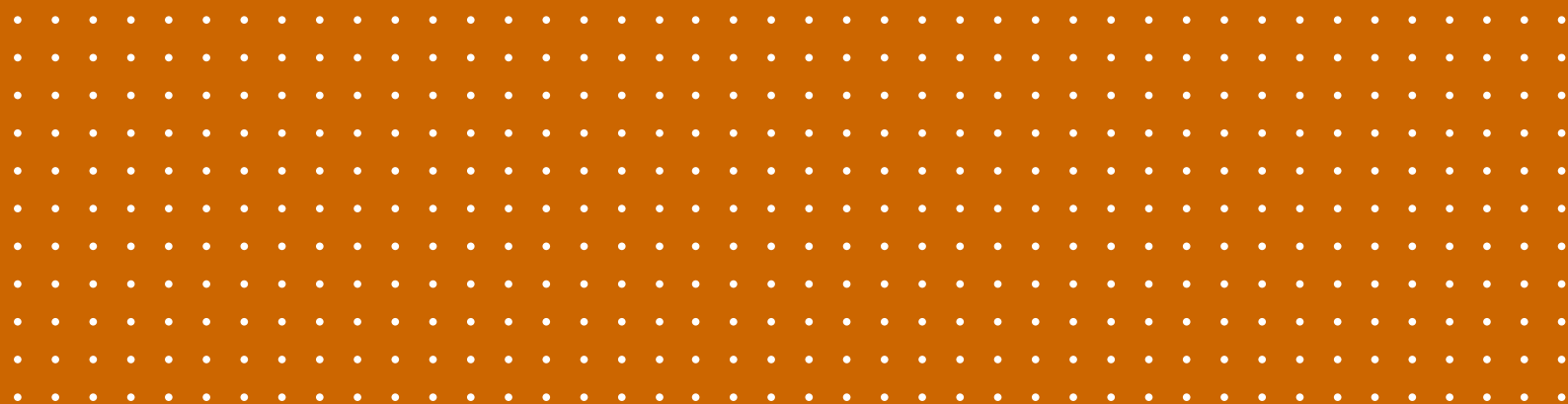


04.

Communication Activities,
Handling of Requests and Attendance



● External Communication

ICP-ANACOM has adopted a position of openness, striving for the widespread dissemination of information on the communications sector and its regulatory activities, with the aim of better informing the general public and contributing to the development of the sector. The disclosure of information and promotion of transparency are, in fact, part of ICP-ANACOM's statutory and legally established remit.

Accordingly, it announces its decisions and initiatives, as well as a variety of market relevant information, through the gathering, processing and production of content, using the means of communication available to it, including its website and the monthly newsletter *Spectru* and various publications.

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, a task handled by its Public Attendance Service (PAS). The Centre for Documentation and Information (CDI) constitutes another connection with the general public.

Internet Presence

Present on the Internet since 1997, the website of ICP-ANACOM, available at 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.

2008 marks a milestone in the life of the ANACOM domain. On 1 July a new website with a revamped image was launched. The new website is totally user-focused and designed to meet the challenges and best practices with respect to issues such as accessibility and usability. This website is especially innovative through its use of semantic classification of available content and the presentation of its own taxonomic structure, although sharable with interested institutions. A host of new features have been incorporated into the site which ranks it among the foremost of its peers.

A number of structural changes were introduced in terms of graphic development, usability, accessibility, semantic classification, mobile web and technological development.

The new web site also incorporates the following features: Robobralle, Subscription, 'Quoting functions', 'Enlarge' and 'Shrink text', Google Maps, 'Add to Calendar' function, high contrast version, introduction of new ITED search services, Google Search Appliance, a dynamic Glossary, print-friendly versions for content, "PDF on demand", "Heading" of PDFs and statistical monitoring.

Improvements were also made to some best practices which were already being developed, such as the provision of an english version which is almost equivalent to the portuguese version and a text version (in Portuguese and English) to make access to the website's contents easier for people with special needs. Additionally, the text version provides access to information from less conventional technology platforms such as television and game consoles, among other third generation equipment or less conventional equipment.

ICP-ANACOM also focuses on the appeal of the contents, and as a result of these efforts, the number of visitors to this Authority's website totalled 2.1 million in 2008. There were approximately 44 million page views, with an average number of daily visits to the order of 6,000.

Image and Contents

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, surveys and consumption surveys and sector statistics - but also sector news at a European, in particular European Union, and world level.

Meanwhile, new thematic areas were created including:

- "Public Procurement", which includes all relevant information in terms of procurement, including tender schedules and specifications, as well as the listing of tenders launched by ICP-ANACOM, the progress of which can be followed until their conclusion;
- "Emergency Communications", which contains information on various emergency communications, including details on the powers of ICP-ANACOM, applicable national and community legislation, studies and reports and links of interest.

In addition, a review was made of the thematic areas on "Digital Television", "International Roaming" and "Spectrum Management" and two subsections created to give details of events promoted by ICP-ANACOM in 2008: one on the "ANACOM Conference", held on the "Universal Service" and another entitled "Workshop Standardisation - Development of Cable Infrastructure in Buildings" including all relevant information on these events (programme, venue, registration, presentations, conclusions, etc.).

With respect to "International Presence", a page was created for the promotion of the national candidature to the post of Director General of the International Telecommunications Satellite Organization (ITSO), which was successful, with the elections held in the Assembly of Parties which took place in Estoril, in October 2008.

Further areas such as those on the "ANACOM Seminars" and "ANACOM Consultations" included featured content throughout the year, following the activities undertaken by the Authority.

In turn, the "Tariff Monitor" of the mobile telephone service - a simulator designed and developed by ICP-ANACOM in 2005, in partnership with the three operators of mobile telephone service (TMN, Vodafone and Optimus), which allows consumers to perform free and interactive consultations and comparisons of the fees that are in place at national level for voice calls, text messages (SMS) and multimedia messaging (MMS) - received considerable use in 2008: about 16.9 thousand hits and more than 15.3 thousand simulation operations performed, corresponding to an average of about 1,408 hits and 1,275 simulations every month.

Cooperation was continued with the Citizen's Portal (Portal do Cidadão) and the Company Portal (Portal da Empresa).

At the end of 2008, 14 of the services provided by ICP-ANACOM were available on the Citizen Portal with different levels of sophistication: 1 interactive service, 2 information services and 11 transaction-type services.

Meanwhile, the Company Portal offered 37 services associated with this Authority with different levels of sophistication:

Table 11 - Level of sophistication of services (Company Portal)

Sophistication of service	Nº of Services	Description
Information service	8	Users can find information about the service, times and places
Interactive service	12	Users can download forms and/or submit requests online
Transactional Service	17	Users can complete the whole process online

Spectru

The regular publication SPECTRU is one of the main ways that ICP-ANACOM conducts institutional communication with the public, since this official information newsletter of the regulator makes a decisive contribution to spreading knowledge about the electronic communications and postal sector.

In 2008, the Spectru newsletter maintained its structure, comprising three major areas - communications in Portugal, in Europe and Worldwide, news from internal sources on the regulatory activity and the presence of ICP-ANACOM in international organizations, as well as informative content of external origin, particularly from counterpart bodies and other international reference institutions.

Meanwhile, on a non-regular basis, supplements were published, containing legislative information and relevant documents, at a national or european level.

Produced on paper only in Portuguese, the Spectru newsletter has a circulation of 500 copies, and 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 electronically (PDF format), is essentially sent to heads of foreign national regulatory authorities, as well as sectoral representatives of the European Commission and different relevant international bodies.

The two electronic versions of Spectru, one in Portuguese and the other in English, are available on ICP-ANACOM's website with monthly subscribers receiving an alert whenever a new edition is published. This option to subscribe online, for free, has been available since 2003.

The newsletter Spectru's electronic version had 2,600 subscribers in December 2008.

Table 12 - Evolution of new subscribers to Spectru

	2003	2004	2005	2006	2007	2008	TOTAL
New subscribers	481	669	491	291	388	280	2,600
Portuguese version	408	575	418	241	325	231	2,198
English version	46	58	39	32	33	31	239
Both versions	27	36	34	18	30	18	163

● Image and institutional relationship

ICP-ANACOM has sought to maintain and consolidate a corporate image that conveys credibility and seriousness, but which is also dynamic and current, highlighting the interventionist nature of its activity and concern for consumer interests.

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 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.

ICP-ANACOM released several publications in 2008, some of which were statutorily required, as well as information pieces and institutional promotions, mainly connected to events of sectoral relevance or the allocation of sponsorship and other support, including advertising inserts.

Continuous priority is given to the relationship with national authorities with sectoral relevance through the establishment of partnerships. Internationally, this relationship is reflected, in particular, in the organization of meetings of working groups of organizations in which ICP-ANACOM participates.

Publications

2008 saw the publication of the Annual Report and Accounts, Regulation Report and the Communications Situation Report, all with respect to 2007. 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 versions available on the website of this Authority. 2008 also saw the launch of the 2nd edition of the Communications Sector in Portugal Yearbook (bilingual version - Portuguese and English).

Meanwhile, this Authority published, in electronic format only, the 2007 Activities Report and the Strategic Plan 2009-2011, both in Portuguese and English.

In the context of technical publications, note should be made of the release, in electronic format only, of the following titles:

- National Frequency Allocation Plan 2008 (QNAF 2008);
- The study 'Comparisons of prices of providers of the universal postal service in the European Union;
- GSM/UMTS Mobile Communications Systems - Evaluation of QoS of SMS and MMS;
- GSM/UMTS Mobile Communications Systems - Evaluation of the QoS of the voice service, supported through GSM technology vs. GSM/UMTS Automatic Selection, in Greater Lisbon, Greater Porto and the main Lisbon-Porto road;
- Assessment of Quality GSM/UMTS Mobile Networks and Services in major urban areas and along the main roads of Mainland Portugal;
- Assessment of Quality of GSM/UMTS Mobile Networks and Services on the *Alfa Pendular* Service of CP (Portuguese Railways);
- Evaluation of the Internet Access Service;
- GSM / UMTS Mobile Networks and Services - Evaluation of the QoS of the Voice Service, Video telephony and network coverage - Azores and Madeira;
- Implementation of the Regulation on international roaming - Results of Portugal versus the overall results of the European Union - April 2007 / March 2008;
- Network of Postal Establishments of CTT - first half of 2008.

Events and Meetings

ICP-ANACOM held, on 18 September 2008, in Lisbon, the second international conference with the theme "Universal Service", which brought together 271 participants, including policy makers, academics, representatives of operators and sector bodies, members of international organizations and other regulatory authorities.

The purpose of this conference was to promote constructive debate on the major issues raised by the universal service in the communications sector, in view of the current challenges of a dynamic society marked by the rhythm of technological evolution and of the markets and of the changing need and guarantees of users of communication services. Proceedings focused on the dual reality of the communications sector, covering the debate underway in the context of the reform of the regulatory framework for electronic communications, launched in November 2007, as well as the liberalization of the postal market, due in 2011. Therefore, attention was given to the scope, quality, price, form of provision and financing of the US, as well as its relationship with competition in the communication markets and user protection.

ICP-ANACOM also organized the 2nd Congress of the Portuguese Committee of URSI, on "Electromagnetic Compatibility and New Radiocommunications Services." This Congress, held on 20 and 21 November 2008, was preceded by an invitation to academia to present proposals for works in areas related to the respective theme (call for papers). In parallel, a technical display was put on with the participation of nine exhibitors.

In October 2008, the workshop "Standardization - Development of Cable Infrastructure in Buildings", an event that aimed not only to fulfil a statutory objective of this authority - the promotion of technical standardization in the communications sector and related fields -, but also at the promotion of debate on the activity of standardization, in addition to encouraging the adoption of European and international standards.

The "ANACOM Seminars" initiative continued through 2008, with the objective of promoting knowledge, discussion and debate around several themes of importance to the sector, with the presentation and discussion of works or academic projects by national and foreign authors. Seven seminars were organized around the following themes:

- Study on the identification and characterization of radio frequency digital signals;

- The broadband efficiency index: what really drives broadband adoption across the OECD?;
- Study on the corporate consumption of postal services;
- An empirical analysis of fixed and mobile broadband diffusion;
- Study of the impact of non-linear distortion on the management of the radio spectrum;
- Bandwidth driven growth: policy essentials for next generation development;
- Crowding out or complementarity in the telecommunications market.

At the seminar held in July, a presentation was made of the "Study on the Corporate Consumption of Postal Services", conducted by KPMG Advisory for this Authority. The main objectives of this study were: to characterize the corporate consumers in terms of demand for postal services and to characterize the B2B and B2C corporate postal markets, assess perceived quality and levels of satisfaction of business consumers and assess the behaviour of senders in the light of the development/implementation of the liberalization process.

In addition, five seminars were organized, covering the national territory, on issues related to the regime of telecommunications infrastructures in buildings (ITED), in terms of training and best practices, with a view to promoting best practice in the application of this technical standard.

In 2008, 28 meetings of technical groups of international organizations were held in Portugal, as part of ICP-ANACOM's remit to provide representation of the communications sector, as in the case of the Independent Regulators Group (IRG), the European Conference of Postal and Telecommunications Administrations (CEPT) and the European Network and Information Security Agency (ENISA).

Preparations were also begun for the organization of the 4th World Telecommunication Policy Forum (WTPF-09) of the International Telecommunication Union (ITU), which will be held in Portugal, in the Lisbon Congress Centre, from 22 to 24 April 2009.

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 the debate on key issues, as well as scientific research and training.

Over the course of 2008, 33 sponsorships were granted, the majority corresponding to events, with a smaller number granted with respect to other types of actions such as competitions, courses and publications. Particular note should be made of projects promoted by educational institutions and entities representing the sector, as well as of other bodies with relevant activities within the communications sector. With respect to the themes covered through the sponsored initiatives, most related to electronic communications and the information society.

In this context, partnerships were maintained through sponsorship and cooperation protocols, with bodies contributing to the research and production of studies on the sector, such as *Instituto Jurídico da Comunicação* (IJC) and *Centro de Estudos de Direito Público e Regulação* (CEDIPRE).

The project "*TIC Pediátrica*" (Paediatric ICT) of FDTI - *Fundação para a Divulgação das Tecnologias de Informação*, supported by ICP-ANACOM since its inception, was also followed throughout 2008, particularly with regard to the implementation of the 3rd phase of the project, launched on 24 October 2008, in connection with the following paediatric hospitals: Hospital de Bragança, Hospital Amato Lusitano, in Castelo Branco, and Centro Hospitalar Cova da Beira, in Covilhã.

This project aims to equip the units of paediatric hospitals with the technological infrastructure which enable hospitalized children to enjoy moments of leisure, to keep up with family and friends and stay in contact with school. Accordingly, it is directed not only at hospitalized children and hospital technicians and volunteers, but also at the families of these children, assuming also an educational component.

The partnership continued between ICP-ANACOM and APDC - *Associação Portuguesa para o Desenvolvimento das Comunicações* (Portuguese Communications Development Association), which has existed since 2003.

In the context of participation in *Agência Municipal de Energia and Ambiente Lisboa E-Nova*, ICP-ANACOM followed up on the sponsorship granted in July 2007 to the project "*Reabilitação Sustentável para Lisboa*" (Sustainable Rehabilitation for Lisbon) promoted by the *Lisboa E-Nova* in partnership with Lisbon Municipal Council, aiming at the promotion and implementation of actions that could improve energy-environmental performance in buildings to be renovated by the Council. The participation of ICP-ANACOM has the aim of including sectoral aspects of the project, ensuring that the rules related to ITED (Telecommunications Infrastructure in Buildings) are included.

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

Institutional Partnerships

ICP-ANACOM maintained institutional partnerships with national authorities with sector relevance, promoting the communications sector.

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 2008 edition of the letter writing competition, aimed at young people residing in Portugal, between the ages of 9 and 15, and on the theme of "Explain why the world needs tolerance". The winning letter, written by Mónica Albino, from Funchal, Madeira, was translated and forwarded to the Universal Postal Union (UPU) to represent Portugal in the international letter writing competition promoted by this organization and was awarded a bronze medal for coming in third place. The prizes were awarded as part of the celebrations of World Post Day, on 9th October, at the FPC. Meanwhile, the 2009 edition of the letter competition was launched under the theme "Explain how decent working conditions can lead to a better life".

The institutional relationship with *Associação de Promoção do Multimédia em Portugal* (APMP - Association for Promotion of Multimedia in Portugal) was maintained, leading to the release of a newsletter of relevant information on the activities of ICP-ANACOM. As part of the partnership with Obercom - *Observatório da Comunicação* (Observatory for the Media) - contacts were maintained with the aim of taking future opportunities of mutual interest.

Mention should also be made of the award, in November 2008, of sponsorship to ACIST - Business Association of Telecommunications for the XII National Meeting of Small and Medium-sized Companies of the Communications Sector.

● Direct relationship with the public

Processing of 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. This division is responsible for dealing with complaints and requests for information 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-Law no. 156/2005 of 15 September, as amended by Decree-Law no. 371/2007 of 6 November, continues to have a strong impact.

In the handling of complaints, regular and informal contacts were maintained with the Directorate General for the Consumer in order to coordinate and maximize the work undertaken by each entity in terms of the respective areas of sectoral competence.

Contacts were also initiated with the Bar Association and *Universidade Nova de Lisboa* with a view to signing memoranda of cooperation in this area.

In particular with regard to complaints entered in complaint books, the Directorate General for the Consumer, in partnership with the National Mint, is developing a tool, called SER - *Sistema Estatístico de Reclamações* (Statistical System of Complaints), to allow the management and processing of complaints and facilitate the communication of resulting statistical data. In this context, all entities with responsibility for implementing the law were contacted, with a view to promoting the formalization of a cooperation protocol.

In 2008, ICP-ANACOM received 33,814 complaints of which 75 per cent were entered in complaint books (pursuant to Decree-Law no. 156/2005 of 15 September, as amended by Decree-Law no. 371/2007 of 6 November), 18 per cent were received in electronic format (Online Services or email) and the remaining 7 per cent by letter or fax.

This number was in addition to 421 requests for information, 123 petitions, 34 suggestions and 287 communications of other types.

Compared with 2007, the overall volume of complaints received in 2008, grew by around 36 per cent. The main reason for this trend is the growth in the volume of complaints entered into complaint books, received under the cited Decree-Law no. 156/2005 of 15 September.

Also of note is the growing use of electronic means for addressing complaints to ICP-ANACOM, particularly through the Online Services available on this Authority's website, whose rate of use increased by approximately 99 per cent (from 1,870 complaints registered in 2007 to 3,715 complaints registered in 2008).

In terms of the areas giving rise to most complaints, 74 per cent of complaints related to the electronic communications sector and 20 per cent to the postal sector, whereas, in the postal sector, almost all of the complaints (97 per cent) were entered in complaint books.

In the electronic communications sector, the Internet access service was behind the largest number of complaints, followed closely by the telephone service at a fixed location and the cable television service.

Regarding the issues underlying the complaints, in line with recent years, most complaints relate to issues of technical assistance/equipment, customer service and billing.

Under ICP-ANACOM's powers regarding the protection of consumer interests, and in compliance with the Strategic Plan for 2008-2010, a study was conducted evaluating extrajudicial means of dispute resolution and possible extension of such means to the electronic communications sector, whereby, based on a national and international benchmarking effort, it was concluded that there were serious deficiencies in access to these mechanisms by end-users of electronic communications services. Based on the results of this study and under national and EU law in this area, approval was given in June to the launch of a project to create a national arbitration centre specialized in the electronic communications sector. Subsequently the process was begun of evaluating the feasibility of this project, with completion due in 2009.

In November 2008, with a view to strengthening the protection of consumer interests, a study was begun to assess the possible revision of the conditions currently imposed on providers of electronic communications in the processing of complaints. This study is due to be concluded in the first quarter of 2009.

Public attendance service

ICP-ANACOM's direct relationship with the public-consumer, in line with previous years, was handled in the most part by the Public Attendance Service, located in the Authority's headquarters, in Lisbon, and regional offices (Porto, Azores and Madeira).

In 2008, the preferred means of communication for contacting this Authority, through the Public Attendance Service, was the telephone (21,158 contacts) followed by post and fax (15,783 contacts), electronic (4,313 contacts) and personal visit (4,224 visits). In total, the PAS received a total of 45,478 requests.

Directly through the PAS, ICP-ANACOM provides a range of services, including: (i) registration of ITED installers and project managers, including all related amendments, the reception, processing and preparation of lists and filing of ITED terms of responsibility and certificates of conformity; (ii) registration, and all subsequent changes with respect to CB (citizen's band) customers; (iii) the scheduling and conduct of amateur exams and issue of the respective certificates; (iv) registration of intermediary providers of network services.

In Table 13 the distribution by service is detailed in respect of requests received by the PAS during 2008:

Table 13 - Distribution of the number of requests by type of service

Requests segmented by ICP-ANACOM services	Number	% (of total)
ITED	18,219	47,6
CB - Personal Radio Service	7,341	19,2
Amateur Service	4,300	11,2
LMS - Private Networks	2,010	5,2
Non-discriminated Services	1,471	3,8
Non sectoral	867	2,3
Television Broadcasting Service	755	2,0
Electronic Communications Networks and Services	677	1,8
Mobile telephone service	522	1,4
Telephone Service at a fixed location	418	1,1
Radio Broadcasting Service	416	1,1
Other Radio Services	392	1,0
Internet Access Service	223	0,6
Postal Services	190	0,5
Audiotext services	126	0,3
Digital Television DVB-T Service	96	0,3
VoIP	89	0,2
Cable Television Distribution Service	64	0,2
Satellite Services	50	0,1
Virtual Phone Cards Services	39	0,1
Public payphone service	33	0,1
Intermediary network service providers	11	0,0
Total	38,309	100,0

Requests received by mail and by phone or person, with respect to "ANACOM services" saw an average answer time of 8 minutes, while 25 per cent of requests were answered in under 3 minutes, 50 per cent in less than 5 minutes and just 25 per cent of requests were answered following a delay of over 11 minutes.

For requests received by electronic means, also with respect to "ANACOM services", the average response time was 109 hours, with 25 per cent answered in less than 9 hours, 50 per cent in less than 33 hours and only a quarter of the requests had a response delay of more than 106 hours. The latter, involved requests for technical advice to the competent area depending on the issue. It should be noted that, as channel that is open 24 hours a day, response times are calculated including nights, weekends and holidays.

Centre for Documentation and Information (CDI)

Although its primary objective is to support ICP-ANACOM, concentrating all types of publications which are essential to its staff in a single location, 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 2008, in terms of external users, the CDI received 144 telephone requests, 41 requests in person, 1 written request and 47 requests by email, making a total of 233 requests.

Meanwhile, the CDI has promoted the services which it provides to the various segments of the public at which it is aimed, culminating in the release of the ANACOM Library, launched in 2008 on the website of ICP-ANACOM.