

Publication of Retail Market Data

June 8, 2016

Taking action to promote effective competition and a culture of compliance and accountability in Alberta's electricity and retail natural gas markets

www.albertamsa.ca

Table of Contents

1	Introduction	3
2	Proposed Retail Statistics Publication	3
2.1	Market Shares Data	3
2.2	Churn Data	4
2.3	Customer Acquisition Rates.....	4
2.4	Switching Rates.....	5
3	Feedback	5
4	Next Steps	5

1 Introduction

For a number of years the MSA has posted a spreadsheet of retail market statistics on its website at www.albertamsa.ca. The data is in monthly format updated with a delay of about three to six months. The data relates to both retail electricity and natural gas. For Alberta as a whole and for each Load Settlement Zone the data shows the size of the market for various customer segments and the proportion of the market on the applicable default rate. The switched rate is the proportion of total customers on competitive contracts at any point in time. The data does not provide any information on market shares of the competing firms or customer churn.

As part of its monitoring and reporting responsibilities, the MSA publishes periodic reports on events in the retail markets and the general state of competition.¹ In these reports we have provided more detailed information on items such as market shares and customer churn.

The MSA intends to combine the periodically reported data with that already posted on the MSA's web site into a single set of data that will be kept up to date on a regular basis. The next sections describe the proposed publication and the MSA seeks specific feedback from participants on some important details.

2 Proposed Retail Statistics Publication

2.1 Market Shares Data

Market share data would be presented in tabular form on a monthly time scale as shown below. This is similar to Figure 2.1 of the Retail Market Update 2015. Relevant details are:

1. Two energy types: electricity (ELEC) and natural gas (NGAS).
2. Six zones for ELEC (Alberta, ENMAX, EPCOR, ATCO, FortisAlberta, and Other²) and four zones for NGAS (Alberta, ATCO-North, ATCO-South, and AltaGas).
3. Four consumer classes would be considered: residential, small commercial and industrial, large commercial and industrial, and farms.
4. In the interest of protecting commercial interest it is proposed that the data would be updated on a quarterly basis with a three month delay. For example, the data for January to March 2016 would be updated in early July 2016.
5. Retailers would be named and the number of sites (# Sites) and volume of consumption (Vol) would not be masked in any way. Only retailers with market shares greater than X% would be named. In the past the MSA has used 5% as the cut-off. The shares of all retailers below the cut off would be aggregated into a single group.

¹ State of the Market 2014 and the Retail Market Update 2015, respectively, are available at the following links:
<http://albertamsa.ca/uploads/pdf/Archive/00-2014/2014-11-27%20Notice%20re%20State%20of%20the%20Market%202014.pdf>
<http://albertamsa.ca/uploads/pdf/Archive/000-2015/2015-11-23%20Notice%20re%20retail%20market%20update%202015.pdf>

² 'Other' is the sum of small zones (Cardston, Crowsnest Pass, Fort Macleod, Lethbridge, Ponoka, and Red Deer).

Zone: AB
Energy Type: ELEC
Customer Class: RES

Date	RRO/DRT/Default		Retailer A		Retailer B		Retailer C	
	# Sites	Vol	# Sites	Vol	# Sites	Vol	# Sites	Vol
Mar-16								
Feb-16								
Jan-16								
Dec-15								
...								

2.2 Churn Data

The MSA proposes to include churn³ data in the tabular form illustrated below. This is similar to Figure 2.6 of the Retail Market Update 2015. Relevant details are:

1. Data would be for the types of energy, zones, and customer classes as for market share data.
2. Values for default⁴ and competitive in total; no data by firm.
3. Frequency of update would be the same as for the market shares data.

Zone: AB
Energy Type: ELEC
Customer Class: RES

Date	RRO/DRT/Default	Competitive
Mar-16		
Feb-16		
Jan-16		
Dec-15		
...		

2.3 Customer Acquisition Rates

The MSA proposes to include customer acquisition data in the tabular form illustrated below. This is similar to Figure 6.1 of the Retail Market Update 2015. Relevant details are:

1. Data would be for the types of energy, zones, and customer classes as for market share data.
2. Values are number of sites for the RRO/DRT/Default and by firm.
3. Frequency of update would be the same as for the market share data.

³ Churn is defined as the loss of customers in a given period.

⁴ Default in ELEC is RRO for small and medium size customers, and is Default Supply for large customers. For NGAS it is DRT.

Zone: AB
Energy Type: ELEC
Customer Class: RES

Date	RRO/DRT/Default	Ret A	Ret B	Ret C	Ret D	Ret E
Mar-16						
Feb-16						
Jan-16						
Dec-15						
...						

2.4 Switching Rates

The data on switched sites would remain as is currently posted to the MSA web site and it will be restyled to match that adopted for other items discussed above.

3 Feedback

The MSA is happy to receive feedback on any and all aspects of the proposed changes. Particular feedback on the following items would be welcome:

1. Time step for the data is proposed to be monthly.
2. The degree of precision of the data to be posted. Graphical presentation or a rounding convention would be ways of limiting the precision of the data.
3. The delay before posting the data; three months is suggested.
4. The minimum threshold in size of firms below which they are not named but aggregated into a single group; the MSA has used 5% in the past.
5. Whether all consumer classes need to be included for all these reports.
6. Combining various small electricity zones into one labelled 'Other'. This comprises Cardston, Crowsnest Pass, Fort Macleod, Lethbridge, Ponoka and Red Deer.

4 Next Steps

Please provide us with your comments on the proposed data format by June 24, 2016. Supporting rationale for the comments should be included. All feedback should be sent to stakeholderconsultation@albertamsa.ca. Comments will be published shortly thereafter together with our responses. The MSA would then publish the new data to the MSA's web site later in 2016.

Any questions may be directed to Mike Nozdryn-Plotnicki at 403-705-8503 or by email to mike.nozdryn-plotnicki@albertamsa.ca.