

# **Confidential Release**

**Case Number:**

**90-467-TP-ATA**

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**Date of Confidential Document:**

**SEPTEMBER 18, 1991**

**Today's Date:**

**July 28, 2009**

Caller ID Cost Tests

Long-Run Marginal Cost Test

	<u>Cost</u>	<u>Price</u>
Volume-Sensitive Components:		
Monthly Amount Per Line	\$0.924	\$6.50
Amount Per Number Delivered	\$0.002	\$0.02

Total Incremental Cost (TIC) Test<sup>1</sup>

	<u>Cost</u>	<u>Revenue</u>
Direct Fixed Components:		
One-Time Expense	\$240,852	
Mass Media Advertising	\$3,799,147	
Accommodation Plan <sup>2</sup>	\$721,127	
Present Value over First Five Years:		
Volume-Sensitive Components	\$1,655,617	
Direct Fixed Components	<u>\$4,761,126</u>	
Total	\$6,416,743	\$10,849,129

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<sup>1</sup>Present value of estimates for first five years of product offering.

<sup>2</sup>Present value of estimates based on Cuyahoga, Franklin and Lake Counties.

**Joint RTU Fees**

**for**

**Automatic Callback, Caller ID and Repeat Dialing Services**

**Present Value of 5-Year Product-Specific Contributions:**

Automatic Callback Service	\$1,582,119
Caller ID Service	\$4,432,386
Repeat Dialing Service	<u>\$827,772</u>
Total Product-Specific Contribution	\$6,842,277

**Present Value of 5-Year Joint RTU Fees:<sup>3</sup>**

1A BSS™ RTU Fees	\$2,644,616
5ESS® RTU Fees	\$3,777,787
DMS™ RTU Fees	\$194,155
Siemens RTU Fees	<u>\$61,800</u>
Total	<u>\$6,678,358</u>

Present Value of 5-Year Product-Family Contribution	\$163,919
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<sup>3</sup>Estimates based on deployment plan for first five years of service offering.