



# GO ALL DIGITAL – Customer and LFA Notifications

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## Mini Box Customer Notice

- **Timing:** bill message in bills starting with bill cycles 60 days in advance of mini box being available in a market
- **Target:** All resi TV customers in the market
- **Text**

As Cox prepares to transition all customers to a 100% digital platform, we will offer a new equipment option, called the “mini box,” starting on November 10, 2014. The mini box will enable access to all digital channels in our Cox TV Starter service, select digital channels in our Cox TV Essential service, the on-screen program guide and parental control features. The standard monthly fee for this equipment option will be \$1.99 per mini box.



## Mini Box LFA Notice

- Timing: to be delivered to LFAs no less than 30 days in advance of mini box being available in a market
- Target: All impacted LFAs in the market
- Text

In a continuing effort to keep you up-to-date on our service offerings, I'm writing to inform you about Cox Communications' evolution to an all-digital network. A 100% digital network will lead to better television service and faster Internet speeds for our customers in the Holland area.

As Cox plans to convert to 100% digital platform, starting on November 10, 2014, Cox will be offering a new equipment option, called a mini box, which enables access to all Cox TV Starter and select Cox TV Essential channels in a digital format. Mini boxes will also give customers access to an on-screen program guide and parental control features. Standard monthly pricing for this equipment option will be \$1.99/per mini box. This equipment option will be the primary piece of equipment Cox will make available to analog only customers and customers that have additional TVs connected to analog only services when Cox prepares to "Go All Digital" in this region, transitioning all customers to digital service and encrypting our basic service tier (Cox TV Starter).

Beginning in January 20, 2015 Cox will begin incrementally transitioning away from dual carriage of channels in an analog and digital format, carrying them only in a single digital format. We will send a more detailed letter with the specifics of that phase closer to the date. Meanwhile, if you have any questions, please feel free to contact me at [XXX-XXX-XXXX].



## Peel Back #1 Customer Notice

- Timing: bill message in bills starting with bill cycles 60 days in advance of peel back #1
- Target: All resi TV customers in the impacted cluster #1 (101 service code)
- Text

Starting on January 10, 2015, select channels in our Cox TV Essential package will convert to a digital-only format. With this change, all TVs must have digital equipment – such as a mini box, CableCard, or Advanced TV Receiver to receive the full TV Essential channel line-ups. The following channels will move to a digital-only format on January 10, 2015: Animal Planet SD 60 & HD 1060, Food SD 39 & HD 1039, E! SD 49 & HD 1049, TV Land SD 70 & HD 1070 and A&E SD 42 & HD 1042. For more information on this change and your Cox digital equipment options, visit [cox.com/goalldigital](http://cox.com/goalldigital) or contact us at [XXX-XXX-XXXX].



## Peel Back #1 LFA Notice

- Timing: to be delivered to LFAs 30 days in advance of peel back #1
- Target: All LFAs covering an impacted cluster #1
- Text

As follow-up to my first letter introducing Cox Communications' evolution to an all-digital network in Holland, I'm writing with an update. We're excited about how this investment in our network will benefit customers. As you know, Cox customers transitioning from analog to digital television service will immediately enjoy better picture and sound quality and, in many cases, access to more channels and the interactive channel guide. The added capacity will also support future product development, such as faster Internet speeds.

As Cox transitions customers to all-digital service, starting on January 10, 2015, Cox will no longer be delivering the analog version of multiple cable channels. Customers will need to acquire digital equipment from Cox for each television in order to continue to receive these channels. The channels impacted include: Animal Planet SD 60 & HD 1060, Food SD 39 & HD 1039, E! SD 49 & HD 1049, TV Land SD 70 & HD 1070 and A&E SD 42 & HD 1042. Equipment options include a CableCARD (\$1.99/mo.), a mini box (\$1.99/mo.) or an Advanced TV Receiver (\$8.50/mo.). Promotional pricing for various equipment options will also be available. Customers can visit [www.cox.com/peelback](http://www.cox.com/peelback) or call Cox for further information.

We look forward to providing a better TV viewing experience and future product enhancements with an all digital network. We will also send notification as our all digital evolution nears completion. Meanwhile, if you have any questions, please feel free to visit [cox.com/goalldigital](http://cox.com/goalldigital) or contact me at [XXX-XXX-XXXX].



## Peel Back #2 Customer Notice

- Timing: bill message in bills starting with bill cycles 60 days in advance of peel back #2
- Target: All resi TV customers in the impacted cluster #1 (101 service code)
- Text

From February 17, 2015 through March 3, 2015, Cox will transition all cable network channels to a digital-only format. The delivery of broadcast stations on Cox TV Starter will not change. As of March 3, 2015, all Cox customer TVs must have digital equipment – such as a mini box, CableCARD, or Advanced TV Receiver to receive cable network channels. For more information on this change and your Cox digital equipment options, visit [cox.com/goalldigital](http://cox.com/goalldigital) or contact us at [XXX-XXX-XXXX].



## Peel Back #2 & #3 LFA Notice

- Timing: to be delivered to LFA no later than 30 days in advance of peel back #2
- Target: All LFAs covering an impacted cluster #1
- Text

In a continuing effort to keep you up-to-date on our service offerings, I'm writing with an update on Cox Communications' evolution to an all-digital network.

Starting on February 17, 2015, through March 3, 2015, Cox will no longer have the analog channels of any of the cable networks on its lineup. (Broadcast channels on Cox TV Starter are not impacted at this time.) Customers will need digital equipment from Cox for each television in order to receive all these channels in their digital format. Customers can visit [www.cox.com/goalldigital](http://www.cox.com/goalldigital) or call [XXX-XXX-XXXX] to contact Cox for further information.

Cox is continuously working to offer better services and value to our customers. We look forward to communicating more good news about service enhancements made possible by our 100% digital network, such as faster Internet speeds. If you have any questions, please feel free to contact me at [XXX-XXX-XXXX].



## Encryption Customer Notice

- Timing: bill message in bills starting with bill cycles 60 days in advance of encryption of Cox TV Starter (broadcast) channels.
- Target: All resi TV customers in the market (101 service code)
- Text

On April 28, 2015 Cox Communications will start encrypting broadcast signals on Cox TV Starter. If you have a set-top box, digital transport adapter (the Cox mini box), or a retail CableCARD device connected to each of your TVs, you will be unaffected by this change. However, if you are currently receiving Cox TV Starter channels on any TV without equipment supplied by Cox Communications you will lose the ability to view any channels on that TV.

If you are affected, you should contact Cox Communications to arrange for the equipment you need to continue receiving your services. In such case, you are entitled to receive equipment at no additional charge or service fee for a limited period of time. The number and type of devices you are entitled to receive and for how long will vary depending on your situation. If you are a Cox TV Starter customer and receive the service on your TV without Cox Communications supplied equipment, you are entitled to up to two devices for two years (five years if you also receive Medicaid). If you subscribe to a higher level of service and receive Cox TV Starter on a secondary TV without Cox Communications-supplied equipment, you are entitled to one device for one year.

You can learn more about this equipment offer and eligibility at ([cox.com/goalldigital](http://cox.com/goalldigital)) or by calling the phone number found on this bill. To qualify for any equipment at no additional charge or service fee, you must request the equipment between March 29, 2015 and August 21, 2015 and satisfy all other eligibility requirements.



## Encryption LFA Notice

- **Timing:** to be delivered to LFAs no less than 30 days in advance of encryption
- **Target:** All impacted LFAs in the market
- **Text**

In a continuing effort to keep you up-to-date on our service offerings, I'm writing with an update on Cox Communications' evolution to an all-digital network.

On April 28, 2015, Cox Communications will start encrypting broadcast and other channel signals on Cox TV Starter on its cable system. If customers have a Cox set-top box, mini box (digital transport adapter or DTA), or a retail device with a Cox CableCARD connected to each of their TVs, they will be unaffected by this change. However, if a customer is currently receiving Cox TV Starter on any TV without equipment supplied by Cox, they will lose the ability to view any channels on that TV.

Affected customers should contact Cox Communications to arrange for the equipment they need to continue receiving services. In such cases, customers are entitled to receive equipment at no additional charge or service fee for a limited period of time. The number and type of devices they are entitled to receive and for how long will vary depending on their situation. If a customer is a Cox TV Starter customer and receives the service on TVs without Cox Communications supplied equipment, they are entitled to up to two devices for two years (five years if Medicaid-qualified). If they subscribe to a higher level of service and receive Cox TV Starter on a secondary TV without Cox Communications-supplied equipment, they are entitled to one device for one year.

Customers can learn more about this equipment offer and eligibility at ([cox.com/goalldigital](http://cox.com/goalldigital)) or by calling. To qualify customers must request the equipment between March 27, 2015 and August 21, 2015, and satisfy all other eligibility requirements.

Cox is continuously working to offer better services and value to our customers. If you have any questions, please feel free to contact me at [XXX-XXX-XXXX].



## **Campaign Roll-Off Customer Notice (1 year/digital or analog essential)**

- Timing: bill message in bills starting with bill cycles 60 days in advance of the free receiver campaign roll off taking effect
- Target: All residential TV customers in the market active on campaigns (subject to change):
  - ACSDFCREU
  - ACSDFCRECU
  - ACSDFCRDU
  - ACSDFCREN
  - ACSDFCRDN
- Text

You currently receive equipment necessary to descramble or decrypt the Cox TV Starter (basic service tier) signals (either a mini box or CableCARD) free of charge. Effective with the billing cycle, Cox Communications will begin charging you for the equipment you received to access Cox TV Starter when Cox Communications started encrypting those channels. The monthly charge for the device (either mini box or CableCARD) will be \$1.99



## **Campaign Roll-Off Customer Notice (2 year/analog Starter)**

- Timing: bill message in bills starting with bill cycles 60 days in advance of the free receiver campaign roll off taking effect
- Target: All residential TV customers in the market active on campaigns (subject to change):
  - ACSDFCRACU
  - ACSDFCRAN
- Text

You currently receive equipment necessary to descramble or decrypt the Cox TV Starter (basic service tier) signals (either a mini box or CableCARD) free of charge. Effective with the billing cycle, Cox Communications will begin charging you for the equipment you received to access Cox TV Starter when Cox Communications started encrypting those channels. The monthly charge for the device (either mini box or CableCARD) will be \$1.99



## Campaign Roll-Off Customer Notice (5 year/medicaid)

- Timing: bill message in bills starting with bill cycles 60 days in advance of the free receiver campaign roll off taking effect
- Target: All residential TV customers in the market active on the campaign (subject to change):
  - ACSDFCRMU
- Text

You currently receive equipment necessary to descramble or decrypt the Cox TV Starter (basic service tier) signals (either a mini box or CableCARD) free of charge. Effective with the ( ) billing cycle, Cox Communications will begin charging you for the equipment you received to access Cox TV Starter when Cox Communications started encrypting those channels. The monthly charge for the device (either mini box or CableCARD) will be \$1.99



File Name: 1026525_1404_LTR_Analog		Scale: 1/1	Client: COX COMMUNICATIONS	Brand: CUSTOMER
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Safety: 8.25" x 10.75"	Gutter: 0" x 0"	Output: None	QC: Justin O'Brien	AE: Meg Campbell
Folds: Custom			PR: Pat Owens	AB: Nikki Van Koevening
Colors: Cyan, Magenta, Yellow, Black, Variable			PP: Kate Wojan/Peter	Vend: RRD
Fonts: Avenir Next LT Pro (Regular, Bold, Demi, OpenType)				
Images: Cox_Prim_Dim_CMYK.r1.al, 1026525c01_R0_Minibox_InfHand.psd (568 ppi; CMYK)				

Date: 10-21-2014 3:33 PM

Job Number: 1026525 Analog Starter



8:8.75" 1:8.5" 5:8.25"

1-3 (8)

F3.375" F3.375" F3.875"

**The TV industry is changing—so are we.**

Hello [Name],

We are moving with the industry standard to provide you with a purely digital picture on every TV. This will have a big impact on the way you watch TV. Now, on every TV, you'll get to experience better picture quality, an on-screen program guide, your local channels in High-Definition and parental controls.

We'll begin transitioning to all digital on January 20, 2015. Soon your TVs connected directly into the cable outlet on the wall will need a mini box™ to continue receiving TV service. But don't worry; we'll provide you with everything you need to make the change as simple as possible.

With the addition of a mini box, a small device that delivers digital picture to your TV, you can continue enjoying your TV service. Once installed, you'll have access to all the channels you enjoy, with better picture quality, plus all the benefits highlighted in the blue box below. You get two mini boxes free for two years\* (\$1.99/month value each) that will provide you with an improved entertainment experience. Just follow the 3 simple steps on the back of this letter to order today.

Sincerely,  
Cox Communications

**The Benefits of Going All Digital**

Call **860-436-4245**  
Click [cox.com/GoAllDigital](http://cox.com/GoAllDigital)  
Visit **Cox Solutions Store**

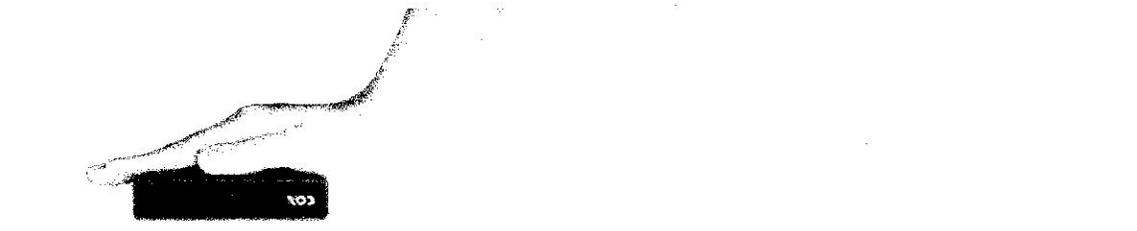
\*See other side for important details.  
L.GABR, AS, CT



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Safety:	8.25" x 10.75"	QC:	Justin O'Brien
Cutler:	0" x 0"	PR:	Pat Owens
Folds:	Custom	PP:	Kate Wojan/Peter
Colors:	Cyan, Magenta, Yellow, Black	AP:	Nikki Van Koevring
Fonts:	Avenir Next LT Pro (Regular, Dem, Bold, OpenType)	ME:	Meg Campbell
Images:	CALL_US_4C_Iconal_1026525c02_R0_Minibox_Hand_Flat.psd (1371 pp; CMYK)	GCD:	None
		CW:	John O'Toole
		AD:	Kathryn Carpenter
		Brand:	CUSTOMER

Job Number: 1026525 Analog Starter Date: 10-21-2014 3:33 PM

\*Offer ends 2/27/2015. Available only to addressee of this letter. Not transferable. A Cox-provided CableCARD together with a certified compatible CableCARD real device may be used in lieu of a mini box. Up to 2 mini boxes or CableCARDs will be provided at no charge for two years. Regular rates apply thereafter. Additional units may be ordered at the regular monthly rate. HD channel availability may vary between mini box and Advanced TV receiver or CableCARD device. Other restrictions may apply. © 2014 Cox Communications, Inc. All rights reserved.



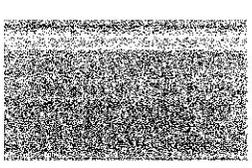
**Step 2**

Order a mini box for each of those 2 TVs - first two are free for two years.

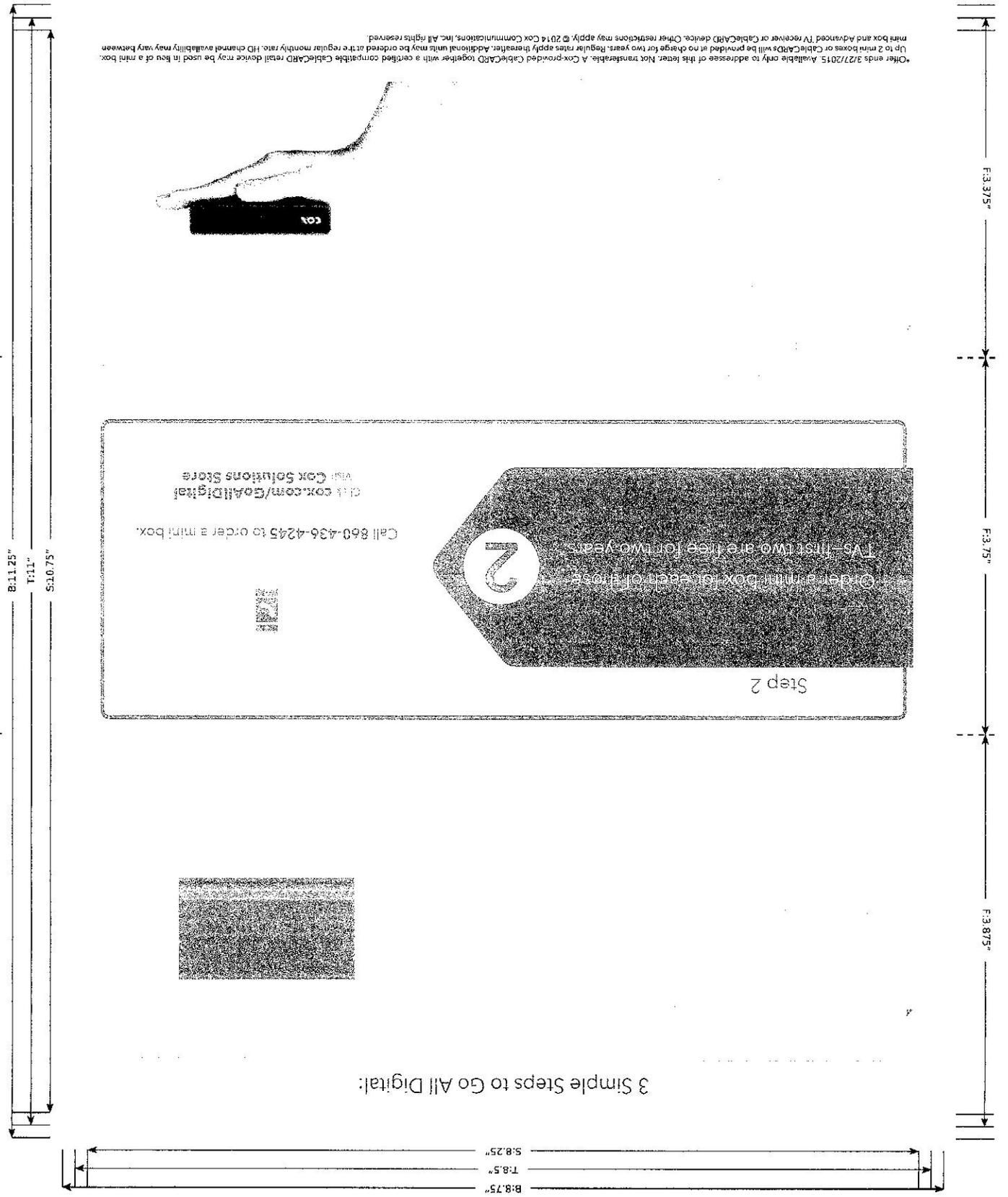


Call 860-436-4245 to order a mini box.

Visit [cox.com/GoAllDigital](http://cox.com/GoAllDigital) or visit Cox Solutions Store



3 Simple Steps to Go All Digital:



December 19, 2014

Greeting,

As follow-up to my first letter introducing Cox Communications' evolution to an all-digital network in Holland, I'm writing with an update. We're excited about how this investment in our network will benefit customers. As you know, Cox customers transitioning from analog to digital television service will immediately enjoy better picture and sound quality and, in many cases, access to more channels and the interactive channel guide. The added capacity will also support future product development, such as faster Internet speeds.

As Cox transitions customers to all-digital service, starting on January 20, 2015, Cox will no longer be delivering the analog version of multiple cable channels. Customers will need to acquire digital equipment from Cox for each television in order to continue to receive these channels. The channels impacted include Animal Planet, Food Network, E!, TV Land, and A & E. Equipment options include a CableCARD (\$1.99/mo.), a mini box (\$1.99/mo.) or an Advanced TV Receiver (\$8.50/mo.). Promotional pricing for various equipment options will also be available. Customers can visit [www.cox.com/evolution](http://www.cox.com/evolution) or call Cox for further information.

We look forward to providing a better TV viewing experience and future product enhancements with an all-digital network. We will also send notification as our all digital evolution nears completion. Meanwhile, if you have any questions, please feel free to visit [www.cox.com/evolution](http://www.cox.com/evolution) or contact me at 401-615-1174.

Sincerely,  
Amy Horan

Government Relations Manager, Cox Communications

January 26, 2015

Greeting,

In a continuing effort to keep you up-to-date on our service offerings, I'm writing with an update on Cox Communications' evolution to an all-digital network.

Starting on February 25, 2015 through March 9, 2015, Cox will no longer have the analog channels of any of the cable networks on its lineup, (Broadcast channels on Cox TV Starter are not impacted at this time.) Customers will need digital equipment from Cox for each television in order to receive all these channels in their digital format. Customers can visit [www.cox.com/evolution](http://www.cox.com/evolution) or call 866-961-0027.

Cox is continuously working to offer better services and value to our customers. We look forward to communicating more good news about service enhancements made possible by our 100% digital

network, such as faster internet speeds. If you have any questions, please feel free to contact me at 401-615-1174.

Sincerely,

Amy Horan

Government Relations Manager, Cox Communications

March 27, 2015

Greeting,

In a continuing effort to keep you up-to-date on our service offerings, I'm writing with an update on Cox Communications' evolution to an all-digital network.

On April 28, 2015, Cox Communications will start encrypting broadcast and other channel signals on Cox TV Starter on its cable system. If customers have a Cox set-top box, mini box (digital transport adapter or DTA), or a retail device with a Cox CableCARD connected to each of their TVs, they will be unaffected by this change. However, if a customer is currently receiving Cox TV Starter on any TV without equipment supplied by Cox, they will lose the ability to view any channels on that TV.

Affected customers should contact Cox Communications to arrange for the equipment they need to continue receiving services. In such cases, customers are entitled to receive equipment at no additional charge or service fee for a limited period of time. The number and type of devices they are entitled to receive and for how long will vary depending on their situation. If a customer is a Cox TV Starter customer and receives the service on TVs without Cox Communications supplied equipment, they are entitled to up to two devices for two years (five years if Medicaid-qualified). If they subscribe to a higher level of service and receive Cox TV Starter on a secondary TV without Cox Communications-supplied equipment, they are entitled to one device for one year.

Customers can learn more about this equipment offer and eligibility at [www.cox.com/eligible](http://www.cox.com/eligible) or by calling 866-961-0027. To qualify, customers must request the equipment between March 28, 2015 and August 30 and satisfy all other eligibility requirements.

Cox is continuously working to offer better services and value to our customers. If you have any questions, please feel free to contact me 401-615-1174.

Sincerely,

Amy Horan

Government Relations Manager, Cox Communications