

# CONFIDENTIAL

**Docket Number:** TC15-069  
**Subject Matter:** First Data Request  
**Request to:** Qwest Corporation dba CenturyLink QC and Dex Media, Inc.  
**Request from:** South Dakota Public Utilities Commission Staff  
**Date of Request:** November 24, 2015  
**Responses Due:** December 11, 2015

1-6. Page 9 states that “before 2010 the request rates in new upon request markets was as high as five percent. But today the request rate is substantially less than one percent in nearly all of Dex Media’s markets and no more than two percent in any state.” Provide the sources of this information.

## REQUEST FOR CONFIDENTIAL HANDLING:

- (1) The second page of this document, a portion of the Dex Media response to Staff Data Request No. 1-6 in Docket 15-069, is Confidential. Pursuant to PUC Admin. Rule 20:10:01:41, Dex Media requests confidential treatment of the portions between the notations “[BEGIN CONFIDENTIAL]” and “[END CONFIDENTIAL]”, which are also highlighted in yellow.
- (2) Dex Media requests the information be handled as confidential indefinitely.
- (3) The contact person for this confidentiality request is:

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- (4) The information in this document for which confidential handling is requested is a trade secret or contains other confidential commercial information under SDCL 15-6-26(c)(7).
- (5) The information consists of request rates for printed residential white pages in numerous states served by Dex Media. The information is proprietary and is not made publicly available. If provided to competitors of Dex Media, it could unfairly prejudice and harm Dex Media in the directory markets.

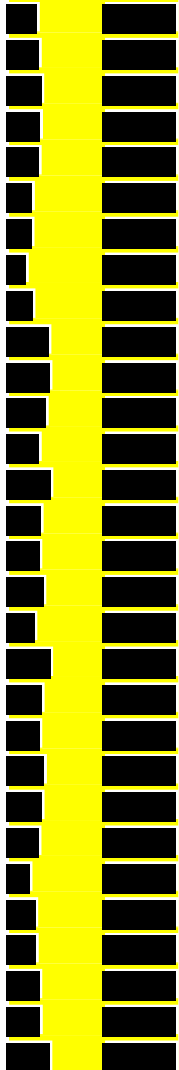
## RESPONSE:

Requests for directories are made directly to Dex Media, which enables it to keep a record of all requests in each of the markets in which it has switched to upon request distribution. The requests in a market are compared to the prior total quantity of initial distribution by Dex Media in the market, which has enabled Dex Media to calculate the percentages in each market, in each year. The request rates as of 2014 were:

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State RWP as % of 2014 Bound Copies

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