

# 04.

## **Communication Activities, Handling of Requests and Attendance**



## ■ External Communication

ICP-ANACOM announces its decisions and initiatives, as well as a wide range of information relevant to the market, through the compilation, analysis, processing and production of content, using the communication media available to it, such as its website, the monthly newsletter Spectru and various publications - Annual Report and Accounts, Regulation Report and the Communications Situation Report, as well as statistical reports and quality reports, among others.

This Authority pays particular attention to its relationship with the general public, particularly consumers and users of communications services, dealing with the various requests addressed to it and handled by its Public Attendance Service. ICP-ANACOM also has a Centre for Documentation and Information (CDI) which is available to the general public.

### Internet Presence

Present on the Internet since 1997, the website of ICP-ANACOM, available at [www.anacom.pt](http://www.anacom.pt), is a response not only to a statutory obligation, but also to the objective of keeping the different types of public informed with news on the communications sector.

The provision of information on the site involves the search, selection, examination, processing, validation and updating of content from various national and foreign sources. This activity covers not only the initiatives and activities of the regulator - in particular the publication of the determinations adopted by the Board of Directors of ICP-ANACOM with external impact, studies, consumption surveys and sector statistics - but also sector news at a European - in particular EU - and world level.

In 2007, three new thematic areas were created on the website:

- "Access to Conduits", which provides users with information on access to conduits and other infrastructure of the concessionaire of the public telecommunications service by companies that offer publically available electronic communications networks and services.
- "Portuguese Committee of URSI" which reports on the activity of this group of the International Union of Radio Science (URSI), where ICP-ANACOM takes on the organisation of the respective works, through the promotion and coordination, at a national level, of studies in the fields of radioelectric, telecommunication and electronic sciences; and
- "ANACOM Library", which sets out the services of the CDI of ICP-ANACOM, with the aim of promoting access to specialist information on electronic and postal communications.

Note should be made of the disclosure of key events organised by ICP-ANACOM in 2007, with all the relevant information (programme, location, registrations, presentations, conclusions, etc.):

- "Workshop on Mobile Television", held in cooperation with DigiTAG and taking place in the context of the Portuguese Presidency of the European Union.
- "ANACOM Conference", also included in the Portuguese Presidency of the European Union.

Also areas such as those associated with the "ANACOM Seminars" and "ANACOM Consultations" provide content highlighted throughout the year, in line with the activities undertaken by this Authority.

The total number of visits to the website of this Authority during 2007 exceeded 1.5 million (1,606,104). There were approximately nine and a half million page views (9,406,456), with an average number of daily visits to the order of 4400 and a daily average of 25,771 page views.

The website of ICP-ANACOM has, in technological terms, the capability to syndicate content and automatically update information and external content (XML, RSS, among others) and also to share resources from other websites of the Public Administration.

The website maintains a true commitment to accessibility, preserving a text version in accordance with international standards, especially those defined by Web Accessibility Initiative (WAI) of the W3C consortium (World Wide Web Consortium W3C). This alternative to the graphic version aims to make it easier for people with special needs to access the content of the site. Additionally, the text version allows access to information by less conventional platforms, including third generation mobile services. In this way and with respect to accessibility and mobility, the website is ready to run on any type of display, from the address <http://www.anacom.pt/txt/index.jsp>.

From the visitors to the website, note should be made of access to the Online Services, where a new form was made available for temporary radio licensing. Counting this interactive solution, at the end of 2007 the Online Service included 32 electronic services. In 2007, 1,763 requests were

handled, through the electronic services provided through the website and 82 responses were received to feedback questionnaires on the use of this area and the use of the vast range of transactional services available there. Users were unanimous in their responses as regards their satisfaction with the electronic services provided.

Note should also be made of the interest which the Tariff Monitor (Observatório de Tarifários) - which allows consumers to look up and compare current tariffs, at a national level, for voice calls, text messages and multimedia messages in a free and interactive way - continues to attract, with around 20.7 thousand accesses and over 21.7 thousand simulation operations performed over 2007, corresponding to an average of around 1,725 accesses and 1,808 simulations each month.

In 2007, cooperation was maintained with the Citizen's Portal and the Company Portal. There are 11 services on the Citizen's Portal provided by ICP-ANACOM with different levels of sophistication: 1 interactive service and 10 transaction-type service.

The Company Portal offered 34 services with different levels of sophistication associated with this Authority:

### Level of sophistication of services (Company Portal)

Table 12

Sophistication of service	Number	Description
Information service	6	Users can find information about the service, times and places
Interactive service	12	Users can download forms and/or submit requests online
Transactional Service	16	Users can complete the whole process online

Source: ICP-ANACOM.



## SPECTRU

In 2007, the newsletter Spectru - a priority instrument for ICP-ANACOM's institutional communication with the public - has maintained its structure, bringing together in major thematic sections - communications in Portugal, Europe and the world - information of internal origin on the national regulatory activity and the presence of ICP-ANACOM in international organisations, as well as content information obtained from various external sources.

Each quarter, Spectru includes a supplement containing statistics with respect to the telephone FTS, the mobile telephone service (MTS), the service of data transmission and Internet access, cable distribution networks, DTH and postal services operated in competition.

ICP-ANACOM also publishes supplements, on a non-regular basis, containing national or European legislative information and relevant documents. Such was the case of the supplement of notifications to the EC, which covers the implementation of the new regulatory framework for electronic communications in the Member States of the EU. There is also a leaflet produced each year, containing an index, organised by topic, of the news published over the previous year. In 2007 this index was issued in the April edition.

The Spectru newsletter, whose paper version (Portuguese version only) has a circulation of 500 copies, is sent to various entities, including ministries, consumer protection institutions, operators and providers of communications services, industry, ICP-ANACOM's national counterparts and counterparts in Portuguese speaking countries. The English version, produced only exclusively (PDF format), is essentially sent to heads of foreign national regulatory authorities, especially in the EU, as well as sectoral representatives of the EC and different international bodies.

As in previous years, in 2007 both electronic versions of Spectru were released on the website of ICP-ANACOM, one in Portuguese and the other in English.

With free subscription available online since 2003, the electronic form of the Spectru newsletter had 2,320 subscribers as of December 2007.

## New subscribers to Spectru

Table 13

	2003	2004	2005	2006	2007	Total
New subscribers	481	669	491	291	388	2320
Portuguese version	408	575	418	241	325	1967
English version	46	58	39	32	33	208
Both versions	27	36	34	18	30	145

Source: ICP-ANACOM.

## ■ Image and Institutional Relationship

The corporate image chosen for 2007 is reflected in an identifying graphic image common to all publications and media, which will remain in place until 2009. Key elements of the corporate image include ICP-ANACOM's logo and the tagline "Free Flowing Communication", affirming the role of the institution as a guarantor and promoter of transparent and effective communication.

In 2007 ICP-ANACOM released several publications, including information and promotional publications, particularly in relation to events with sectoral relevance or the granting of sponsorship and other support, including advertising.

Continuous priority is given to the relationship with national authorities of sectoral relevance through the establishment of partnerships, and, secondly, the organisation of working group meetings of international organisations in which ICP-ANACOM participates.

### Publications

The following were published in 2007: the Annual Report and Accounts, Regulation Report and the Communications Situation Report, all with respect to 2006. While the first was published, as usual, in both English and Portuguese, the other two reports were published, in their paper version, in Portuguese only, but provided in both Portuguese and English in the electronic version available on the website of this Authority.

2007 also saw the launch of the first edition of the Communications Sector in Portugal Yearbook (bilingual version - Portuguese and English) and the public release in electronic format only, of the 2006 Activities Report and the 2008-2010 Activities Plan.

In the context of technical publications, note should be made of the provision, while only in electronic form, of the QNAF 2007 (National Frequency Allocation Plan) and the following reports: GSM/UMTS Networks and Services - Survey on the QoS of Voice, Video-telephony and Network Coverage Services - Mainland Portugal and International Comparison of Broadband Prices; and Network of Postal Establishments CTT - 1st Half of 2007.

ICP-ANACOM also published a compilation of basic instruments in the context of electronic communications, entitled "Electronic Communications: Instruments of reference", which includes legislation, regulations and determinations of ICP-ANACOM, as well as an index of the most important measures adopted at EU level. This publication was distributed at the ANACOM Conference on "Regulating Convergence - Converging Regulation" and is accessible on the website of ICP-ANACOM in Portuguese and English and is updated as necessary.

This was also a re-release in paper and in electronic format, of the leaflet "Information and Documentation Centre (CDI)" and "What you need to know about the antennas of mobile telephone ground stations", the latter for distribution to participants at the 1st Seminar of Portuguese Committee of URSI, on the subject of "Radiocommunications - New paradigms and health impact".

### Events and Meetings

In the context of the Portuguese Presidency of the EU, ICP-ANACOM hosted two high impact events - a workshop and a conference.

In collaboration with DigiTAG, ICP-ANACOM organised a Workshop with the subject "Mobile Television: Technology and Information of the Future", which took place on 9 July 2007, in Aveiro's Cultural and Congress Centre. The objective of this initiative, which brought together about 300 participants, was to promote analysis and debate on the latest developments in this area, with the participation of distinguished national and international experts in this field.



On 28 September 2007, ICP-ANACOM held its first Conference in Lisbon on the subject "Regulating Convergence - Converging Regulation". This Conference, which had about 350 participants, constituted an opportunity to promote wide-ranging debate on the challenges that are faced by regulation, with respect to the various issues of the day, such as the implementation of and access to new generation networks, competition in emerging markets, the development of new business models, the application of new institutional regulation models, as well as spectrum policies, not forgetting the implications of the new realities for citizens in general. The conference was attended by a prestigious group of national and international sector figures, such as representatives of sectoral NRA from different countries, corporate leaders and academics, as well as members of international organisations.

ICP-ANACOM also organised the 1st seminar of Portuguese Committee of URSL, being responsible for its works. The seminar addressed the subject "Radio: New paradigms and health impact", and was preceded by an invitation to present proposals in areas related to the respective theme (call for papers).

The "ANACOM Seminars" initiative, the objective of which is to promote knowledge, discussion and debate around several themes of importance to the sector, took off over the course of 2007. 8 seminars were organised, notably the following: price regulation, access to the Internet and broadband in Portugal; functional separation (English model); next generation networks in Germany and development of competition and effects of liberalisation in the postal market.

During these seminars, there was a presentation of the "Study on the development of competition in the Portuguese postal market", carried out by Accenture for this Authority, in order to describe the current situation of the postal market in Portugal and characterise the factors that influence its development.

A further 2 seminars were organised in December 2007 on issues related to the ITED scheme, with respect to its train-

ing and certification component, with the aim of encouraging debate with sector professionals, obtaining detailed knowledge of the difficulties faced by entities involved in the ITED scheme and promoting the clarification of doubts arising from the implementation of this technical standard.

ICP-ANACOM also participated in "POR TI 2007", an exhibition of information technologies and electronics, which was organised by the Ministry of Economy and Innovation (MEI) and brought together national companies in this area, university research and development centres, technology centres and official representation, such as from the Ministry of Justice (MJ) and the Ministry for Internal Administration (MAI), with the aim of showing visitors the best on offer nationally in terms of information, communication and electronic technologies. ICP-ANACOM'S stand was dedicated to the presentation of the Authority and the Tariff Monitor.

In 2007, 11 meetings were organised in Portugal of technical groups of international organisations in which ICP-ANACOM participates: IRG, CEPT and ENISA, among others.

### **Sponsorship And Publicity**

ICP-ANACOM sponsors various initiatives with relevance to the objectives of its regulatory activity and to the communication sector, promoting their development, the disclosure of information and debate of key issues, as well as scientific research and training.

Over the course of 2007, 29 sponsorships were granted, the majority corresponding to events, with a smaller number granted with respect to other types of actions such as courses and competitions.

Partnerships were maintained, through sponsorship and co-operation protocols, with bodies contributing to the research and production of studies on the sector, such as Instituto Jurídico da Comunicação (IJC), Centro de Estudos de Direito Público e Regulação (CEDIPRE) and Instituto Português da Qualidade (IPQ), which, in partnership with Associação Portuguesa da Qualidade (APQ - Portuguese Quality Association) and Instituto Superior de Estatística e Gestão de Informação (ISEGI) is responsible for the work of ECSI - Customer Satisfaction Index.

The project “TIC Pediátrica” (Pediatric ICT) of FDTI - Fundação para a Divulgação das Tecnologias de Informação (1st and 2nd phase), supported by ICP-ANACOM since its inception, was also followed throughout 2007. The objective of this project is to provide the paediatric units of public hospitals with technological equipment that will provide their younger patients with the opportunity to engage in leisure activities and to keep in contact with their schools.

The partnership was also maintained between ICP-ANACOM and APDC - Associação Portuguesa para o Desenvolvimento das Comunicações (Portuguese Communications Development Association), which is already several years old.

In the context of participation in the Agência Municipal de Energia e Ambiente Lisboa E-Nova (Municipal Agency of Energy and Environment Lisboa E-Nova), in July 2007 ICP-ANACOM sponsored the “Reabilitação Sustentável para Lisboa” (Sustainable Rehabilitation for Lisbon) project promoted by Lisboa E-Nova in partnership with Lisbon Municipal Council, aiming at the promotion and implementation of actions that could improve the energy-environmental performance in buildings to be renovated by Lisbon Municipal Council.

The project was begun in July 2007, extending for 12 months (renewable). ICP-ANACOM participates in this project with the aim of including sectoral aspects in the project, specifically including standards related to ITED.

In terms of publicity during 2007, around 70 proposals were assessed, with ICP-ANACOM taking an advertising presence in a number of newspapers, directories and magazines.

### **Institutional Partnerships**

As in previous years, ICP-ANACOM continued its institutional partnerships with national authorities with relevant sectors.

In this context, note should be made of this Authority’s activity with respect to Fundação Portuguesa das Comunicações (Portuguese Communications Foundation), which involves the direct accompaniment of the activity of the bodies in which it is represented, in addition to its presence in the permanent exhibition of the Museum of Communications, specifically through the maintenance the “Espaço ANACOM” (ANACOM Space). ICP-ANACOM also sits on the jury of the “Prémio FPC” competition.

In partnership with CTT - Correios de Portugal, ICP-ANACOM organised the 2007 edition of the letter writing competition, aimed at young people residing in Portugal, between the ages of 9 and 15, and on the theme “Imagine you are a wild animal whose habitat is threatened by environmental or climate change. Write a letter to the people of the world, explaining to them what they can do to help you survive.” The winning letter was translated and sent to the UPU, to represent Portugal in the international letter competition promoted by this organisation. The prizes were awarded as part of the celebrations of World Post Day, on 9th October. Meanwhile, the 2008 edition of the letter competition was launched under the theme “Write a letter to someone to tell them why the world needs tolerance”.

ICP-ANACOM also participated, in the context of the coordination provided by MOPTC, in the initiative Estratégia Nacional para a Infância e Adolescência (ENIA - National Strategy for Infancy and Adolescence), aimed at the promotion of the rights and welfare of children and adolescents, from 0 to 18 years.

The institutional relationship with Associação de Promoção do Multimédia em Portugal (APMP - Association for Promotion of Multimedia in Portugal) was maintained.

As part of the partnership with the Observatório da Comunicação (Obercom - Observatory for the Media) contacts were maintained with the aim of taking stock and considering future opportunities of mutual interest.



## ■ Relationship with the Public

### Handling Requests with Respect to the Market

Within the scope of the Image and Communication Directorate, in 2007 the Divisão de Apoio aos Utilizadores (Division for end-users support) was set up. The mission of this unit is to provide support to users of communications and information society services as well as to the general public. A core part of its activity is to deal with complaints and requests for information received by ICP-ANACOM on the market, providing information and providing clarification to stakeholders. In terms of the workload involved, the entry into force of the complaint book system, established by Decree no. 156/2005 of 15 September, as amended by Decree-Law no. 371/2007 of 6 November, continues to have a strong impact.

As far as the processing of complaints is concerned, Direção-Geral do Consumidor (Directorate-General for Consumer) was contacted on a regular and informal basis, in order to articulate and maximise the work undertaken by each entity in terms of their respective areas of sectoral competence.

During the year 2007, a new application solution for managing requests came into operation. This solution automates the process, and after a year of use, a sharp increase in productivity indices has been noted, with gains of around 70% accomplished in some areas.

In 2007, ICP-ANACOM received 24,745 complaints, 575 requests for information, 79 petitions, 16 suggestions and 95 other types of communications.

The overall volume of complaints saw an increase of around 43% compared to 2006. This trend can be explained, in the first place, by the increase in the volume of complaints entered in complaint books and the extraordinary increase in complaints related to the pre-selection, following the persistent delay in the deactivation of this feature with respect to certain service providers.

74% of complaints referred to the electronic communications sector and 24% to the postal sector, whereas 97% of the latter had been entered in complaint books.

As in recent years, the most common reasons for complaints were those related to equipment, customer service/assistance and billing.

### Public Attendance Service

The direct relationship with the public-consumer continued to be handled in the most part by the Public Attendance Service, located in ICP-ANACOM's headquarters, in Lisbon, and in its regional offices (Porto, Azores and Madeira).

In 2007, the service received around 47,314 requests of which 39,735 were handled directly by the service<sup>13</sup> which provides an important set of services: registration of ITED installers and project managers, including all related amendments, the reception, processing and preparation of lists and filing of the ITED terms of responsibility and certificates of conformity; registration, and all subsequent changes with respect to CB customers; execution of amateur tests and issuance of the respective certificates and registration of intermediary providers of network services.

<sup>13</sup> There were 7,579 requests which, while received by the Public Attendance Service, were handled by departments of ICP-ANACOM due to the subject. Such is the case of licensing of radio service networks and stations (land mobile service, maritime mobile service, aeronautical mobile service, radiodetermination, radiolocation, radiolocalisation, radionavigation and fixed and satellite radio service).



In Table 14 a breakdown by service is given of requests handled by the Public Attendance Service:

### Distribution of the number of requests by type of service

Table 14

Requests segmented by ICP-ANACOM services	Number	% (of total)
ITED	19.317	48,6
Personal radio/citizen's band - CB	8.426	21,1
Amateur Radio	4.253	10,7
Private Networks	2.020	5,1
Electronic communications services	1.892	4,8
Not identified	981	2,5
Television broadcasting	851	2,1
Non sectoral	835	2,1
Other radio services (WLAN, wireless microphones, SRD, R&TTE, among others)	462	1,1
Radio broadcasting	285	0,7
Audiotext	181	0,5
Postal Services	164	0,4
Satellite Services	54	0,1
Intermediary network service providers	14	0,0
<b>TOTAL</b>	<b>39.735</b>	<b>100</b>

Source: ICP-ANACOM.

In 2007, the preferred means of communication when contacting this Authority, through the Public Attendance Service, was the telephone (47%) followed by post and fax (37%), personal visit (9%) and electronic (7%).

Requests received by mail and by phone or person, were handled with an average delay of 8 minutes, while 25% of requests were answered in less than 3 minutes and just 25% of requests were answered following a delay of over 11 minutes.

With respect to requests received electronically, average response time was 85 hours<sup>14</sup>, with 25% answered in less than 6 hours and 50% in less than 22 hours whereas only one quarter of the calls had a response delay of more than 91 hours<sup>15</sup>.

<sup>14</sup> It should be noted that this indicator takes account of all the hours (night, Saturdays, Sundays and holidays) given that it refers to a channel that is open 24 hours a day.

<sup>15</sup> These involve requests for technical opinions made to the competent Directorates.



### **Information and Documentation Centre (CDI)**

The CDI is open to the general public, between 9am and 5pm, Monday to Friday. Visitors can consult documentation and access the bibliographic catalogue, as well as other databases and online services.

In 2007, in terms of external users, the CDI received 73 telephone requests, 59 requests in person, 3 written requests and 4 requests by email, making a total of 139 requests.

Meanwhile, the CDI promoted the services which it provides to the various segments of the public to which it is aimed, culminating in the release of the ANACOM Library information area in 2007 on the website of ICP-ANACOM.