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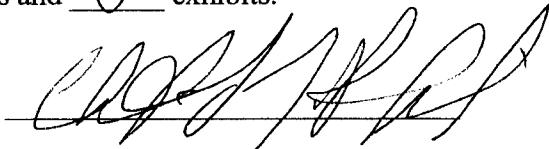
STATE OF CALIFORNIA

COUNTY OF ALAMEDA

BEFORE ME, the undersigned authority, duly commissioned and qualified in and for the State and County aforesaid, personally came and appeared Christopher J. Pleatsikas, who, being by me first duly sworn deposed and said that:

He is appearing as a witness before the Kentucky Public Service Commission in Case No. 2003-00379, Review of Federal Communications Commission's Triennial Review Order Regarding Unbundling Requirements for Individual Network Elements, and if present before the Commission and duly sworn, his surrebuttal testimony would be set forth in the annexed testimony consisting of 22 pages and 0 exhibits.

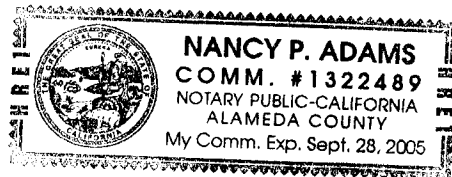
*# of pages and # of exhibits to be
filed in later*



Christopher J. Pleatsikas

SWORN TO AND SUBSCRIBED BEFORE ME
THIS 6th DAY OF APRIL, 2004

Nancy P Adams Notary Public



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BELLSOUTH TELECOMMUNICATIONS, INC.

BEFORE THE

KENTUCKY PUBLIC SERVICE COMMISSION

DOCKET NO. 2003-00379

SURREBUTTAL TESTIMONY OF

DR. CHRISTOPER J. PLEATSIKAS

APRIL 13, 2004

I. INTRODUCTION

Q. PLEASE STATE YOUR NAME.

A. My name is Christopher J. Pleatsikas.

**Q. ARE YOU THE SAME CHRISTOPHER J. PLEATSIKAS WHO FILED
DIRECT AND REBUTTAL TESTIMONY IN THIS PROCEEDING?**

A. Yes, I am.

Q. WHAT IS THE PURPOSE OF YOUR SURREBUTTAL TESTIMONY?

1 A. I respond to comments regarding market definition made by Dr. Bryant (on behalf
2 of MCI), Mr. Gillan (on behalf of CompSouth), Mr. Klick (on behalf of AT&T),
3 and Mr. Bradbury (on behalf of AT&T).

4

5 **Q. PLEASE PROVIDE YOUR OVERALL VIEW OF THE COMMENTS**
6 **MADE BY THESE PARTIES.**

7

8 A. I have several general observations regarding the comments and recommendations
9 made by these parties. First, the various CLEC recommendations are inconsistent
10 with one another in terms of geographic area. Dr. Bryant claims that each
11 individual customer represents the appropriate economic market, although, he
12 contends, a wire center would be administratively simpler. In contrast, Mr. Gillan
13 recommends that the entire service footprint, or else the LATA should be
14 considered a market. Thus, while Mr. Gillan disparages the use of UNE Rate
15 Zone/CEAs as “gratuitously granular,” Dr. Bryant and Mr. Bradbury both appear to
16 advocate the even more granular wire center-based definition.

17

18 Second, no witness proposing a wire center-based definition has provided a
19 compelling economic rationale to explain why wire center boundaries should be
20 used as the basis for defining relevant geographic markets in this instance. While
21 there is no question that certain data are available by wire center, this does not
22 constitute an economic rationale for defining a market, particularly when data are

1 as readily available for aggregations of wire centers. In addition, the FCC's
2 guidance on this issue is inconsistent with the view that individual wire centers
3 would generally be appropriate relevant markets. That is, no witness proposing the
4 use of wire centers as a basis for defining geographic markets has explained how,
5 absent any further market-based analysis, and as a general economic proposition,
6 such a definition can be reconciled with the TRO's clear guidance that "[S]tates
7 should not define the market so narrowly that a competitor *servicing that market*
8 *alone* would not be able to take advantage of available scale and scope economies
9 from serving a wider market." (TRO 495 (emphasis added))

10
11 Third, some witnesses have responded to the UNE Rate Zone/CEA definition by
12 separately criticizing the relevance of CEAs and of UNE Zones. In my opinion,
13 these criticisms are misguided, because these concepts are not used *separately* to
14 determine a relevant market. Instead, both concepts are used together to provide an
15 economically reasonable definition of the market. Thus, any criticisms that either
16 CEAs or UNE Zones are, by themselves, too "large," too "vast," or too
17 "heterogeneous" [in demand] are not relevant to my analysis.

18
19 Finally, in my opinion, there is an undercurrent in the testimony of the CLEC
20 witnesses that favor using wire center boundaries as the basis for defining the
21 market that, unless all issues relating to the ability of a CLEC to compete profitably
22 in each and every wire center are definitively resolved, markets must be defined

1 according to the smallest possible geography. In this manner, their testimony
2 implicitly appears to seek to turn the impairment analysis on its head. In other
3 words, they contend that one should conduct the impairment analysis at the wire
4 center level first, then (possibly) decide, on the basis of those results, the extent of
5 the geographic market. This is inconsistent with sound economic analysis and
6 clearly at odds with the direction in the TRO that “State commissions *must first*
7 *define the markets in which they will evaluate impairment* by determining the
8 relevant geographic area to include in each market.” (TRO 495 (emphasis added))
9

10 II. RESPONSE TO DR. BRYANT

11
12 **Q. DR. BRYANT CLAIMS THAT A CEA IS OVERLY “BROAD.” (BRYANT**
13 **REBUTTAL 3) DO YOU PROPOSE USING A CEA AS THE RELEVANT**
14 **MARKET DEFINITION?**

15
16 A. No, I do not. Dr. Bryant contends that “[i]f a market as broad as a CEA is defined,
17 differences in profitability in wire centers will be obscured, and the impairment
18 analysis will thus fail to capture any areas where the CLECs cannot profitably
19 provide service.” (Bryant Rebuttal 3) There are two problems with this statement.
20 First, it is irrelevant to my analysis, because I did not propose the CEA as an
21 appropriate geographic market – rather, I proposed the intersection of CEAs and
22 UNE Zones, which leads to a smaller area than the CEA as a whole. Second, Dr.

1 Bryant seems to imply that there is an additional test in the TRO that CLECs must
2 be able to profitably provide service to all customers within the geographical area.
3 The FCC's explicit *Errata* to the Order clarified that the TRO does *not* require that,
4 for the purposes of the switching triggers, self-provisioning competitors must be
5 ready and willing to serve all retail customers in the market.

6

7 **Q. DR. BRYANT CONTENDS THAT THE USE OF WIRE CENTERS**
8 **PROVIDES MORE ACCURACY REGARDING THE ABILITY OF CLECS**
9 **TO OFFER SERVICE. (BRYANT REBUTTAL 7-8) PLEASE COMMENT.**

10

11 A. In my opinion, Dr. Bryant's reasoning is faulty on this point. The economies of
12 scale and scope available to CLECs in providing switch-based services are not, in
13 general, consistent with using wire center boundaries as the basis for defining
14 markets in this case. Therefore, by defining markets in this manner, the analysis
15 would simultaneously become more complex and less accurate (as the market
16 definition would obscure supply-side substitutability). Defining markets in this
17 manner could also be more time consuming and costly. Disagreement would
18 inevitably arise as at least some parties would attempt to compensate for the overly-
19 narrow market definition by citing factors that reflected supply-side substitutability
20 over a broader area, particularly factors associated with some of the scope and scale
21 economies that would be available to efficient CLECs.

22

1 In any case, Dr. Bryant's contentions regarding the use of wire center boundaries as
2 the basis for market definition appear to be based in large part on his view that
3 location specificity is an important factor for defining markets in this case.
4 However, while location specificity may be relevant to understanding the interface
5 between the end user and the local loop, it is not particularly relevant to
6 understanding the interface between the end user and switching, which is the focus
7 of the impairment analysis. Stated more simply, Dr. Bryant's discussion of
8 location specificity is not relevant to the end user when choosing a vendor of
9 switching services because the location of the switch providing those services is not
10 constrained (except by transport costs) by the location of the end user or the
11 location of the wire center serving the end user. Thus, Dr. Bryant's discussion of
12 location specificity seems more directed to the market for loop services than the
13 market for switching services.

14

15 **Q. DOES THE FACT THAT AT LEAST SOME CLECS MAY EVALUATE**
16 **INVESTMENTS IN EACH WIRE CENTER TO DETERMINE THE**
17 **POTENTIAL PROFITABILITY OF THESE INVESTMENTS IMPLY THAT**
18 **EACH WIRE CENTER MUST BE A RELEVANT ECONOMIC MARKET?**

19

20 A. No, it does not. Any company evaluates discrete investments to determine their
21 expected contribution to profits. The task in defining relevant markets goes beyond
22 such simple evaluations to discern factors and information in the firm's decision-

1 making process that may relate to economic substitutability. It is these factors and
2 information (along with information about demand characteristics) that must be
3 utilized in conjunction with economic principles and theory to enable the analyst to
4 identify relevant economic markets. Thus, as I have emphasized in my testimony,
5 relevant economic markets are determined based on demand- and supply-side
6 substitutability. While substitutability can, in some instances, be informed by the
7 nature and content of the financial analyses conducted by firms, the nature and
8 content of these financial analyses are insufficient in and of themselves to establish
9 the boundaries of relevant markets.

10

11 To understand this more fully, an example is useful. Consider a gasoline retailer
12 deciding whether to develop a new site for a retail outlet. The retailer will likely
13 evaluate the potential contribution to profits of any individual site before deciding
14 to expand its operations. However, the area served by any particular site bears no
15 necessary relationship to the relevant geographic market for gasoline retailing.

16

17 **Q. DR. BRYANT SUGGESTS THAT BECAUSE IT MAY BE UNECONOMIC**
18 **FOR CLECS TO PROVIDE SELF-PROVISIONED SWITCHING TO SOME**
19 **SMALLER WIRE CENTERS, THIS IMPLIES THAT WIRE CENTERS**
20 **CONSTITUTE RELEVANT MARKETS. PLEASE COMMENT.**

21

1 A. A fundamental problem in Dr. Bryant’s assertions in this regard is that he seeks to
2 define markets based on the outcome of some type of impairment analysis rather
3 than, as I have done, based on economic substitutability and the guidance provided
4 by the FCC. As I noted above, Dr. Bryant’s views are contrary to sound economic
5 principles, which require one to define a relevant market before assessing conduct
6 and/or structure within any markets. Also as I have noted above, neither Dr.
7 Bryant nor others have provided a sound economic basis for using wire center
8 boundaries as the basis for defining relevant geographic markets for the purpose of
9 conducting the impairment analysis.

10

11 **Q. DR. BRYANT CONTENDS THAT THERE ARE COSTS THAT ARE NOT**
12 **CAPTURED BY THE UNE RATE ZONE/CEA CONCEPT, AND THAT**
13 **THESE COSTS SHOULD AFFECT THE MARKET DEFINITION.**
14 **(BRYANT REBUTTAL 3) PLEASE RESPOND.**

15

16 A. Dr. Bryant lists a number of features that may vary across different areas within the
17 same geographic market, such as the number of addressable lines, the number of
18 lines that are accessible by DSL or that are served by DLC, the relative number of
19 business and residential lines, and customer demographics. While I do not seek to
20 comment on all of the technical issues here, I will state that it is normally the case
21 that different parts of the same economic market are not, and need not be,
22 homogeneous in all respects.

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Moreover, not all of Dr. Bryant's items necessarily have to do with market definition. Some of his factors appear to have more to do with market structure. For example, an area with a large number of customer lines (or a large number of lines accessible by DSL) may allow *more firms* to economically enter than would an area with a smaller number of lines (that is, the area with more lines may allow more firms to achieve minimum efficient scale), but this variation would not necessarily be a factor in determining the geographic contours of the relevant market (or markets).

The UNE Rate Zone concept, as I understand it, is designed to capture the variation in the cost of the loops. To the extent that other costs or revenues vary systematically with UNE Rate Zone, they will also be accounted for, at least in part. More importantly, from the perspective of supply-side substitutability, BellSouth's witness Wayne Gray has stated that some of the most important wire center-related cost factors for an efficient CLEC to consider in deciding whether to offer switched-based mass-market services are (1) loop costs, (2) transport costs and (3) collocation costs.

The UNE Zone concept, of course, captures the variation in loop costs directly. Furthermore, Mr. Gray has also stated that transport costs exhibit economies of scale and collocation costs do not vary much across different wire centers. Thus,

1 wire centers with higher line densities and higher customer counts would tend, all
2 other things being equal, to have lower per customer transport and collocation
3 costs. Since line counts and densities tend to be higher in UNE Zone 1 than in
4 UNE Zone 2 and in UNE Zone 2 than UNE Zone 3, the UNE Zone concept tends
5 to capture at least some of the variation in per customer transport and collocation
6 costs across the State.

7
8 Finally, certain cost factors are not noted in Dr. Bryant's list of factors. For
9 example, he does not include the costs of marketing and advertising, which tend to
10 support wider areas than wire centers as relevant economic markets.

11
12 My recommendation to define the market as the intersection of the UNE Rate Zone
13 and the CEA is a reasonable "middle ground" attempt to balance both the
14 community-of-interest aspect of, for example, marketing/advertising costs as well
15 as some of the network-oriented cost factors that can influence substitutability in
16 supply. Dr. Bryant's definition appears to focus on some network-oriented factors
17 that relate more to market structure than demand- or supply-substitutability,
18 virtually ignoring such "community-of-interest" factors as mass-market marketing
19 and advertising costs.

20
21 **III. RESPONSE TO MR. GILLAN**
22

1 **Q. MR. GILLAN CLAIMS THAT HE HAS “NEVER COME ACROSS ANY**
2 **MENTION” OF CEAS (GILLAN REBUTTAL 9) AND THAT THEY “HAVE**
3 **NOTHING TO DO WITH TELECOMMUNICATIONS.” (GILLAN**
4 **REBUTTAL 4, 9) PLEASE RESPOND.**

5
6 A. Mr. Gillan may not be familiar with the term, but the FCC uses the CEA concept in
7 connection with telecommunications. According to 47 CFR 101.1401,
8 multichannel video distribution and data service (MVDDS) was set to be licensed
9 on the basis of CEAs. That rule stated in part that “Each CEA consists of a single
10 economic node and the surrounding counties that are economically related to the
11 node.” In July 2003 the FCC ultimately decided to adopt a proprietary geographic
12 area called “Designated Market Areas” (“DMAs”) for licensing MVDDS. (Third
13 Report and Order, FCC ET Docket No. 98-206, FCC 03-152, Released July 7,
14 2003). In discussing its decision, the FCC found that, with regard to fixed (as
15 opposed to wireless) services, “DMAs and CEAs are equally advantageous because
16 they are both local in nature.” (Third Report and Order, p. 4). Thus, the FCC
17 recognizes the economic basis for markets defined using the CEA concept. In
18 addition, the FCC’s Wireless Bureau provides some tools for those interested in
19 bidding for wireless spectrum to map the CEAs as well as other geographic areas,
20 such as MSAs. (These are found online at www.fcc.gov/oet/info/maps/areas/.)
21 Thus, contrary to Mr. Gillan’s assertions, the FCC considers CEAs to be useful for
22 defining markets in telecommunications. In any event, whether Mr. Gillan is

1 familiar with the CEA concept is hardly a reasonable basis for critiquing a
2 proposed market definition. A concept should be evaluated on its own merits, and
3 not on whether a particular party happens to be familiar with the concept. In my
4 opinion, the relevant consideration in this instance is whether the intersections of
5 UNE Rate Zones and CEAs reasonably represent the relevant markets for the
6 purposes of conducting the requisite impairment analyses. Finally, I note that Dr.
7 Robert Loube (on behalf of the Public Service Commission of South Carolina)
8 agrees that the markets should be defined as the intersections of UNE Rate Zones
9 and CEAs. (Loube South Carolina Rebuttal 2)

10
11 **Q. MR. GILLAN CLAIMS THAT CEAS ARE NOT THE BUREAU OF**
12 **ECONOMIC ANALYSIS’S “FINAL PRODUCT” AND ARE NOT**
13 **SUFFICIENTLY LARGE FOR THE BEA’S ECONOMIC PROJECTIONS.**
14 **(GILLAN REBUTTAL 9-10) PLEASE COMMENT.**

15
16 A. In making this claim, Mr. Gillan confuses the different purposes of CEAs and the
17 (generally) larger BEA “Economic Areas.” As the article appended to Mr. Gillan’s
18 rebuttal testimony (“Redefinition of the BEA Economic Areas,” by Kenneth P.
19 Johnson, *Survey of Current Business*, February 1995, pp. 75-81) notes, CEAs were
20 defined as “a single economic node and the surrounding counties that are
21 economically related to the node.” Thus, CEAs are not, in an economic sense,
22 “middle step[s]” but rather defined areas with an economic community of interest.

1 Most are defined with MSAs as their core. The CEAs were then combined into
2 BEA Economic Areas so that “each economic area is economically large enough to
3 be part of BEA’s local area economic projections program.” In other words, the
4 BEA determined that, for the purposes of its own particular economic forecasts,
5 many of the CEAs were too small to permit the development of reliable forecasts.
6 However, this does not in any way undermine the economic rationale for using
7 CEAs to define relevant geographic markets in this context. In fact, if anything this
8 usage may be supported by footnote 5 in the Johnson article, which states: “Data
9 for CEAs can be used by government agencies for administering regulatory
10 programs for small areas and by businesses for developing marketing programs for
11 small areas.”

12

13 **Q. PLEASE COMMENT ON MR. GILLAN’S CRITIQUE OF UNE RATE**
14 **ZONES. (GILLAN REBUTTAL 10-11.)**

15

16 A. Mr. Gillan claims that UNE prices vary modestly between UNE-L and UNE-P and
17 so UNE price variation has little effect on the relative ability of a CLEC to use its
18 own switching. (Gillan Rebuttal 10-11.) However, this criticism ignores two
19 important issues relevant to market definition. First, of course, I have not defined
20 markets *solely* on the basis of UNE Rate Zones. The rationale for my use of CEAs
21 in conjunction with UNE Rate Zones was to account for factors that affect supply-
22 side substitutability, including, but not limited to, the differences in loop costs

1 captured by the intersection of UNE Rate Zones and CEAs, and also to recognize
2 that there is a broader set of costs such as marketing and advertising costs that
3 affect the relevant geographic scope of the market.

4

5 Second, the objective of the market definition exercise in this case is to provide an
6 appropriate economic context in which to evaluate whether CLECs are impaired in
7 offering switch-based services to mass-market customers, not to carry out a
8 hypothetical comparison between UNE-L and UNE-P CLECs. As I noted in my
9 comments on Dr. Bryant's testimony, this objective is relevant to the market
10 definition exercise. For this reason, the fact that UNE prices do not vary
11 significantly for UNE-L as compared with UNE-P is not an important consideration
12 in market definition in this case. What is important is that supply-side
13 substitutability will likely be affected for CLECs offering UNE-L as a result of the
14 differences in costs associated with offering service in different UNE Zones. Mr.
15 Gillan's criticism appears to ignore this issue.

16

17 **Q. PLEASE COMMENT ON THE USE OF LATAS IN DEFINING**
18 **GEOGRAPHIC MARKETS.**

19

20 A. LATAs, by themselves, are unlikely to represent relevant geographic markets
21 because it is likely that they do not adequately reflect differences in supply
22 substitutability. For example, there may not be reasonable substitutability in supply

1 between UNE Zone 1 and UNE Zones 2 and 3 within a particular LATA. It is my
2 understanding that LATAs, which were created by Judge Greene following the
3 breakup of AT&T, correspond loosely to Standard Metropolitan Statistical Areas.
4 An advantage of using UNE Rate Zones divided by CEAs rather than MSAs or
5 LATAs (without reference to UNE Rate Zones) is that the UNE Rate Zone/CEA
6 approach accounts for *both* differences in loop and other costs *and* for economies
7 of scale and scope related to factors such as mass-market advertising costs.

8 9 **IV. RESPONSE TO MR. KLICK**

10
11 **Q. MR. KLICK CLAIMS THAT THE “USE OF CEAS RESULTS IN A**
12 **MARKET DEFINITION THAT IS NOT RELEVANT AND POTENTIALLY**
13 **TOO BROAD.” (KLICK REBUTTAL 22) PLEASE RESPOND.**

14
15 A. Contrary to Mr. Klick’s claims, I did not recommend the use of CEAs, by
16 themselves, as an appropriate geographic market definition for assessing
17 impairment in Kentucky. Instead, I recommend *UNE Rate Zones, subdivided by*
18 *CEAs*, as an economically sound basis for defining geographic markets. The
19 distinction is important, and Mr. Klick’s arguments regarding CEAs, by
20 themselves, are therefore not relevant to my analysis.

21

1 I also note that Mr. Klick apparently prefers the use of LATAs over the use of
2 CEAs in conjunction with UNE Zones at least in part because the “use of CEAs
3 results in a market definition that is not relevant and potentially too broad.” (Klick
4 Rebuttal 22) This is a curious preference since there are parts or all of eleven
5 CEAs in Kentucky and parts or all of only seven LATAs. Therefore, simple
6 mathematics determines that the average geographic area of a CEA in Kentucky is
7 smaller than the average geographic area of a LATA in Kentucky. More
8 relevantly, the market definition methodology I have developed defines the
9 geographic markets as the UNE Zones subdivided by the CEAs. These Kentucky
10 markets are clearly smaller on average in terms of geographic area than the average
11 geographic area of a LATA in that state. As a consequence, Mr. Klick’s assertion
12 in this instance is factually incorrect and his preference for LATAs as the basis for
13 defining relevant geographic markets, at least on this basis, is without foundation.

14
15 **Q. MR. KLICK ASSERTS THAT YOU HAVE PROVIDED NO RATIONALE**
16 **FOR USING THE CEA CONCEPT AS PART OF THE METHODOLOGY**
17 **YOU USE TO DEFINE RELEVANT MARKETS “OTHER THAN (1) IT**
18 **RESULTS IN MARKETS THAT ARE MORE GRANULAR THAN**
19 **RELYING ON UNE ZONES, ALONE, AND (2) CEAS COVER AN ENTIRE**
20 **STATE.” (KLICK REBUTTAL 21). PLEASE RESPOND.**

1 A. Mr. Klick’s assertion is not correct. As I stated in my testimony, I defined relevant
2 geographic markets in this case as UNE Zones subdivided by CEAs based on
3 demand- and supply-side substitutability, the two paramount factors recognized by
4 economists as the basis for market definition, and on the guidance provided by the
5 FCC. It is certainly true that CEAs, in the aggregate, cover the entire state. More
6 importantly, CEAs provide a consistent, economic basis for subdividing the state
7 into different areas. This is one advantage of using CEAs as one element (the other
8 being UNE Zones) of the methodology I used for developing the relevant
9 geographic markets compared with using LATAs, as Mr. Klick prefers.

10
11 Moreover, and more importantly, the CEA concept has particular applicability to
12 developing relevant geographic markets because CEAs conform much more closely
13 to media markets than MSAs or LATAs, two other concepts that have been
14 proposed as bases for defining relevant markets in this case. Media markets are an
15 important determinant of geographic market definition because the costs suppliers
16 incur to obtain customers (which are related to marketing and promotional costs)
17 are an important factor when CLECs decide whether to offer service in a particular
18 area.

19
20 **Q. MR. KLICK HAS SUGGESTED THAT LATAS ARE A MORE**
21 **APPROPRIATE BASIS FOR DEFINING GEOGRAPHIC MARKETS IN**
22 **THIS CASE THAN UNE ZONES SUBDIVIDED BY CEAS BECAUSE THE**

1 **BELLSOUTH POTENTIAL DEPLOYMENT MODEL ASSUMES THAT A**
2 **SWITCH IS PLACED IN EACH LATA. (Klick REBUTTAL 22) PLEASE**
3 **COMMENT.**

4
5 A. Mr. Klick’s view is erroneous in several respects. First, he is implicitly basing his
6 market definition on the elements of the impairment analysis, not on economic
7 substitutability and the FCC’s guidance, which are the proper foundations for
8 market definition analysis in this case. Thus, Mr. Klick has implicitly turned the
9 impairment analysis on its head – using information from the impairment analysis
10 to define markets rather than using the geographic market definition as an input to
11 the impairment analysis.

12
13 Second, he has based his view on the fact that the placement and geographic area
14 served by a switch “reflect[s] the cost of self-provisioning switches for various
15 groups of customers.” (Klick Rebuttal 22) However, the purpose of the market
16 definition task for impairment analysis is not to define the market for switches (an
17 upstream input to the downstream service of interest), as Mr. Klick implies, but to
18 define the market for the provision of telecommunications services, including local
19 exchange services, to mass-market customers by carriers using self-provisioned
20 switches. Thus, the placement of the switches themselves may provide useful
21 information for defining the relevant market, but is not determinative for defining
22 the appropriate relevant geographic market in this instance. As an analogy, the

1 placement of an oil refinery may be useful information in defining a relevant
2 market for gasoline retailing, but the geographic area served by the refinery need
3 not (and generally does not) correspond to the relevant geographic market(s) for
4 gasoline retailing because other factors affect economic substitutability.

5
6 Third, to the extent that Mr. Klick implies that a geographic market must exhaust
7 all sources of economies of scale and scope, he is incorrect as a matter of
8 economics and, in my opinion, in relation to the guidance provided by the FCC in
9 paragraph 495 of the TRO. If it were true that all economies of scale and scope
10 must be exhausted in a market, then the coverage of CLEC billing systems, some of
11 which are national in scope, would indicate that even larger markets than LATAs
12 were required.

13
14 Fourth, while Mr. Klick acknowledges that “use of UNE loop rate zones obviously
15 gives some effect to variations in factors affecting a CLEC’s ability to serve a
16 group of customers and its ability to target...” (Klick Rebuttal 22), his market
17 definition completely ignores this information. That is, his proposed use of LATAs
18 as relevant markets does not take into account these cost differences across UNE
19 zones.

20
21 **V. RESPONSE TO MR. BRADBURY**
22

1 **Q. MR. BRADBURY CLAIMS THAT YOU MAKE AN “OUTLANDISH**
2 **[CLAIM] THAT THE WIRE CENTER CONCEPT HAS NO MEANING**
3 **AND THAT WHERE THE CUSTOMER IS LOCATED IS UNNECESSARY**
4 **INFORMATION IN DETERMINING WHETHER CLECS CAN USE**
5 **THEIR OWN SWITCHING FACILITIES TO ECONOMICALLY AND**
6 **EFFICIENTLY SERVE MASS MARKET CUSTOMERS.” (BRADBURY**
7 **REBUTTAL 14.) PLEASE RESPOND.**

8
9 A. I did not claim in my direct testimony that the “wire center concept has no
10 meaning.” Indeed, as Mr. Bradbury is apparently aware based on his quotation of
11 my direct testimony, what I actually stated was “Therefore, the wire center concept
12 is not relevant to market definition in this context, and specifically not
13 economically relevant in terms of how CLECs provision services to their end
14 users.” In my opinion, aspects of Mr. Bradbury’s testimony on CLEC network
15 architecture actually support my views regarding the relevance of wire center
16 boundaries to geographic market definition in this instance. I note that Mr.
17 Bradbury leads off his discussion on network architecture by acknowledging that
18 CLEC networks are not configured in the same manner as BellSouth’s network.
19 He specifically states that, compared to the traditional (BellSouth) network, CLECs
20 are able to use fewer switches than does BellSouth to provide service to a particular
21 geographic area. It is precisely this point – i.e., that AT&T has chosen a network
22 architecture approach different from BellSouth’s approach (e.g., to serve customers

1 in a wider geographic area with a single switch) – that I make in my own direct
2 testimony.

3

4 I conclude that this fact provides evidence that the geographic market definition in
5 Kentucky should not be based on the BellSouth wire center boundaries because the
6 switch-based CLEC’s decision to offer service in a geographic area is not limited
7 by the area covered by the BellSouth wire center. The reason is that AT&T (or any
8 CLEC) is not obligated to install a separate switch to customers in the different
9 wire centers where it offers (or could offer) switch-based services. One of the
10 principles that I refer to frequently herein and in my previously filed testimony in
11 this matter is that supply substitutability is an important determinant of geographic
12 market definition. The fact that CLECs such as AT&T are capable of serving
13 customers in multiple wire centers from a single switching location is one indicator
14 that using the boundaries of individual wire centers as the basis for geographic
15 market definition is inappropriate because it does not consider supply-side
16 substitutability (e.g., because CLECs are able to take advantage of scale and scope
17 economies, including switching, that allow them to serve much larger areas than an
18 individual wire center).

19

20 **Q. MR. BRADBURY CLAIMS THAT “LANGUAGE IN THE TRO, AT ¶ 501, ¶**
21 **517, AND ¶ 520, SUPPORTS THE LOGICAL PROPOSITION THAT FOR**
22 **IMPAIRMENT TO FOUND TO BE NON-EXISTENT, COMPETITION**

1 **MUST EXIST THROUGHOUT THE WHOLE MARKET, NOT ONLY IN**
2 **PORTIONS OF THE MARKET.” (BRADBURY REBUTTAL 15) PLEASE**
3 **COMMENT.**

4

5 A. While the paragraphs in the TRO cited by Mr. Bradbury provide general
6 instructions about the triggers and potential deployment tests, in my view they
7 provide no obvious support for Mr. Bradbury’s contention that service must be
8 ubiquitous throughout the market for a finding of non-impairment. The fact that
9 Mr. Bradbury offers no specific guidance as to how he believes these paragraphs
10 provide support for a “ubiquity” test also suggests that no such support exists.

11

12 **Q. DOES THIS CONCLUDE YOUR SURREBUTTAL TESTIMONY?**

13

14 A. Yes.