insert local advertising
Headend Number of National Advertising Networks	Number of unique networks the headend carries which offer national advertising
Headend Manager Name	Contact person's name for the headend contact address
Headend Manager Company	Company name for the headend contact address
Headend Manager Address, Street	Street name for the headend contact address
Headend Manager Address, City	City name for the headend contact address
Headend Manager Address, State	State name for the headend contact address
Headend Manager Address, ZIP Code	ZIP Code for the headend contact address
Headend Manager Phone	Primary phone number for the headend contact address
Operational System ID	Operating system ID code (includes state code)
Operational System Type	Physical delivery method for the operational system (e.g. wired cable, SMATV, satellite dish, etc.)

FIELD NAME	DESCRIPTION
Operational System Alias	Operating system alias name (based on the primary headend)
Operational System Name	Operational system name (based on the primary headend)
Advertising System ID	Advertising system ID code (includes primary state abbreviation)
Advertising System Name	Advertising system name (based on the primary headend)
Advertising System Location	Advertising system location based on primary headend location
Advertising System Manager Name	Contact person's name for the advertising system contact address
Advertising System Manager Company	Company name for the advertising system contact address
Advertising System Manager Address, Street	Street name for the advertising system contact address
Advertising System Manager Address, City	City name for the advertising system contact address
Advertising System Manager Address, State	State name for the advertising system contact address
Advertising System Manager Address, ZIP Code	ZIP code for the advertising system contact address
Advertising System Manager Phone Number	Primary phone number for the advertising system contact address
Video Operator ID	Video operator ID code
Video Operator Name	Video operator name
Subscribers Rank vs Other MSOs	Rank of the multiple system operator (MSO) in terms of total subscribers compared to all other MSOs
Subscribers Rank vs All MSO/ADS/SSO	Rank of the operator in terms of total subscribers compared to all other operators
MSO Indicator (Owns >1 Operational Sys/Headend)	Indicates if the company is a Multiple System Operator (MSO), meaning that it owns more than one operational cable system
SSO Indicator (Owns Only One Op Sys/Headend)	Indicates if the company is a Single System Operator (SSO), meaning that it owns only one operational system or headend
Cable Indicator	Indicates if video operator is a wired cable operator
ADS Indicator	Indicates if the video operator uses an Alternate Delivery System (ADS), such as a satellite TV provider - not a wired cable provider
Nielsen DMA Code	Nielsen Designated Market Area Code
Nielsen DMA Name	Nielsen Designated Market Area Name

FIELD NAME	DESCRIPTION
DMA Rank by TV HH	Rank that compares the number of TV households within a DMA to those in all the other DMAs. The DMA with the highest number is assigned a rank of 1.
Interconnect ID 1	First interconnect ID code
Interconnect Name 1	First interconnect name
Interconnect ID 2	Second interconnect ID code
Interconnect Name 2	Second interconnect name
Interconnect ID 3	Third interconnect ID code
Interconnect Name 3	Third interconnect name
Date of Last Phone Contact to Cable Provider About Headend	Date of last phone contact to cable provider about headend
Indicator (yes/no/unknown) of Cable Overbuilder Status of Head End	Indicator (yes/no/unknown) of cable overbuilder status of head end

TECHNICAL SUPPORT

For more information, please contact Environics Analytics at 1.888.339.3304 or inquires@environicsanalytics.com.

LEGAL NOTIFICATIONS

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