
Prices

Draft pricing principles for non-geographic number portability

On 2 September 2003 the ACCC issued its draft pricing principles for non-geographic number portability.

The issuing of the pricing principles coincides with the ACCC's recent decision to mandate premium rate number portability (PRNP). PRNP allows a service bureau or content provider (end-users) to change their carrier and/or service provider while retaining the same premium rate service number(s).

Ed Willett, ACCC commissioner said that the lack of premium rate number portability represents an impediment to competition by locking in end-users to particular service providers and making it difficult for new entrants to attract these end-users.

The draft guide entitled *Pricing principles for non-geographic number portability—a draft guide* sets out the principles the ACCC will apply if it is required to arbitrate a dispute over the terms and conditions of non-geographic number portability (NGNP) between the service deliverers and service providers (including carriers), such as premium rate (1900), freephone (13 and 1300) and local rate (1800) numbers.

The ACCC believes the draft pricing principles present service providers with the right incentives to provide NGNP in the most efficient and low-cost fashion.

This should be great news for content providers and service bureaus. While NGNP will allow end-users to move more freely between competing service providers, these principles should also ensure NGNP is provided in the most efficient way possible.

The ACCC expects this will lead to increased competition between service providers and therefore lower prices and a greater range of services to end-users.

The draft guide is available from all ACCC offices and will be on the ACCC's website under Telecommunications.