



## NOTICE TO MARKET PARTICIPANTS AND STAKEHOLDERS

Date: April 23, 2013

Re: **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 web site at <http://www.energy.gov.ab.ca/Electricity/1570.asp>. The data is provided to the Department by the Load Settlement Agents and published in a monthly format. The Load Settlement Agents (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. There is an opportunity to consider what metrics regarding the retail data the MSA might publish on a regular or irregular basis and the transition from the current system of reporting to the new one. **To that end we will host a roundtable session at 2 pm on Wednesday May 29<sup>th</sup> in our Calgary offices.**

Readers may recall that in 2009 the MSA undertook a formal stakeholder consultation process on this topic - <http://albertamsa.ca/index.php?page=publication-of-retail-market-statistics>. The roundtable will be an opportunity to see if views have changed and to consider additional items not in that earlier consultation process.

Please respond to the undersigned by email at [mike.nozdryn-plotnicki@albertamsa.ca](mailto:mike.nozdryn-plotnicki@albertamsa.ca) if you wish to attend the session.

Yours truly,

*"Original Signed"*

Market Surveillance Administrator

Per: Mike Nozdryn-Plotnicki  
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