

## Iowa Broadband Grant – Demonstrated Experience

### A Statement of Experience for Mediacom LLC

#### **Mediacom Communications Corporation**

Applicant, Mediacom LLC, is a wholly-owned subsidiary of Mediacom Communications Corporation ("MCC"). MCC is the fifth largest cable operator in the U.S., serving over 1.4 million residential and business customer relationships in smaller markets primarily in the Midwest and Southeast. MCC offers a wide array of information, communications and entertainment services to households and businesses, including video, high-speed data ("HSD"), phone, and home security and automation. Through Mediacom Business, MCC provides scalable broadband communications solutions to commercial and public sector customers of all sizes, and sells advertising and production services under the OnMedia brand.

MCC's cable systems are owned and operated through operating subsidiaries owned by Mediacom LLC and those of Mediacom Broadband LLC, another wholly-owned subsidiary of MCC. As of December 31, 2020, MCC's cable systems served approximately 1,438,000 HSD customers, 643,000 video customers and 586,000 phone customers, aggregating 2,667,000 primary service units ("PSUs").

MCC is a privately-owned company. An entity wholly-owned by Rocco B. Commisso and related parties is the sole shareholder of MCC, a C corporation. Mr. Commisso founded MCC in 1995 and has served as its Chairman and Chief Executive Officer ever since. MCC manages Mediacom LLC pursuant to management agreements with our operating subsidiaries.

#### **Mediacom LLC Subscriber Statistics**

As of December 31, 2020, Mediacom LLC's subsidiaries served approximately 654,000 HSD customers, 293,000 video customers and 266,000 phone customers, aggregating 1,213,000 PSUs. As of the same date,

#### **Services**

MCC offers video, HSD and phone services to residential and small- to medium-sized business ("SMB") customers over our hybrid fiber and coaxial cable network, and provides fiber-based network and transport services to medium- and large-sized businesses, governments and educational institutions. We also sell advertising to local, regional and national advertisers on television and digital platforms.

Our services are typically offered on a subscription basis to residential and SMB customers, billed in advance, with a one-time installation fee and monthly rates and related charges that vary according to the level of service taken, whether the services are sold as a "bundle" or on an individual basis, and charges associated with equipment taken by customers. Residential customers generally have the option of paying on a month-to-month basis, or signing a contract to obtain more favorable rates, subject to a fee upon early cancellation.

## **Our Service Areas**

Approximately 68% of our homes passed are in the top 100 television markets in the United States, commonly referred to as Nielsen Media Research designated market areas ("DMAs"), with about 40% of our homes passed residing in DMAs that rank between the 50<sup>th</sup> and 100<sup>th</sup> largest.

## **Residential Services**

MCC markets its services to residential customers both individually and in bundled packages, with discounts generally available for the subscription to bundled packages, multiple tiers, or other combinations of services.

## **HSD**

MCC currently offers several tiers of high-speed Internet access with a variety of speeds and data allowances to fit our customers' needs, with maximum downstream and upstream speeds of up to 1000 megabits per second ("Mbps") and up to 50 Mbps, respectively, available in substantially all of our service area.

Residential HSD customers are charged a monthly fee that varies depending on the speed tier taken, with additional charges if their monthly data allowance is exceeded. Our HSD service requires a modem to connect to the Internet, which most of our customers lease from us for a monthly fee and may also include robust wireless home networking gear that allows our customers to connect multiple devices in their home at the highest speeds possible.

As Internet-delivered video and the usage of multiple devices have proliferated, customer bandwidth requirements have grown at a rapid pace, increasing demand for our higher-speed HSD tiers. We continue to make substantial investments in our network to meet higher customer bandwidth demands, including the deployment of next-generation technology in 2016 that allowed us to introduce downstream speeds of up to 1000 Mbps throughout our residential footprint.

## **Video**

MCC offers residential customers a wide variety of video services, with access to hundreds of channels depending on the level of service taken, including various programming tiers and packages to appeal to a variety of customer preferences. Residential video customers are charged a monthly fee that varies depending on the video package and equipment taken, with additional revenues generated from one-time fees associated with video-on-demand ("VOD") and other ancillary purchases.

All of our residential video customers receive, at a minimum, a limited basic tier of over 55 channels including local broadcast stations and local public, government and leased access channels, with additional digital programming tiers offering over 400 channels. MCC offers several tiers of digital video service that include national cable networks and regional sports networks, foreign-language and international programming, and digital music channels, depending on the tier selected. Residential video customers may also subscribe to premium network programming from HBO, Showtime, Starz and Cinemax that provides commercial-free original programming, movies, live and taped sporting events and concerts, and other special events.

MCC's video services generally require the use of a digital set-top box ("set-top"), which provides an interactive, on-screen program guide and access to our VOD library, or a lower-cost digital transport adapter. Video customers who take our high-definition ("HD") set-top

can view certain content with a higher resolution picture, improved audio quality and a wide-screen format, including most major broadcast networks, leading national cable networks, regional sports networks and premium channels, and we offer many HD titles in our VOD library.

MCC's VOD service gives video customers access to over 23,000 programming choices, including a wide selection of movies, national broadcast and cable network shows, music videos, and locally produced events. A significant portion of our VOD carries no additional charge and video customers who subscribe to a premium network can access its VOD content for no additional charge. Special event programs, including live concerts, sporting events, and first-run movies are also available on a pay-per-view basis.

MCC's digital video recorder ("DVR") service allows customers to digitally record programming to view at their convenience, and pause and rewind live programming. Our most advanced DVR, the multi-room set-top, gives customers the same stored content on multiple televisions in their home and a cloud-based, graphically-rich TiVo guide, with Netflix, YouTube, Pandora and other popular apps, advanced search functionality, in-home video streaming to personal customer devices and the ability to download certain content to their mobile devices for viewing outside of their home.

MCC also enables video customers to watch certain programming wherever they are connected to the Internet, whether in or outside their home, using devices such as computers, tablets and smartphones. Eligible video customers have online access to content from over 70 channels.

### **Phone**

MCC's residential phone offers unlimited nationwide calling and a wide variety of popular calling features, including Caller ID, call waiting, call forwarding, three-way calling, anonymous call blocking and other features, generally for a fixed monthly service and equipment fee. Residential phone customers who also take our video service have the ability to receive Caller ID on the customer's television. Voicemail services, directory assistance and other features are available for an additional monthly fee, and international calling plans are made available at competitive rates.

### **Business Services**

Through Mediacom Business, MCC offers a variety of services that can be tailored to any size business, from video, HSD and phone that are similar to our residential products for small- and medium-sized businesses, to high performance, customized solutions for medium- and large-sized businesses and institutions with high-capacity transmission and multi-user voice requirements, including fiber connectivity to cellular towers.

We provide small- and medium-sized businesses HSD service with speeds of up to 1000 Mbps downstream and 30 Mbps upstream, an IP-enabled multi-line phone service, and video programming packages and music services.

We furnish custom fiber solutions for medium- and large-sized businesses and institutions that require multiple sites including IP-enabled trunk-based voice services, and point-to-point, multi-point wide area, and local area network solutions, with transmission speeds of up to 10 Gbps. We provide these services to education, government, healthcare, financial and hospitality institutions.

We supply high-capacity fiber transport and dedicated Internet access to national and regional wireless and wireline phone and Internet service providers to support cell tower backhaul, Ethernet and regional transport.

### **Advertising**

Through our OnMedia brand, MCC sells advertising and production services to local, regional and national customers. As part of the programming agreements with certain national cable networks, we receive an allocation of scheduled advertising time, generally two minutes per hour, and use this allotted time to insert commercials. Our advertising sales infrastructure includes in-house production facilities and staffing, and a locally-based sales workforce. In certain markets, we have entered into agreements, or "interconnects," with other cable operators in the same DMA under which we sell advertising on behalf of these other operators, or vice versa, simplifying our clients' purchase of local advertising in multiple markets and expanding their geographic reach. We also sell digital ad placement and other media services as an extension of our advertising business to help local and national businesses market their products. This single-provider integration of television and digital advertising represents a unique market position for us in the communities we serve.

### **Marketing and Sales**

MCC employs a wide range of sales channels to reach current and potential customers, including outbound telemarketing, direct mail, in-bound customer care centers, retail locations, door-to-door field technician sales, and our recently launched e-commerce site. Customers are directed to our inbound call centers or website through direct mail, broadcast television, radio, newspaper, outdoor and Internet advertising and television advertising on our own cable systems. We also have a dedicated sales force and outbound telemarketing for Business Services, and relationships with third-party agents who sell our services.

In 2015, we rolled out Xstream, a repackaging of our flagship triple play bundle, with a simplified pricing structure. The base Xstream package offering includes our TiVo-enabled DVR, HSD service with 60 Mbps downstream speeds and our phone service with unlimited nationwide calling. In 2015, we also launched an e-commerce platform, which allows customers to add services and schedule installations through our website, adding additional flexibility for potential customers.

### **Customer Care**

MCC continues to invest in our customers' experience by improving the reliability and quality of service and installation experience. Our customer care group has multiple contact centers, staffed with dedicated customer service, sales, and technical support representatives available at all times. Our virtual contact center platform functions as a single, unified call center and allows us to manage resources effectively and reduce customer hold times through efficient call-routing. Our Internet portal and mobile applications allow customers to manage their billing account, utilize self-help tools to troubleshoot service issues, schedule appointments, and easily contact an agent. Our strong presence on many social networking websites, including Twitter and Facebook, allows us to be more proactive in customer service.

MCC's field operations team focuses on providing a quality experience during installation and service calls, with the goal of resolving any technical issues on the first attempt. For the convenience of our customers, we offer 30 minute arrival windows and evening and

weekend scheduling for installation and service calls. Field activity is scheduled and routed seamlessly with remote dispatching and workflow management and GPS systems that facilitate on-time arrival for customer appointments. Our field technicians are equipped with diagnostic and monitoring tools that determine the quality of service at the customer's home in real-time.

### **Network Technology**

Our services are delivered through a fiber-rich, technologically-advanced, route-diverse network that consists of a: national backbone; large-scale, centralized platforms; regional networks and headends; neighborhood nodes; and the last-mile connectivity to customer homes or businesses. We utilize an Internet Protocol ("IP") ring architecture that minimizes service outages through its redundant design. Our facilities are supported and monitored 24 hours a day, seven days a week by our network operations center.

Our national backbone is connected to leading carriers, with a presence in several major carrier hotels. It connects our centralized platforms that control video content delivery, HSD and phone services, provisioning, customer care and email, and provides access to several aggregation and exchange points in our regional networks to ensure network redundancy and enhanced quality of service. Because we manage the delivery of our services through our national backbone and centralized platforms, we can introduce new services across a larger customer base and realize greater economic efficiency and scale.

The last-mile component utilizes a hybrid fiber-optic coaxial architecture, transporting the delivery of our services via laser-fed fiber-optic cable by regional networks and headends to neighborhood nodes, and by coaxial cable from these nodes to the homes and businesses we serve. For service reliability, we have installed back-up power supplies in the local network across most of service territory. To serve the high-capacity requirements of our large business customers, our fiber-optic cable is extended from the node site directly to the business customer's premise. Recently, we have also begun building dozens of new communities using fiber-to-the-home (FTTH) technology, and also launched a new fixed wireless broadband service using recently acquired CBRS spectrum.

We expect consumer demands for faster HSD speeds and greater bandwidth consumption, largely driven by increased usage of video delivered over the Internet, will require additional network capacity. As of December 31, 2015, we have converted substantially all of our service area to an "all-digital" delivery platform, allowing us to dedicate spectrum previously used to deliver analog video signals to faster HSD speeds and other advanced services. In 2016, we began the deployment of Data Over Cable Service Interface Specification ("DOCSIS") 3.1 technology, which allows us to use our existing network capacity in a more efficient manner and offer downstream speeds of up to 1000 Mbps throughout our footprint.

We believe our current network infrastructure provides, and will continue to provide, numerous competitive advantages, notably significantly more bandwidth capacity, greater reliability and higher quality of service.

### **Community Relations**

We are dedicated to fostering strong relations with the communities we serve and believe that our local involvement strengthens the awareness and favorable perception of our brand. We support local charities and community causes with scholarships, events and campaigns to raise funds and supplies for persons in need, and in-kind donations that

include production services and free airtime on cable networks. Mediacom LLC provides free video service to almost 1,400 schools and free HSD service to over 50 schools, and also provided free video service to almost 2,400 government buildings, libraries and not-for-profit hospitals, almost 200 of which also receive free HSD service.

## **Franchises**

Mediacom LLC serves over 600 communities under non-exclusive franchises granted to us by local or state governmental authorities. Many of the provisions of local franchises are subject to federal regulation under the Communications Act of 1934, as amended (the "Cable Act"). Our franchises typically impose numerous conditions, including requirements around construction of the cable network in certain of the franchise areas; customer service requirements; the broad categories of programming required; the provision of free service to schools and other public institutions; and the provision and funding of public access channels. Many of the provisions of local franchises are subject to a fee based on gross revenues of specified cable services that we typically pass through directly to the customer.

## **Key Management Experience**

### **Rocco B. Commisso**

#### **Chairman and Chief Executive Officer**

Rocco B. Commisso has 42 years of experience with the cable industry, and has served as our Chairman and Chief Executive Officer since founding Mediacom in July 1995. From 1986 to 1995, he served as Executive Vice President, Chief Financial Officer and a director of Cablevision Industries Corporation. Prior to that time, Mr. Commisso served as Senior Vice President of Royal Bank of Canada's affiliate in the United States from 1981, where he founded and directed a specialized lending group to media and communications companies. Mr. Commisso began his association with the cable industry in 1978 at The Chase Manhattan Bank, where he managed the bank's lending activities to communications firms including the cable industry. Mr. Commisso serves on the board of directors of C-SPAN, and previously served on the boards of Cable Television Laboratories, Inc. and the National Cable & Telecommunications Association. Mr. Commisso holds a Bachelor of Science in Industrial Engineering and a Master of Business Administration from Columbia University.

### **Mark E. Stephan**

#### **Executive Vice President and Chief Financial Officer**

*Mark E. Stephan* has 34 years of experience with the cable industry and has served as our Executive Vice President and Chief Financial Officer since July 2005. Prior to that time, he was our Executive Vice President, Chief Financial Officer and Treasurer since November 2003 and Senior Vice President, Chief Financial Officer and Treasurer since the commencement of our operations in March 1996. Before joining Mediacom, Mr. Stephan served as Vice President, Finance for Cablevision Industries from July 1993. Prior to that time, Mr. Stephan served as Manager of the telecommunications and media lending group of Royal Bank of Canada.

### **John G. Pascarelli**

#### **Executive Vice President, Operations**

*John G. Pascarelli* has 39 years of experience in the cable industry, and has served as our Executive Vice President, Operations since November 2003. Prior to that time, he was our

Senior Vice President, Marketing and Consumer Services from June 2000 and Vice President of Marketing from March 1998. Before joining Mediacom, Mr. Pascarelli served as Vice President, Marketing for Helicon Communications Corporation from January 1996 to February 1998 and as Corporate Director of Marketing for Cablevision Industries from 1988 to 1995. Prior to that time, Mr. Pascarelli served in various marketing and system management capacities for Continental Cablevision, Inc., Cablevision Systems and Storer Communications. Mr. Pascarelli serves on the board of directors of the NCTA – The Internet & Television Association and CableLabs.

**Italia Commisso Weinand**  
**Executive Vice President, Programming and Human Resources**

*Italia Commisso Weinand* has 44 years of experience in the cable industry, and has served as our Executive Vice President of Programming and Human Resources since May 2012. Prior to that time, she was our Senior Vice President of Programming and Human Resources since February 1998 and Vice President of Operations since April 1996. Before joining Mediacom, Ms. Weinand served as Regional Manager for Comcast Corporation from July 1985 to 1996. Prior to that time, Ms. Weinand held various management positions with Tele-Communications, Inc., Times Mirror Cable and Time Warner, Inc. For the past six years she has been named among the “Most Powerful Women in Cable” by CableFax Magazine and presently serves on the Board of The Cable Center and the Emma Bowen Foundation. Ms. Weinand was inducted into the 2014 Broadcasting & Cable Hall of Fame. Ms. Weinand is the sister of Mr. Commisso.

**Tapan Dandnaik**  
**Senior Vice President, Customer Service and Financial Operations**

*Tapan Dandnaik* has 20 years of experience in the cable industry, and has served as our Senior Vice President, Customer Service & Financial Operations since July 2008. In 2013, he also assumed responsibilities for our centralized field support operations. Prior to that time, he was our Group Vice President, Financial Operations since July 2007 and Vice President, Financial Operations since May 2005. Before joining Mediacom, Mr. Dandnaik served as Director of Corporate Initiatives, Manager of Corporate Finance and as a Financial Analyst for RCN from July 2000 to April 2005. Prior to that time, Mr. Dandnaik served as a Product Engineer for Ingersoll-Rand in India. Mr. Dandnaik was the recipient of the National Cable & Telecommunication Association’s Vanguard Award for Young Leadership in 2012 and serves on The Cable Center Customer Care Committee.

**Thomas J. Larsen**  
**Senior Vice President, Government and Public Relations**

*Thomas J. Larsen* has 20 years of experience in the cable industry, and has served as our Senior Vice President, Government and Public Relations since July 2015. Prior to that time, he was our Group Vice President, Legal and Public Affairs since July 2010 and Vice President, Legal and Public Affairs since August 2006. Prior to joining Mediacom, Mr. Larsen worked as Vice President, Law and Public Policy for Adelphia Communications Corporation’s Western Region. He serves on the board of directors of the American Cable Association and the Hudson Valley Economic Development Corporation.

**Peter Lyons**  
**Senior Vice President, Information Technology**

*Peter Lyons* has 14 years of experience in the cable industry, and has served as our Senior Vice President, Information Technology since July 2015. Prior to that time, he was our Group Vice President, Information Technology from July 2010 and Vice President, Information Technology since March 2007. Before joining Mediacom in 2007, Mr. Lyons held various senior technology leadership positions at The College Board and Video Update and has 21 years of experience in education and retail businesses.

**David M. McNaughton**  
**Senior Vice President, Marketing and Consumer Services**

*David McNaughton* has 33 years of experience in the telecommunications industry, and has served as our Senior Vice President, Marketing and Sales since May 2011. Before joining Mediacom, Mr. McNaughton served as Chief Marketing Officer for Ntelos Wireless, a Virginia-based regional wireless carrier from 2009 and Senior Vice President and General Manager at Cincinnati Bell from 2007, responsible for wireless, landline and DSL services. Prior to that time, he served as Senior Vice President, Acquisition Marketing at DirecTV, Vice President, Customer Lifecycle and Retention at Nextel Communications, and various executive positions at AirTouch Cellular and Andersen Consulting.

**Edward S. Pardini**  
**Senior Vice President, Field Operations**

*Ed Pardini* has 38 years of experience in the cable industry, and has served as our Senior Vice President of the Field Operations Group since May 2012. Prior to that time, he was our Senior Vice President, Divisional Operations for the North Central Division from April 2006. Before joining Mediacom, Mr. Pardini served as an operating executive in several markets with Comcast since 1989, concluding his final assignment as a Senior Regional Vice President for Philadelphia and eastern Pennsylvania. Prior to that time, Mr. Pardini served in various financial management positions with Greater Media Cable and Viacom Cable.

**Daniel P. Templin**  
**Senior Vice President, Mediacom Business**

*Dan Templin* has 29 years of experience in the cable and broadband industries, and has served as our Senior Vice President, Mediacom Business and President of Mediacom's CLEC entities since April 2011. His responsibilities for Mediacom Business include SMB and Enterprise network services and also the OnMedia advertising sales unit. Prior to that time, he was our Group Vice President, Strategic Marketing and Product Development since May 2008. Before joining Mediacom, Mr. Templin served in a number of senior operations, product and marketing roles with Susquehanna Communications, Comcast and Jones Intercable.

**J.R. Walden**  
**Senior Vice President, Technology**

*JR Walden* has 25 years of experience in the cable industry, and 23 years of experience in Internet and Telecommunications technology. He has served as our Senior Vice President, Technology since February 2008. Prior to that time, he was our Group Vice President, IP Services from July 2004, Vice President, IP Services from July 2003, Senior Director of IP Services from June 2002 and IP Services Director from October 1998. Before joining Mediacom in 1998, Mr. Walden worked in the defense research industry holding various positions with the Department of Defense, Comarco and Science Applications International Corporation.



**Brian M. Walsh**  
**Senior Vice President, Corporate Controller**

*Brian M. Walsh* has 33 years of experience in the cable industry, and has served as our Senior Vice President and Corporate Controller since February 2005. Prior to that time, he was our Senior Vice President, Financial Operations from November 2003, Vice President, Finance and Assistant to the Chairman from November 2001, Vice President and Corporate Controller from February 1998 and Director of Accounting from November 1996. Before joining Mediacom in April 1996, Mr. Walsh held various management positions with Cablevision Industries from 1988 to 1995.

**Joseph E. Young**  
**Senior Vice President, General Counsel and Secretary**

*Joseph E. Young* has 28 years of experience with the cable industry, and has served as our Senior Vice President, General Counsel since November 2001. Prior to that time, Mr. Young served as Executive Vice President, Legal and Business Affairs, for LinkShare Corporation, an Internet-based provider of marketing services, from September 1999 to October 2001. Prior to that time, he practiced corporate law with Baker & Botts, LLP from January 1996 to September 1999. Previously, Mr. Young was a partner with the Law Offices of Jerome H. Kern and a partner with Shea & Gould.

**William V. Jensen**  
**Group Vice President, Lakes Region**

*William V. Jensen* has 35+ years of experience in the cable industry, and has served as the Group Vice President of Operations for Mediacom's Minnesota/South Dakota Region since 2000. He also continues to serve as the President of the Minnesota Cable Communications Association (MCCA) since 2010. Before joining Mediacom, Mr. Jensen served as the General Manager for Helicon Communications Corporation in Vermont from March 1997 to June 2000 as Regional Manager for Cablevision Industries (CVI) from 1984 to 1996. Prior to that time, Mr. Jensen served both on active duty and in the reserves with the U.S. Army and is a Distinguished Military Graduate from the University of Wisconsin – Whitewater. Mr. Jensen resides with his wife Cathie in Lakeville, Minnesota.

**Jeff Anfinson**  
**Director, Area Operations**

*Jeff Anfinson* has 39 years of experience in the cable industry taking on various positions as an installation technician, construction tech, service technician, maintenance/HE technician, lead technician, technical operations supervisor, technical operations manager and director of area operations. Current position - Mediacom Director of Area Operations for the Mason City/Tri-State area.

**Steve Purcell**  
**Group Vice President, Capital Region**

*Steve Purcell* has 30+ years of experience in the cable industry with responsibilities in sales management in Missouri, Area Ops Manager for Missouri/Kansas/Oklahoma, Director of Marketing for Southern Division, Regional Vice President of Operations for West Iowa Region, and Group Vice President of Operations for the Capital Region. Mr. Purcell currently

oversees operations for Mediacom's Capital Region which includes systems in Iowa, Missouri, and Kansas.