

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Request by AT&T COMMUNICATIONS) DOCKET NO. 890635-TI
 OF THE SOUTHERN STATES for approval) ORDER NO. 21498
 to introduce MultiQuest service offering) ISSUED: 7-5-89

The following Commissioners participated in the disposition of this matter:

MICHAEL McK. WILSON, Chairman
 THOMAS M. BEARD
 BETTY EASLEY
 GERALD L. GUNTER
 JOHN T. HERNDON

ORDER APPROVING TARIFF

BY THE COMMISSION:

On April 28, 1989, American Telephone and Telegraph Communications of the Southern States (ATT-C) filed a tariff to introduce its new Custom Network Service Offering, MultiQuest, as an add-on to its interstate service. MultiQuest is a combination flat and usage rated, inward calling service. It allows information sponsors to offer their expertise, data bases or voice messaging equipment on an interactive and value added basis.

ATT-C anticipates that MultiQuest will be used in three broad categories. It will allow callers to interface with a base of information, such as stock market quotes, voice mail services, and movie reviews. Customers will also be able to participate in "classroom" settings to obtain medical, legal or financial information from experts and teachers. Finally, MultiQuest will provide customer assistance in areas, such as computer hotline and premium reservations.

As an intrastate add on, an information sponsor will be able to purchase interstate MultiQuest out of ATT-C's F.C.C. tariff. The sponsor will be able to choose between two types of charges: basic and premium. Basic includes a nonrecurring charge, a monthly subscription fee and usage. Under premium billing the information sponsor will pay the basic fees and a billing service charge of 10% of the total premium charges to the caller as well as a charge for refunds made by the company to callers for non-ATT-C caused reasons.

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ATT-C claims that it will not enter into a contract with an information sponsor it deems unacceptable, and will therefore require each sponsor to meet certain criteria in order to promote their service to the public. Prior to entering into a contract ATT-C will screen all applications to determine if the nature of the business is acceptable. Within the MultiQuest Billing Services Agreement, which must be signed by each information sponsor, ATT-C specifically states that it requires that the MultiQuest service not be used as a "gab-line" or for pornographic purposes. Finally, if an information sponsor changes from the approved message to an unacceptable message once they have established billing, ATT-C will consider it a violation of the billing contract and will discontinue the service.

ATT-C also asked that, for MultiQuest, we waive the rule that prohibits interexchange carriers (IXCs) from carrying intraEAEA traffic. According to ATT-C the technology they are using would require voluminous amounts of capacity to be able to program in all the local exchanges for each EAEA that would have to be screened. The cost to install the additional hardware and software to handle the capacity as well as the time involved in programming all the local exchanges would, according to ATT-C, be cost-prohibitive.

MultiQuest was intended for large customers marketing their services nationwide. This tariff is an add-on to the interstate tariff, and ATT-C anticipates little intraEAEA traffic. However, because the potential exists for some to occur, ATT-C has committed to compensating the local exchange carriers (LECs) for the difference between access charges and what the LEC would receive in MTS rates for any intraEAEA traffic.

In establishing the intraEAEA toll transmission facilities monopoly areas, our intent was to protect the revenue streams of the LECs from "cream skimming" by the IXCs during the transition to a more competitive toll market. Since the amount of intraEAEA traffic from each of these services is very small and because the LECs revenue streams are protected by ATT-C's commitment to pay compensation to the LECs for each intraEAEA MultiQuest call, the regulatory purposes of the intraEAEA traffic prohibition will be served.

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We believe that with the MultiQuest filing, ATT-C is attempting to provide a service in Florida to meet customer demand. It appears that ATT-C has built into its service offering sufficient safeguards to protect the callers, LECs and itself. We therefore, approve ATT-C's tariff introducing its intrastate MultiQuest service as an add-on to its interstate service and, as long as ATT-C fulfills its responsibility of compensating the LECs for the intraEAEA traffic they carry, we find it appropriate to grant ATT-C a waiver of Rule 25-24.47(4)(a) for its MultiQuest service.

Therefore, based on the foregoing, it is

ORDERED by the Florida Public Service Commission that AT&T Communications of the Southern States, Inc.'s tariff to provide it's intrastate MultiQuest service offering. It is further

ORDERED that AT&T Communications of the Southern States, Inc.'s request for a waiver of Rule 25-24.47(4)(a), as it pertains to an interexchange carriers authority to provide intraEAEA service, is approved as set forth in the body of this Order. It is further

ORDERED that this docket is closed.

By ORDER of the Florida Public Service Commission,
this 5th day of July, 1989.


STEVE TRIBBLE, Director
Division of Records and Reporting

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