



NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

March 20, 2013

RE: Stakeholder Consultation: Amendment to Market Share Offer Control Process

The Market Surveillance Administrator (MSA) is seeking feedback on amending the Market Share Offer Control Process in order to utilize the offer control data collected by the ISO, and reduce the administrative burden for market participants.

Discussion of the changes, preliminary offer control numbers, and a Strawdog draft of the new process are available for consideration in the [Amendment to Market Share Offer Control Process report](#). Comments on the draft should be sent to stakeholderconsultation@albertamsa.ca, and are requested by **April 8, 2013**.

Section 5(2) requires that the MSA must calculate, at least annually, the percentage of offer control held by market participants. This requirement has been fulfilled through the [Market Share Offer Control Process](#) (“the Process”).

Section 4 of the Process states the MSA would conduct a review following the addition of systems capable of identifying and tracking a market participant’s offer control. Section 6(2) of the *Fair Efficient and Open Competition Regulation* (“Regulation”) required the ISO to implement these systems, which was completed in late 2012.

We have undertaken this review and are hopeful to use a new and more convenient process for the 2013 year.

Regards,

Matt Ayres
Chief Economist