

NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

October 5, 2026

RE: Retail Statistics Data Format Transition

BACKGROUND

Retail Statistics

Pursuant to the Market Surveillance Administrator's (MSA's) statutory mandate, the MSA publishes statistics regarding the retail market for electricity and natural gas (Retail Statistics). Currently, these statistics are published quarterly on the MSA website in a Microsoft Excel format. The Retail Statistics include site count and consumption data for retail electricity and natural gas customers, retailer market share data, and churn rate data.

The MSA typically updates the Microsoft Excel format of the Retail Statistics (Excel Retail Statistics) at the beginning of each quarter. The Excel Retail Statistics were last updated on October 5, 2026, to include statistics for months between April 2026 and June 2026.

The latest version of the Excel Retail Statistics can be found here: <https://www.albertamsa.ca/assets/Documents/MSA-Retail-Statistics.xlsx>.

MSA Data Portal

The MSA released the MSA Data Portal on November 14, 2025. The products included in the MSA Data Portal each contain a data table, an interactive visualization or a summary table, and a data dictionary. Users can view and download figures and data directly from the Data Portal.

The MSA Data Portal can be found here: <https://data.albertamsa.ca/>.

RETAIL STATISTICS TRANSITION TO THE MSA DATA PORTAL

On October 5, 2026, the MSA released the Retail Statistics product within the MSA Data Portal (Data Portal Retail Statistics). The Data Portal Retail Statistics product contains all data included within the Excel Retail Statistics for all months between January 2012 and June 2026.

The Data Portal Retail Statistics can be found here: https://www.data.albertamsa.ca/msa_rm01rs.html.

At this time, the MSA expects to update the data included in the Data Portal Retail Statistics at the beginning of each quarter, with the next data update planned to be released in early January 2027.

Given the Retail Statistics data now exists in the Data Portal, the MSA will cease updating the Excel Retail Statistics going forward. This means that the MSA does not expect to update the Excel Retail Statistics after October 5, 2026, and the MSA expects to remove the Excel Retail Statistics from the MSA website from their current location after that data becomes stale in early January 2027.

Any questions or concerns in relation to the foregoing may be directed to James Conville, Manager, Retail and Rate of Last Resort (James.Conville@albertamsa.ca).