

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 950551-TL
tariff filing to introduce) ORDER NO. PSC-95-0811-FOF-TL
AdWatch, a limited service) ISSUED: July 5, 1995
offering, by BellSouth)
Telecommunications, Inc. d/b/a)
Southern Bell Telephone and)
Telegraph Company (T-95-276)
filed 4/28/95))
_____)

The following Commissioners participated in the disposition of this matter:

SUSAN F. CLARK, Chairman
J. TERRY DEASON
JOE GARCIA
JULIA L. JOHNSON
DIANE K. KIESLING

ORDER APPROVING ADWATCH TARIFF,
SUBJECT TO MODIFICATION

BY THE COMMISSION:

On April 28, 1995, BellSouth Telecommunications, Inc., d/b/a Southern Bell Telephone and Telegraph Company (Southern Bell or the Company), filed a Limited Service Offering (LSO) tariff to introduce AdWatch Service in the Southeast, Jacksonville, and Orlando LATAs, for a period of one year from the initial effective date, unless modified or removed by the Company or the Commission.

AdWatch service is an application that utilizes the Advanced Intelligent Network (AIN) to provide "virtual numbers" and optional call information. Virtual numbers have no loop or central office switching. A call to a virtual number is translated by the AIN and routed to an end user's regular telephone number. Subscribers to AdWatch service will receive a monthly call "count" report on a diskette at no additional charge. This service is designed for advertising entities that desire to track the effectiveness of advertising campaigns for their clients.

For example, advertising firms would subscribe to AdWatch virtual numbers and publish those numbers in their client's advertisements. The following steps occur when an end user calls a virtual number in response to an ad:

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FPSC-RECORDS/REPORTING

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During the first three months of the market trial, the nonrecurring charges for AdWatch will be comparable to those for RCF (\$20 for virtual number as opposed to \$19 per secondary service order charge for RCF). The Company anticipates increasing the \$20 nonrecurring charge after three months in order to limit cross-over of existing RCF customers who have no need for the additional AdWatch service capabilities. A nonrecurring \$20 service change charge is also applicable for activation or deactivation of a virtual number or for changes to an activated virtual number.

Each AdWatch virtual number has a recurring \$5.00 monthly charge, as well as a local usage charge of \$.06 per call. This compares to a RCF number, which has a \$16.95 monthly charge and usage rates of \$.06/.02 for the first and additional minutes.

Upon consideration, we believe, with one reservation, that Southern Bell should be allowed to market test AdWatch service. Our reservation is that information regarding callers who have Caller ID blocking should not be included in the call records of the AdWatch service reports. These call records should be marked with a privacy indicator. Southern Bell is, therefore, directed to resubmit an AdWatch service tariff modified in accordance with the proviso above. If the modified tariff conforms in all respects with our decision herein, it may be approved administratively by Staff, effective June 19, 1995.

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 shall resubmit a tariff to introduce AdWatch service, modified to state that information regarding callers who have Caller ID blocking shall not be included in the call records of the AdWatch service reports. These call records shall be marked with a privacy indicator. It is further

ORDERED that, if BellSouth Telecommunications, Inc. d/b/a Southern Bell Telephone and Telegraph Company submits an AdWatch service tariff which conforms in all respects with our decision herein, it may be approved administratively by Staff, effective June 19, 1995. It is further

ORDERED that if a protest is filed in accordance with the requirements set forth below, the tariff shall remain in effect with any increase in revenues held subject to refund pending resolution of the protest. It is further

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ORDERED that if no protest is filed in accordance with the requirements set forth below, this docket shall be closed.

By ORDER of the Florida Public Service Commission, this 5th day of July, 1995.

BLANCA S. BAYÓ, Director
Division of Records and Reporting

by: Kay Flynn
Chief, Bureau of Records

(S E A L)

RJP

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, 2540 Shumard Oak Boulevard, Tallahassee, Florida 32399-0850, by the close of business on July 26, 1995.

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 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.