

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Request for approval of) DOCKET NO. 930974-TL
proposed tariff to introduce)
PrimeLink 976 Service by GTE)
FLORIDA INCORPORATED (T-93-568)
FILED 9/28/93))
_____))
In Re: Request for approval of) DOCKET NO. 930975-TL
proposed tariff to introduce) ORDER NO. PSC-93-1825-FOF-TL
PrimeLink 900 Service by GTE) ISSUED: December 27, 1993
FLORIDA INCORPORATED (T-93-567)
FILED 9/28/93))
_____))

The following Commissioners participated in the disposition of this matter:

J. TERRY DEASON, Chairman
SUSAN F. CLARK
JULIA L. JOHNSON
LUIS J. LAUREDO
DIANE K. KIESLING

ORDER APPROVING TARIFF FILINGS

BY THE COMMISSION:

PRIMELINK 976 SERVICE

On September 24, 1993, GTE Florida Incorporated (GTEFL) filed a proposed tariff to rename and restructure GTEFL's Dial-It 976 service, which was introduced in February, 1987. The proposed name of the restructured service is PrimeLink 976 service. PrimeLink 976 service will offer recorded messages and interactive programs on a local calling basis within the Tampa Metropolitan Exchange or exchanges with extended calling service (ECS) to Tampa Central.

PrimeLink 976 service provides billing and collection services and transport to information providers (IPs) for calls placed from within GTEFL's franchise areas. Transport refers to the transmission between the caller and the information provider. Billing and collection services include:

1. Call Recording Service - Switched access service calls recorded by GTEFL for which answer supervision has been received. GTEFL will record the IP's call originated by end-users dialing a specific 976-XXXX number;

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2. Message Processing Service - The transformation of recorded call detail into rated calls in preparation for billing of those calls; and
3. Bill Processing and Collection Service - The preparation and mailing of end-user bills, collection of payments and deposits, posting of rated calls, and updating the IP's master file for end-user dialed 976-XXXX calls.

A comparison of Dial-It 976 service and the proposed PrimeLink 976 service is appended to this Order as Attachment A.

Proposed Rate Structure and Rates

The proposed rates for PrimeLink 976 service are appended to this Order as Attachment B. The rate elements are:

Nonrecurring Charges

1. Service Establishment - Charge for initial establishment of PrimeLink 976 service on the same service order, per announcement or interactive program.
2. Change In Service - Any change in established call rate per announcement, interactive program, or telephone number.

Recurring Charges

1. Transport - Transport rates are applicable to each chargeable call.
2. Billing and Collection - Charges are billed to the customer per message based on the IP's rate for the total call.
3. Access Line - A monthly charge for each access line. Applicable service connection and line connection charges from section A4 of GTEFL's tariff also apply to IPs for each access line.
4. Cost Allocation Surcharge - Each month, GTEFL will assess a 5% cost allocation surcharge to the IP based on the amount due. This surcharge will allow

GTEFL to recover subscriber uncollectibles. Once actual uncollectible data by the IP is available, the 5% surcharge will be deleted and all uncollectibles will be subtracted from the amount remitted to the IP.

The basic difference between Dial-It 976 and PrimeLink 976 is that, in Dial-It 976, transport and billing and collection are bundled. By unbundling these elements in PrimeLink 976, GTEFL can offer an IP the option of purchasing transport only. In addition, by having graduated rates for billing and collection that are based on the IP's total charge per call to the end-user, smaller IPs will be able to purchase billing and collection.

Demand and Revenue Estimates

According to GTEFL, the message forecasts were developed using market research data, including customer calling patterns by area, residential access lines in service, and actual calling patterns experienced by the Regional Bell Operating Companies (RBOCs). GTEFL estimates that an average program receives 4,800 calls per year. Program growth is forecasted at 5% per year.

As it stands now (Dial-It 976), GTEFL estimates annual revenue of \$164,000 for 1993. If PrimeLink 976 service is approved, GTEFL estimates total annual recurring revenue for the first year to be \$524,641, including rerated Dial-It 976 revenues. However, since PrimeLink 976, if approved, will only be in effect for approximately one month in 1993, estimated total revenue for 1993 is only \$43,720. Revenue is forecasted to grow at 5% per year.

Approval of Proposed PrimeLink 976 Tariff

Upon consideration, it appears that the proposed tariff to offer PrimeLink 976 service comports with the requirements of Rule 25-4.111(10), Florida Administrative Code, regarding pay per call services. In addition, by unbundling transport and billing and collection, GTEFL has given IPs the ability to obtain transport separately. Further, it appears that the rates cover GTEFL's costs and that the service fulfills a market need. Accordingly, GTEFL's proposed tariff to restructure Dial-It 976 service and rename it PrimeLink 976 is approved, with an effective date of December 17, 1993.

PRIMELINK 900 SERVICE

GTEFL also filed a proposed tariff to introduce a new service, called PrimeLink 900 service, on September 24, 1993. PrimeLink 900 service would allow IPs to offer IntraLATA 900 services to GTEFL end-users.

PrimeLink 900 is structured exactly like PrimeLink 976. All of the proposed rate elements are exactly the same as for PrimeLink 976 except transport. The proposed transport rate is higher than for PrimeLink 976 because, since most polling (political, sports, general information) is performed using 900 numbers, GTEFL believes that 900 numbers have a higher value to customers. GTEFL proposes a transport charge of \$0.10 for the first minute, and \$0.045 for each additional 30 seconds.

Demand and Revenue Estimates

GTEFL states that the message forecasts were developed using market research data including customer calling patterns by area, residential access lines in service, and actual calling patterns experienced by the RBOCs. GTEFL estimates that an average program receives approximately 4,800 calls per year. Program growth is forecasted at 5% per year.

GTEFL estimates annual recurring revenues for the first year to be \$331,060. However, since PrimeLink 900, if approved, will only be in effect for approximately one month in 1993, estimated revenue for 1993 is only \$82,765. Revenue is forecasted to grow at 5% per year.

Approval of Proposed PrimeLink 900 Tariff

Upon consideration, it appears that the proposed tariff to offer PrimeLink 900 service comports with the requirements of Rule 25-4.111(10), Florida Administrative Code, regarding pay per call services. In addition, by unbundling transport and billing and collection, GTEFL has given IPs the ability to obtain transport separately. Further, it appears that the rates cover GTEFL's costs and that the service fulfills a market need. We also agree that 900 service has a greater value to subscribers. Accordingly, GTEFL's proposed tariff to introduce PrimeLink 900 service is approved, with an effective date of December 17, 1993.

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It is, therefore,

ORDERED by the Florida Public Service Commission that GTE Florida Incorporated's proposed tariff to restructure and rename Dial-It 976 service as PrimeLink 976 service is hereby approved, as set forth in the body of this Order. It is further

ORDERED that GTE Florida Incorporated's proposed tariff to introduce PrimeLink 900 service is hereby approved, as set forth in the body of this Order. It is further

ORDERED that, if a person whose interests are substantially affected by the tariff approved herein files a petition in the form and by the date specified in the Notice of Further Proceedings or Judicial Review, this tariff shall remain in effect, with any increase held subject to refund pending the resolution of the protest. It is further

ORDERED that, if no person whose interests are substantially affected by the tariff approved herein files a petition in the form and by the date specified in the Notice of Further Proceedings or Judicial Review, this Order shall become final and these dockets shall be closed on the following date.

By ORDER of the Florida Public Service Commission, this 27th day of December, 1993.



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 January 17, 1994.

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.

ATTACHMENT A
 Comparison Between Dial-It 976 and PrimeLink 976

Function	Current	Proposed
Name	Dial-It 976 Service	PrimeLink 976 Service
Rate Structure -Est. of service -Change in service -Transport -Billing and Collection	\$2,500 \$152 \$.15 1st min* \$.025 each addt'l min* * * Transport and Billing and Collection are bundled in the current tariff	\$325 \$100 \$.07 1st Min. \$.035 each addt'l 30 seconds or fraction .08-.25 per mes. depending on what the subscriber charges per total individual call
Blocking	No reference to blocking was in the Dial-It 976 section of the tariff. Blocking was only in section A13 of the tariff.	976 blocking may be placed on a client's line for 976 abuse, failure to pay 976 charges, or at the client's request
Preamble	No preamble in existing tariff.	Preamble requirement in accordance with FTC File No. R311001
Non-qualifying calls	Limited to coin station, interLATA, third party, collect, and operator assisted calls	Expanded to include Hospital, Motel/Hotel, Prison class of service, direct dialed Mobile, Cellular and other Exchange and Interexchange Carriers with whom the Company has no billing arrangement

ATTACHMENT B
 Rate Elements for PrimeLink 976 Service

Rate Element	Proposed Rate	Costs
Billing and Collection Services- based on the IP's total charge per message \$0.20 - \$0.50 \$0.51 - \$2.00 \$2.01 +	\$0.08 per message \$0.15 per message \$0.25 per message	\$0.044 per message
Transport Initial Min. Each addt'l 30 seconds	\$0.07 \$0.035	\$0.056
Access Line, Monthly Recurring*	\$40.00	\$27.27
Program Establishment	\$325.00	\$316.25
Program Changes	\$100.00	\$100.38

*Access line nonrecurring charges from section A4 of the tariff will also apply.