



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: June 3, 2013

Re: Update: Retail Market Statistics – Roundtable Discussion on Reporting

For the past several years, the Alberta Department of Energy has published switching rates for electricity and natural gas on its website at <http://www.energy.gov.ab.ca/Electricity/1570.asp>. The data is provided to the Department by the Load Settlement Agents (LSAs) and published in a monthly format. The LSAs calculate the consumption of all the customers within the agent's territory to enable them to be billed by the retailers. The Department asked the MSA to take on this publishing responsibility as it more appropriately fits with the general mandate of the MSA with respect to competition oversight of the retail electricity and natural gas markets.

The MSA has been working with the LSAs to develop new reports that will allow the MSA to undertake additional analyses beyond those reported by the Department. This includes customer 'churn', a term that measures the loss of customers by a retailer over a given period of time.

On May 29, 2013, the MSA hosted a roundtable discussion on the matter and the group came to some tentative conclusions on what reports and frequency would best serve the market. The attached Appendix A is based on these discussions and outlines our proposed program of routine reporting. The appendix reflects that retailers at the meeting reaffirmed that their names should not be revealed in graphs/tables of market shares except in the case of regulated providers.

In developing the new database, the MSA worked with the LSAs and made several changes to the ways that data is reported. Ultimately, the results are somewhat different in some areas from the data that the DOE receives from the LSAs, but the changes are moderate and the MSA is confident that the new data is more accurate.

There will be a transition period where the Department will continue to publish the tables as it does now and the MSA will begin its own series of reports. The Department will continue publishing until the end of 2013. Likely, the historical data posted by the Department will be archived on the MSA's website for easy access by any interested parties.

If you have any comments or suggestions, please respond to the undersigned by email at mike.nozdryn-plotnicki@albertamsa.ca by June14, 2013.

Yours truly,

“Original Signed”

Market Surveillance Administrator

Per: Mike Nozdryn-Plotnicki
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Appendix A – Proposed Publication Plan for Electricity and Natural Gas Retail Statistics

Quarterly Report

The MSA has published a quarterly report for many years and such a publication schedule would also work for some of the retail statistics. Retailers expressed a preference for information by LSAs on a monthly time scale and updated as frequently as possible – quarterly, in this context. The number of tables/charts is quite large and possibly the data will be posted separately from the regular MSA quarterly report.

For each LSA and the province as a whole:

- Number of sites and consumption in monthly format on the applicable default supply option for each customer group (includes the switching information that the DOE publishes at the present time). This would be done for both electricity and natural gas.
- Number of sites and consumption in monthly format on competitive supply options for each customer group. This would be done for both electricity and natural gas.

Annual Report

It is appropriate to publish some additional, more detailed reports on an annual basis. Some of the necessary data is held by the retailers and not available from the LSAs. Accordingly, the retailers will be requested once per year to provide certain data regarding contract types, dual fuel and ‘green’ contract customers as noted below. All such data will be aggregated across retailers within a particular LSA.

Additional reports will include:

- Market shares by anonymous retailers (by number of sites and by volume) for each customer category, for all retailers with >5% share (for each LSA and for electricity and natural gas).
- Retailer churn rates by customer group (for electricity and natural gas) in total across the competitive market.
- Percentages of residential and RRO-eligible commercial/industrial customers on fixed-price and floating-price contracts (by LSA).
- Percentages of residential and RRO-eligible commercial/industrial customers on dual fuel contracts, subdivided into those on fixed-price and floating-price contracts (by LSA).

- Percentage of residential customers on some form of 'green' electricity contract (by LSA).