

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Request for approval of) DOCKET NO. 920737-TL
tariff filing to introduce) ORDER NO. PSC-92-0983-FOF-TL
Anonymous Call Rejection by) ISSUED: 09/11/92
BELLSOUTH TELECOMMUNICATIONS,)
INC. d/b/a SOUTHERN BELL)
TELEPHONE AND TELEGRAPH COMPANY.)
_____)

The following Commissioners participated in the disposition of this matter:

THOMAS M. BEARD, Chairman
SUSAN F. CLARK
J. TERRY DEASON
BETTY EASLEY
LUIS J. LAUREDO

ORDER APPROVING TARIFF PROPOSAL

BY THE COMMISSION:

By Order No. 24546, issued May 20, 1991, we set forth the terms and conditions under which BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company) could offer Caller ID service to its Florida subscribers. One of the conditions placed upon the Company was a requirement to report on the status of Anonymous Call Rejection (ACR) and to file a tariff to offer ACR if and when it became available. Southern Bell completed its tests of the service in March, 1992, and filed its proposed tariff to offer ACR on April 29, 1992.

ACR allows a subscriber to divert all calls placed to her telephone number with privacy indicators to an electronic intercept message. The message advises the calling party that the customer is not accepting calls from private numbers and to unblock his number if access to the customer is desired. This is commonly referred to as "block the blocker" service because the called party "blocks" access to her number to all calling parties who "block" their number from being sent to the called party. The customer may activate or deactivate the feature with a two-digit code.

Although this service is inextricably linked to Caller ID service, it is actually an independent feature. ACR will function equally for customers whether or not they subscribe to Caller ID. If a person blocks his number through the use of Caller ID blocking (usually by dialing *67 before the terminating number), ACR will

DOCUMENT NUMBER-DATE

10452 SEP 11 1992

intercept the call before it rings at the terminating address and terminate the call after announcing something similar to: "The party you have dialed is not receiving calls from private numbers. Please forward your number if you wish to contact this party." The fact that ACR will function independently from Caller ID could benefit some customers who may not want to know the numbers of calling parties (so they don't subscribe to Caller ID), but would not want to accept calls from parties that block access to the number they are calling from.

The Company's proposed rates for ACR are \$3.00 per month for residential customers and \$3.75 per month for businesses. ACR's rate structure will be identical to other TouchStar features, meaning the Company proposes rate bands with minimum and maximum rates (proposed minimum is \$2.50 per month; proposed maximum is \$6.00 per month). This feature will be included in the Company's multi-feature discount plan, so customers could save \$.50 to \$1.00 per month, depending on how many other features (such as Call Waiting, Call Forwarding, Caller ID, etc.) are also purchased.

The Company used an incremental cost study for this service. The Company's stated cost for ACR is approximately \$1.60 per feature per month. We have reviewed the results of this study and we believe it to be appropriate and consistent with other studies Southern Bell files for tariffed services.

Our main concern with this filing was the proposed rate for the service. Initially, we considered whether ACR should be offered for no charge, because per-call blocking of Caller ID service (the feature ACR is designed to combat) is currently offered free of charge. Then, we considered whether Caller ID customers should get free access to ACR, because per-call blocking has the greatest impact on those customers (this is consistent with the terms Bell Atlantic offered ACR under earlier this year). Another option we considered was to offer the feature for \$1.75 per month, a rate that would be at or near cost.

Each option has its merits and disadvantages. Offering the feature free to all customers (as per-call blocking is offered), or at least to Caller ID customers, is the only way to truly approach equal privacy rights between called and calling parties. Charging for the service only dredges up the same arguments the proponents of free per-call blocking in the Caller ID docket made when they adamantly stated that a charge would discriminatively erode the privacy rights of only those customers who could not afford the

remedy. The major disadvantage to this concept is that a free offering would only further diminish the contribution Caller ID service makes (per-call blocking has already taken some of the contribution). This is contrary to the general concept of maximizing contribution from nonessential vertical services. Offering the feature at or near its cost would overcome the disadvantages of the first two options. However, it would still not generate any additional revenues for the Company.

After considering each of these options, we find it appropriate to approve the tariff as filed. The Company's proposed rate would only apply if ACR was the only feature a customer purchased, which the Company does not expect. For example, if a subscriber already has Call Waiting and Caller ID, adding ACR (after the multi-feature discount) would only be an incremental \$2.00 monthly investment for the customer. If ACR were added as a fourth feature, the incremental rate would be only \$1.50. These rates are very close to the Company's stated cost of \$1.60 for ACR service. The Company expects the average ACR customer to have at least two other Custom Calling-type features and we agree with this expectation. We also believe that the proposed rate is appropriate given the fact that Caller ID service is currently classified as a nonessential vertical service. Accordingly, the tariff proposal shall be approved as filed, to become effective August 24, 1992, as requested by the Company.

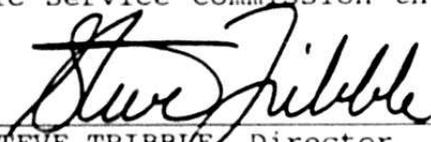
Based on the foregoing, it is

ORDERED by the Florida Public Service Commission that BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company's tariff proposal to offer Anonymous Call Rejection service (T-92-288 filed April 29, 1992) is hereby approved effective August 24, 1992. It is further

ORDERED that if a timely protest is filed, this tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. If no timely protest is filed, this docket shall be closed.

ORDER NO. PSC-92-0983-FOF-TL
DOCKET NO. 920737-TL
PAGE 4

By ORDER of the Florida Public Service Commission this 11th
day of September, 1992.



STEVE TRIBBLE, Director
Division of Records and Reporting

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NOTICE OF FURTHER PROCEEDINGS OR JUDICIAL REVIEW

The Florida Public Service Commission is required by Section 120.59(4), Florida Statutes, to notify parties of any administrative hearing or judicial review of Commission orders that is available under Sections 120.57 or 120.68, Florida Statutes, as well as the procedures and time limits that apply. This notice should not be construed to mean all requests for an administrative hearing or judicial review will be granted or result in the relief sought.

The Commission's decision on this tariff is interim in nature and will become final, unless a person whose substantial interests are affected by the action proposed files a petition for a formal proceeding, as provided by Rule 25-22.036(4), Florida Administrative Code, in the form provided by Rule 25-22.036(7)(a)(d) and (e), Florida Administrative Code. This petition must be received by the Director, Division of Records and Reporting at his office at 101 East Gaines Street, Tallahassee, Florida 32399-0870, by the close of business on October 2, 1992.

In the absence of such a petition, this order shall become final on the day subsequent to the above date.

Any objection or protest filed in this docket before the issuance date of this Order is considered abandoned unless it

ORDER NO. PSC-92-0983-FOF-TL
DOCKET NO. 920737-TL
PAGE 5

satisfies the foregoing conditions and is renewed within the specified protest period.

If this Order becomes final on the date described above, any party adversely affected may request judicial review by the Florida Supreme Court in the case of an electric, gas or telephone utility or by the First District Court of Appeal in the case of a water or wastewater utility by filing a notice of appeal with the Director, Division of Records and Reporting and filing a copy of the notice of appeal and the filing fee with the appropriate court. This filing must be completed within thirty (30) days of the date this Order becomes final, pursuant to Rule 9.110, Florida Rules of Appellate Procedure. The notice of appeal must be in the form specified in Rule 9.900(a), Florida Rules of Appellate Procedure.