

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

CINCINNATI BELL TELEPHONE COMPANY'S)
PETITION FOR CONFIDENTIAL TREATMENT)
OF DATA SUBMITTED IN SUPPORT OF A) CASE NO. 96-179
SPECIAL PROMOTION INVOLVING CERTAIN)
CUSTOM CALLING, CUSTOM CALLING PLUS,)
AND CALL TRANSFER SERVICES)

O R D E R

This matter arising upon petition of Cincinnati Bell Telephone Company ("CBT"), filed April 24, 1996, pursuant to 807 KAR 5:001, Section 7, for confidential protection of information on the grounds that its disclosure is likely to cause CBT competitive injury, and it appearing to this Commission as follows:

CBT is seeking approval of a special promotion involving certain Custom Calling, Custom Calling Plus, and Call Transfer Services. In connection with that promotion, CBT was requested to provide the following information: (1) the number of subscribers expected to sign up for the services being promoted; (2) the number of subscribers expected to retain the services after the 30-day free trial period; and (3) the projected long-run net revenue effect of the promotion. In responding to the request, CBT has petitioned that the information provided be protected as confidential.

The information sought to be protected is not known outside of CBT and is not disseminated within CBT except to those employees who have a legitimate business need to know and act upon the

information. CBT seeks to preserve the confidentiality of the information through all appropriate means, including the maintenance of proper security at its offices.

The services involved in the special promotion are tariffed services. The technology to offer the same or similar services is currently available to CBT's competitors, many of whom are parties to Administrative Case No. 355,¹ currently pending before the Commission. The data sought to be protected would provide CBT's competitors with valuable CBT marketing, demand and cost information which they could use to plan market entry strategies to the detriment of CBT. Therefore, disclosure of the information would cause CBT competitive injury, and the information should be protected as confidential.

This Commission being otherwise sufficiently advised,

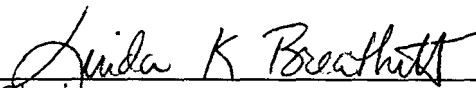
IT IS ORDERED that the information filed in response to the Commission's data request concerning the special promotion of Custom Calling, Custom Calling Plus, and Call Transfer Services, which CBT has petitioned to be withheld from public disclosure, shall be held and retained by this Commission as confidential and shall not be opened for public inspection.


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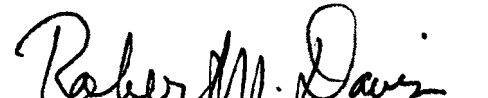
Administrative Case No. 355, An Inquiry Into Local Competition, Universal Service, and the Non-Traffic Sensitive Access Rate.

Done at Frankfort, Kentucky, this 20th day of May, 1996.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director