

Illinois Consolidated Telephone Company

Tariff FCC NO. 2

Streamlined Tariff Filing

Transmittal No. 119

Description and Justification

For ADSL Promotional Offering Filed July 17, 2003

To be effective August 1, 2003

## **Description and Justification**

### **Introduction**

Illinois Consolidated Telephone Company ("ICTC") submits herewith its Description and Justification ("D&J") in support of changes to its Tariff F.C.C. No. 2 filed under Transmittal No. 119. In this Transmittal, ICTC creates a limited time promotional offering of Asymmetrical Digital Subscriber Line (ADSL) service.

This tariff filing is made on a streamlined basis under Section 204(a)(3) of the Communications Act of 1934, as amended. This filing is being made on 15 days' notice.

### **ADSL Promotional Offerings**

In this filing, ICTC creates limited time promotional offerings of Asymmetrical Digital Subscriber Line (ADSL) service in ICTC Tariff F.C.C. No. 2. These promotional offerings are being established for the entire ICTC Study Area, for the ADSL Monthly Line Charge, Option 1. Specifically, ICTC is offering an 18-Month Term Discount Plan, that offers reduced monthly ADSL Line Charge Rates (and waived installation charges for new DSL customers).

### **Cost and Revenue Impacts**

The foregone revenue from reducing the monthly ADSL Line Charge will have a negligible effect on overall special access revenue. The increased demand due to stimulation as a result of the promotional will lower future DSL unit costs and improve overall network efficiency. Thus DSL access service revenues will still remain above estimated DSL unit costs over the limited promotional offering.