

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

BELLSOUTH TELECOMMUNICATIONS, INC.'S )  
REQUEST FOR CONFIDENTIAL TREATMENT )  
OF INFORMATION FILED IN SUPPORT OF ) CASE NO. 96-452  
ITS PROPOSED MULTISERV<sup>SM</sup>/MULTISERV )  
PLUS<sup>SM</sup> PROMOTION )

O R D E R

This matter arising upon petition of BellSouth Telecommunications, Inc. ("BellSouth"), filed September 12, 1996, pursuant to 807 KAR 5:001, Section 7, for confidential protection of the cost support data, and demand, revenue, and contribution estimates developed in connection with the proposed promotion of MultiServ<sup>SM</sup> and MultiServ PLUS<sup>SM</sup> Service on the grounds that disclosure of the information is likely to cause BellSouth competitive injury, and it appearing to this Commission as follows:

BellSouth has proposed a plan to promote MultiServ<sup>SM</sup> and MultiServ PLUS<sup>SM</sup>, which will make available a special "get acquainted" offer. In support of the proposal, BellSouth has provided a cost analysis which it seeks to protect as confidential.

The information sought to be protected is not known outside of BellSouth and is not disseminated within BellSouth except to those employees who have a legitimate business need to know and act upon the information. BellSouth seeks to preserve and protect the confidentiality of the information through all appropriate means, including the maintenance of appropriate security at its offices.

KRS 61.872(1) requires information filed with the Commission to be available for public inspection unless specifically exempted by statute. Exemptions from this requirement are provided in KRS 61.878(1). That subsection of the statute exempts several categories of information. One category exempted in paragraph (c)1 of that subsection is commercial information confidentially disclosed to the Commission which if made public would permit an unfair commercial advantage to competitors of the party from whom the information was obtained. To qualify for the exemption, the party claiming confidentiality must demonstrate actual competition and a likelihood of substantial competitive injury if the information is disclosed. Competitive injury occurs when disclosure of the information gives competitors an unfair business advantage.

Competitors for MultiServ<sup>SM</sup> and MultiServ PLUS<sup>SM</sup> Services are providers of PBX and other customer premises equipment. Public disclosure of the information sought to be protected would enable such competitors to determine BellSouth's cost and contribution from the services, which they could use in marketing their competing services to the detriment of BellSouth. Therefore, disclosure of the information is likely to cause BellSouth competitive injury and the information should be protected as confidential.

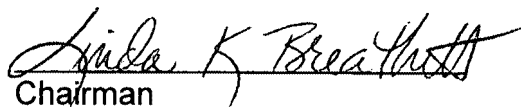
This Commission being otherwise sufficiently advised,

IT IS ORDERED that the cost support data and demand, revenue estimates, and contribution estimates developed with the proposed special promotion of MultiServ<sup>SM</sup> and MultiServ PLUS<sup>SM</sup> Service, which BellSouth has petitioned to be withheld from public

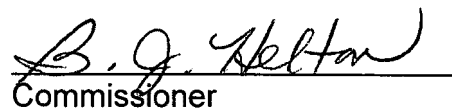
disclosure, shall be held and retained by this Commission as confidential and shall not be open for public inspection.

Done at Frankfort, Kentucky, this 29th day of October, 1996.

PUBLIC SERVICE COMMISSION

  
Chairman

  
Vice Chairman

  
Commissioner

ATTEST:

  
Executive Director