

OFFICE OF UTILITIES REGULATION

TELECOM NOTICE: COSTS & BENEFITS ASSOCIATED WITH THE LIBERALIZATION OF THE DIRECTORY ENQUIRY (DQ) MARKET AND DQ MARKET QUESTIONNAIRE

1.1 In July 2001, the Office of Utilities Regulation (OUR) issued its first Consultative Document "*Liberalizing Telecommunications Directory Information Markets*"¹. The following is a list of the respondents to this consultative document:

- Jamaica Promotions Limited (JAMPRO);
- Fair Trading Commission (FTC);
- DIGICEL (Mossel Jamaica Limited); and
- Cable And Wireless Jamaica (C&WJ).

The Consultative Document, responses, comments and related documents can be viewed at the offices of the OUR or on the OUR's website at www.our.org.jm. The staff of the OUR also had consultations with the FTC, DIGICEL and C&WJ during October. Although we were not able to meet with all respondents, the concerns and opinions expressed were duly noted and appreciated.

Purpose

1.2 The purpose of this notice is to garner key information on:

- A) The costs and benefits of specific actions proposed in the liberalization process, and
- B) The market for DQ services.

A) Costs And Benefits of Proposed Actions in the Liberalization Process

1.3 The OUR requires Cable and Wireless Jamaica (C&WJ)² and DIGICEL (Mossel Jamaica Limited)³ to respond to the questions listed in paragraph 1.8 of *Section A* of this notice. Responses are also invited from any other entity that may be interested in the provision of directory assistance services, and the other respondents to the OUR's initial Consultative Document.

1.4 The OUR is in the process of assessing the costs and benefits associated with the following actions:

- The provision of real-time access to a comprehensive directory information database for the provision of directory assistance/enquiry (DQ) services.
- The changing of the DQ access code from 114 to a range of numbers that will allow for fair competition between DQ service providers.

¹ This was the first consultative document on the liberalization of directory information markets, issued in July 2000.

² C&WJ is the existing provider of directory assistance services, printed telephone directories and operator services.

³ DIGICEL is a recent entrant in the mobile carrier and service markets and a potential entrant in the market for directory assistance or enquiry services.



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- 1.5 During the first round of consultation on the liberalization of directory information markets and consultation on the Reference Interconnection Offer (RIO), DIGICEL requested direct access to the C&WJ DQ database for use in the provision of DQ services. However, C&WJ contend that any change in the provision of DQ services should recognize and account for the intellectual property rights of third party interests, C&WJ's property rights and consumer privacy. According to C&WJ, "... it has proprietary rights in its databases, in both electronic and printed form".⁴
- 1.6 The Fair Trading Commission (FTC) suggests that effective competition can only exist if subscribers can access the DQ services offered by carriers or service providers other than their own. This may necessitate a change in the existing (114) access code⁵. However, C&WJ assert that this is likely to be very costly in terms of making the necessary adjustments at their switches.
- 1.7 In light of these conflicting positions, the OUR requests that DIGICEL and C&WJ quantify the costs and benefits of effecting the proposals itemized above. In the event that a cost or benefit cannot be quantified, these may be itemized with supporting information and/or explanatory notes. All submissions/responses must be filed with the OUR and other interested parties by December 13, 2001. Service providers should file any confidential information with the OUR in a clearly marked envelope.
- 1.8 Respondents should address the following questions but may also present information on costs and benefits that are not covered by these questions:
- a. Identify and quantify the cost elements associated with the provision of real time access to a single DQ database?
 - b. Itemize and quantify the benefits that are likely to accrue from the provision of real time access to a single DQ database?
 - c. Identify and quantify (where possible) the costs associated with a change in the access code from 114 to 114X?
 - d. Identify and quantify (where possible) the costs associated with a change in the access code from 114 to X11?
 - e. In what ways, if any, will the change of the access code 114 benefit consumers?
 - f. What social factors, if any, should be taken into account when assessing the effect of changes in the DQ access code?
 - g. What additional services are likely to be offered subsequent to entry in the DQ market? What were the results of any market survey conducted to justify the marketing of these services?
 - h. What improvements in quality of service, if any, are likely to result from the removal of entry barriers to the market for DQ services?
 - i. Can the DQ database be expanded to include more subscribers' directory information without compromising subscriber privacy? If so, how?
- 1.9 The responses to *questions c-i* in paragraph 1.8 should be based on the assumption that there is a single DQ database to which each DQ service provider has real time access.
- 1.10 Any comment on the submissions should be filed with the OUR and other interested parties by January 24, 2001.
- 1.11 All filings and comments submitted to the OUR should be in hard and soft (electronic) copies and will be posted on the OUR's website.

⁴ See C&WJ's "Comments on Responses to the First Consultative Document", October 2001, paragraph 2.4.

⁵ See the FTC's responses to consultative questions number 13 and 14.

B) DQ Market Questionnaire

1.12 The OUR requires Cable and Wireless Jamaica to respond to the following questions:

- What is the size of the DQ database in terms of the number of listed customers (separated into fixed and mobile, and by service provider)?
- How many customers (separated into fixed and mobile) are unlisted?
- What is the main reason given by customers (fixed and mobile) for requesting an unlisted number?
- What was the monthly demand for DQ services (divided into telecommunications service provider categories) between June 1990 and September 2001?
- Quality of Service Survey
 - On a monthly basis, what was the average response time for directory enquiries between January 2000 and October 2001?

Responses are due on December 19, 2001.

1.13 Time Table Summary

Event	Date
Publication of NOTICE	11/15/01
Submissions/Responses	12/13/01
Comments on Submissions/Responses by Interested Parties	01/24/02
C&WJ Response to DQ Market Questionnaire	12/19/01

ISSUED by the Office of Utilities Regulation, P.O Box 593, 36 Trafalgar Road, Kingston 10, Jamaica, West Indies.

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Date: November 15, 2001

APPENDIX

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