

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 9

REQUEST: Provide a network diagram DADS and DPDS?

RESPONSE: Because these are not network services, there are no network diagrams for either DADS or DPDS.
(See response to Item No. 8)

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 10

REQUEST: What prevents a customer from reselling DPDS for purposes of solicitation?

RESPONSE: Paragraph A38.2.2(G) of the proposed tariff prevents a customer from reselling DPDS. Resale of DPDS is not a permitted use. The proposed tariff wording reads:

"... Except for the permitted uses, the customer shall not disclose DPDS to others and shall use due care in providing for the security and confidentiality of DPDS. ..."

Permitted uses of DADS are defined in Section A38.1.1.(A) which describes DADS service and which reads:

"... Upon request, the Company will provide local exchange subscriber name, address and telephone number listings ... solely for the customer's expressed purpose of providing Directory Assistance type services to its end users. ... Directory Assistance type services are defined as:

1. Voice Directory Assistance (DA Operator or DA Operator System assisted), and
2. Electronic Directory Assistance (Data Systems assisted)."

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 11

REQUEST: Are the data bases strictly limited to COs and not geographical areas. If so, explain why.

RESPONSE: When ordering either DADS or DPDS, a customer must order by Central Office (CO). Southern Bell does not maintain any information in its listing database which would allow it to aggregate listing information by geographical location. The smallest unit by which the Company can extract listing information is by CO prefix code. A DADS or DPDS subscriber may order DADS and/or DPDS service for any geographical area that Southern Bell serves by ordering the CO codes corresponding to the area desired. Our Customer Services personnel will help the customer determine what codes he needs in order to obtain DADS/DPDS information for the geographical area desired.

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 12

REQUEST: DADS and DPDS was not proposed in your over earning review. Why.

RESPONSE: The services considered in the earnings review were active services. Because DADS and DPDS were not tariffed at the time of the earnings review, they were not considered.

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 13

REQUEST: What is included in the administrative fee? Provide a breakdown of all administrative costs.

RESPONSE: Provision of the Daily Updates is included in the administrative fee. The costs associated with providing the Daily Updates are auditing costs, program maintenance, data processing, tape packaging and delivery and gross receipts tax.

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
FRR 0125 PSC DADS/DPDS
February 8, 1993
Item No. 14

REQUEST: Do you consider DA (411, HNPA, FNPA) a competitive service? Why.

RESPONSE: Southern Bell's answer is as stated in response to the Staff's similar question in FPSC Docket 920260-TL, Staff's Tenth Set of Interrogatories dated October 23, 1992, Item No. 329. The response is repeated below:

"Yes, Southern Bell believes that there is competition for directory assistance (DA) from sources providing DA like services in some jurisdictions. (Various telephone listing services are available from sources other than the LECs through which competitors may potentially displace the LECs' DA demand and revenues (for example, physician locator services and carrier provided electronic locator services).) Although Southern Bell is not able to quantify the impact of these competitive services on LEC DA demand and revenues at present, we expect competition for LEC provided DA to grow measurably in the near term."

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
FRR 0125 PSC DADS/DPDS
February 8, 1993
Item No. 15

REQUEST: Do you consider directory assistance access service a competitive service?

RESPONSE: Directory Assistance access service could become competitive upon the implementation of DADS.

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1-100
1-100
1-100

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 16

REQUEST: Section A38, Original page 3 of the proposed tariff, it states, "Prior to receipt of the Base File the customer must provide the Company with a written plan outlining the method used to record and accumulate the amount of usage to be reported to the Company." How will this usage be determined?

RESPONSE: Usage will be determined as outlined in Section A38, paragraphs J, K, L, M and N which read:

"... The customer shall remit to the Company monthly an itemized statement of usage by Central Office. ... The customer shall make available to the Company upon request necessary records to allow the Company to audit the number of times a listing has been used. ... The Company may terminate the service when it has reasonable grounds to believe that full payment is not being made. ... The customer will be billed a usage charge as determined by the Company in the event the customer does not report their usage on a monthly basis. ... Prior to receipt of the Base File the customer must provide the Company with a written plan outlining the method used to record and accumulate the amount of usage to be reported to the Company. ..."

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 17

REQUEST: When a customer subscribes to DPDS, who produces the directory, Southern Bell or the customer?

RESPONSE: When a customer subscribes to DPDS, the customer produces his own directory.

Southern Bell Tel. & Tel. Co.
FPSC Staff's Data Request
DADS/DPDS
February 8, 1993
Item No. 18

REQUEST: Why is Southern Bell proposing a 12 month minimum subscription period?

RESPONSE: Southern Bell is proposing a 12 month minimum subscription period in order to accommodate planning required to adjust to potential changes in force requirements in provisioning its own Directory Assistance services.

What?

Southern Bell - Florida
Attachment D
Page 1 of 1

Demand and Revenue Information

Southern Bell projects demand for DADS during Year 1 (first 12 months period) to be one unit displacing 54,117,356 DA Access calls. The gross revenue for Year 1 is projected to be \$8,311,327. The projected net revenue for the same period, including expenses, cost savings and cross elastic impacts is \$3,920,191.

Assuming that demand for DADS will grow at the rate of 7% annually (same rate as that forecast for DA Access), Southern Bell projects demand for DADS during Year 2 (second 12 months period) to be 57,905,571 displaced calls. The gross revenue for Year 2 is projected to be \$8,893,120. The projected net revenue for the same period is \$4,194,604.

Assuming that demand for DADS will grow at the rate of 7% annually (same rate as that forecast for DA Access), Southern Bell projects demand for DADS during Year 3 (third 12 months period) to be 61,958,961 displaced calls. The gross revenue for Year 3 is projected to be \$9,515,638. The projected net revenue for the same period is \$4,488,226.

Southern Bell projects demand for DPDS during Year 1 (first 12 months period) to be 2,208,116 Base File listings and 8,797,905 listings billed for the Weekly Business Activity Report. The gross revenue for Year 1 is projected to be \$141,112. The projected net revenue for the same period is \$99,296.

Southern Bell projects demand for DPDS during Year 2 (second 12 months period) to be 2,649,826 Base File listings and 10,542,040 listings billed for the Weekly Business Activity Report. The gross revenue for Year 2 is projected to be \$169,245. The projected net revenue for the same period is \$119,128.

Southern Bell projects demand for DPDS during Year 3 (third 12 months period) to be 2,914,679 Base File listings and 11,610,490 listings billed for the Weekly Business Activity Report. The gross revenue for Year 3 is projected to be \$186,250. The projected net revenue for the same period is \$131,064.

Southern Bell - Florida
Attachment A
Page 3 of 5

Executive Summary (Cont.)

Rationale for Rates

The proposed rates for DADS are priced to recover the Company's costs of providing the service, the Company's projected loss of revenues resulting from the cross elastic effect between this service and Directory Assistance Access Service, and an appropriate level of contribution. The Administrative Fee recovers the cost of providing and auditing DADS information. The Per Use rate recovers the revenue displaced and cost savings gained as a result of DADS' cross elastic impact upon DA Access Service and includes an appropriate level of contribution.

The proposed rates for DPDS are priced at levels which recover the Company's costs of providing the service and provide an appropriate level of contribution.

Demand and Revenue Information

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POJ/...

02-05-93 05:58PM



Southern Bell
A BELL SOUTH Company

Account Number: 407-N12-3456 000 0468
Bill Date: MAR 16, 1993 NOGS
Page 1

DATE	AMOUNT	AMOUNT	AMOUNT	AMOUNT	TOTAL
APR 5	\$3,856.95	\$3,856.95	\$0.00	\$3,851.54	\$3,851.54

Detailed Statement of Charges

Monthly Service Charges

- 1. Monthly charges for updating DADS
March 16 - April 16

AMOUNT	TOTAL
13.59	
	13.59

Subtotal

Other Charges and Credits

MAR 16 93 FS196

Helpful Numbers

SAMPLE BILL ONLY FOR DADS

***** PLEASE FOLD, TEAR HERE AND RETURN THIS PORTION WITH YOUR PAYMENT. *****

APR 5	\$0.00	\$3,851.54	
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407-N12-3456 000
MAR 16, 1993
CP 1019 R87 000066

Please make check payable to Southern Bell.

NRCR 02

P. O. BOX 1234
JACKSONVILLE FL
32205-1234

DA COMPANY
1624 BRAKE ST
JACKSONVILLE FL 32205



Southern Bell
A BELL SOUTH Company

Account Number: 407-N12-3456 000 0468
Bill Date: MAR 16, 1993 NOGS
Page 2

Other Charges and Credits (continued)

- 1. Charge for 50,000 DADS listings at .04 per listing.
- 2. Charge for 10,000 uses of DADS listings at .15 per listing.

AMOUNT	TOTAL
2,000.00	
1,500.00	
	3,500.00
Subtotal	
Taxes/Fees Imposed by Government	
	162.00
	175.95
	337.95
Subtotal	

SAMPLE BILL ONLY FOR DADS

EXHIBIT C

RECEIVED

1 1998

BEFORE THE
LOUISIANA PUBLIC SERVICE COMMISSION
ADMINISTRATIVE HEARINGS DIVISION

LOUISIANA PUBLIC SERVICE COMMISSION
ADMINISTRATIVE HEARINGS DIVISION

LOUISIANA PUBLIC SERVICE COMMISSION

DOCKET NO. U-21760

In re: Revision to Directory Publishers Database Service (DPDS) Tariff to include the option of a monthly refresh file.

**COMMISSION STAFF'S
PREHEARING STATEMENT**

Pursuant to the instructions of the Administrative Law Judge in this proceeding, Commission Staff files the following Prehearing Statement.

BACKGROUND

On October 30, 1995, BST filed a tariff offering a  update service with twelve (12) monthly snapshots. This tariff, sometimes referred to as the Monthly Refresh File tariff, was published and docketed as U-21760. Intervening in this docket were BRL, Inc. and several other independent directory publishers (collectively referred to as "Intervenors").

Following a status conference in this proceeding on May 7, 1997, and in light of the objections to the Monthly Refresh File tariff, BST withdrew that tariff and agreed to file a new tariff which reflected a recent order from the Florida Public Service Commission. On May 23, 1997, BST filed revisions to the DPDS Tariff. These revisions are at issue in this proceeding.

POSITION CONCERNING BELL SOUTH'S PROPOSED DPDS TARIFF

BellSouth's proposed DPDS offers a New Connect Report Option, a Sort Extract Option, and a Daily Update Option. The Staff believes that the DPDS Tariff as presented should be rejected because the prices are not cost based. Section 222(e) of the Act, 47 U.S.C. § 222 (e) mandates that local exchange carriers such as

BellSouth provide their subscriber listing information to telephone directory publishers at "reasonable rates" terms and conditions. The Federal Communications Commission (FCC) has consistently held that a reasonable rate is one based on cost. On the issue of cost, the Staff adopts the position of the Intervenor in recommending to the Commission that the DPDS Tariff should be rejected because the prices are "overpriced, anti-competitive and unreasonable".

The DPDS Tariff as proposed by BellSouth provides for a termination fee which requires the last customers subscribing to a particular update option that terminates its subscription prior to BellSouth recovering its entire cost of development must pay all of BellSouth's remaining developmental costs. As to this issue, the Staff again adopts the position of Intervenor. Staff believes that the proposed termination fee has the potential of acting as a deterrent to prevent independent directory publishers from actually purchasing the services offered. We agree with the Intervenor's assertion that BellSouth's termination fee is inconsistent with both a truly competitive market and traditional regulatory principles. Thus, we urge as the Intervenor that this administrative court recommend to the Commission that it strike the termination fee from BellSouth's DPDS Tariff.

In this docket, Intervenor has expressed their desire to obtain CLEC subscriber list information directly from BST rather than from the CLEC whose information is being sought. According to the Telecommunications Act of 1996, BST must publish the listings of CLEC in its telephone directory if the CLEC requests that BST do so. As to this issue Staff supports BellSouth's position that BST can provide other telephone companies' subscriber listing information only with the other telephone companies' expressed consent to do so. Staff believes that if the Intervenor desires the CLEC's listings they should obtain them directly from the independent local exchange companies.

JURISDICTION

The Commission has jurisdiction over this matter pursuant to La. Const. Art. IV, § 21 (B); La. R.S. 45:1163(A)(1); La. R.S. 45:1164 (A); and La. R.S. 45:1166(A)

BURDEN OF PROOF

BeilSouth has the burden of proof that the rates, terms and conditions in its proposed of the tariff are reasonable and non-discriminatory

EXHIBITS

The Staff does not anticipate offering any exhibits in this docket. However, it does reserve the right to use any exhibit listed by any other party in its Prehearing Statement.

WITNESSES

The Staff does not anticipate calling any witnesses. However, it does reserve the right to cross examine any witnesses offered by any other party.

STATEMENT REGARDING PRE-HEARING CONFERENCE

Staff does not believe another pre-hearing conference in this matter will be helpful, except perhaps to resolve any outstanding discovery disputes that the parties have been unable to resolve themselves.

Respectfully submitted,

LPSC LEGAL DIVISION



Vanessa Caston-Porter (#22296)
P.O. Box 91154
One American Place, Suite 1630
BatonRouge, Louisiana 70821-9154
Telephone: 504/342-9888

CERTIFICATE OF SERVICE

I certify that I served a copy of the foregoing via U.S. Mail to all parties of record.


VANESSA GASTON-PORTER

EXHIBIT D



BellSouth Interconnection Services

September 19, 1997

Mr. Mark Mohan
Southern Directory Co.
9370 Hwy 20 West
West Madison, AL 35758

Thank you for your inquiry regarding our Directory Publishers Database Service (DPDS). Enclosed you will find the following:

License Agreement (AL, TN, NC, SC, GA)
Copy of DPDS Tariff (KY, LA, MS, FL)
Application for DPDS
Listing Information Request Form
Advertising Brochure
DPDS User Guide

Please complete the License Agreement (if publishing in AL, TN, NC, SC, GA) and the Application for DPDS and return to me at:

Linda L. Myler
Manager-Directory Publisher Relations
675 W. Peachtree St., N.E.
Room 40M71
Atlanta, GA 30375

This will establish your company as a BellSouth DPDS subscriber. The Listing Information Request Form should be completed and forwarded to me for each directory you wish to publish.

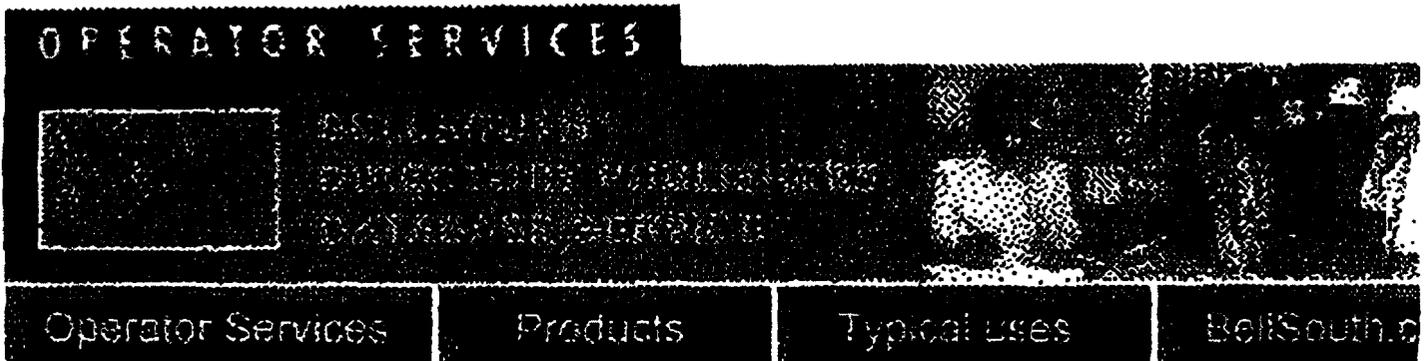
Again, thank you for your inquiry. We look forward to working with you in the future.

Sincerely,

Linda L. Myler

Linda L. Myler
Manager-Directory Publisher Relations
1-800-615-0032

http://www.bellsouth.com/os



Charges

Pricing elements

Other charges

Billing Example

Pricing elements	Each Single NPA/NXX Listing File Requested	Rate
	Single edition of a printed directory, per listing	\$.04
	Multiple editions of printed directories, per listing	\$.12
	Weekly Business Activity Report***	Monthly Rate
	Per listing (for all listings in the NPA-NXX file extract requested)*	\$.006*
	Per listing**	\$.09**

*Applies in Florida, Kentucky, Louisiana, Mississippi.

**Applies in Alabama, Georgia, North Carolina, South Carolina, Tennessee.

*** The minimum service period is one month.

TARIFFED

Other charges

A cancellation charge* applies if you cancel prior to the scheduled delivery of the base file.

A processing fee of \$100 is charged per NPA-NXX file requested in Alabama, Georgia, North Carolina, South Carolina, Tennessee.

*Charges are computed to allow BellSouth to recover all costs incurred for work performed prior to cancellation.

Billing example

If you order a NPA-NXX listing file containing 50,000 listings and the Weekly Business Activity Report, the charges are as follows:

One-time charge for the NPA-NXX listing file:

50,000 listings @ \$.04 per listing	\$2,000
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Monthly charge for WBAR:

50,000 listings @ \$.006 per listing file	\$300
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Total annual charges for the initial file and 52 weekly business updates	\$5,600
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BellSouth Interconnection Services

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Atlanta, GA 30375

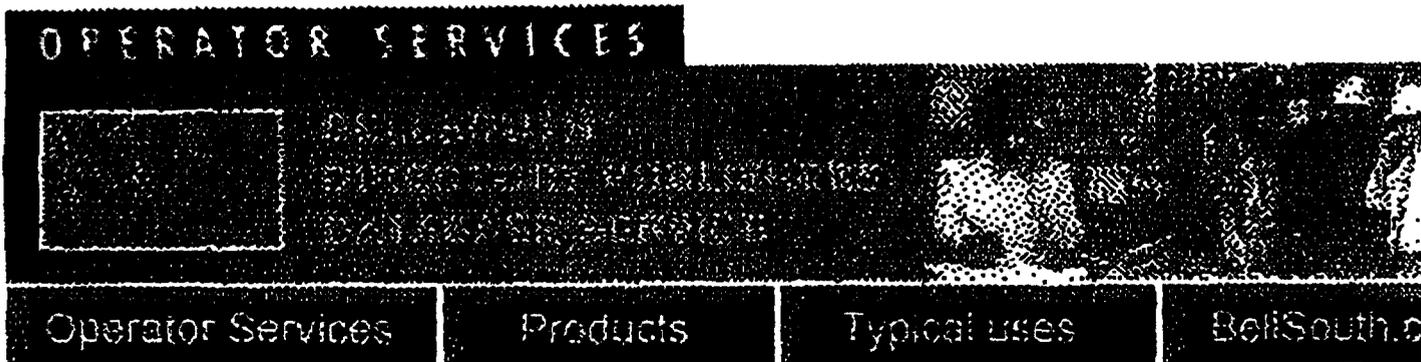
This will establish your company as a BellSouth DPDS subscriber. The Listing Information Request Form should be completed and forwarded to me for each directory you wish to publish.

Again, thank you for your inquiry. We look forward to working with you in the future.

Sincerely,

Linda L. Myler
Manager-Directory Publisher Relations
1-800-615-0032

http://www.bellsouth.com/os



Charges

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