REBUTTAL TESTIMONY

OF

MICHAEL J. DOANE

Prepared on Behalf of Verizon New England, Inc.

d/b/a Verizon Massachusetts

Before the Massachusetts

Department of Telecommunications and Energy

REDACTED VERSION – PROPRIETARY INFORMATION DELETED

September 21, 2001

REBUTTAL	TESTIMONY	OF MICHAEL	J. DOANE
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I. INTRODUCTION AND PURPOSE OF TESTIMONY

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- 5 Q. Please state your name, title, and business address.
- 6 A. My name is Michael J. Doane. I am President of PM Industrial Economics, a
- subsidiary of PM Keypoint LLC. My business address is 2200 Powell Street,
- 8 Suite 1080, Emeryville, California 94608.

- 10 Q. Please summarize your professional experience and educational background.
- 11 A. My expertise is in applied microeconomics and econometrics, and I have over
- eighteen years of consulting experience in regulatory economics. I have
- conducted economic research on a variety of antitrust and regulatory issues in
- network industries, including the telecommunications, electric power, natural gas,
- oil pipeline, and computer industries. My research includes econometric analyses
- of demand; studies of pricing and rate design; analyses of alternative regulatory
- approaches; cost and productivity measurement; and analyses of price formation,
- industry performance, and market power. I served as a consultant to the Antitrust
- Division of the U.S. Department of Justice in the Microsoft antitrust case and to
- 20 the U.S. Federal Trade Commission on antitrust matters involving the competitive
- 21 effects of horizontal and vertical mergers.
- 22 Prior to joining PM Industrial Economics, I was Vice President and
- Principal of Analysis Group Economics, where I managed the firm's San

Francisco office and directed the firm's energy and telecommunications practice areas. I have published articles in a number of academic journals, including the *Journal of Law & Economics*, the *Quarterly Journal of Economics*, the *Journal of Law, Economics & Organization*, the *Energy Law Journal*, the *Yale Journal on Regulation*, and the *Hume Papers on Public Policy*, among others. I received a M.A. degree in applied economics from the University of California at Santa Barbara, and my B.A. in economics is from the University of Connecticut. A copy of my *curriculum vitae* is attached as Exhibit MJD-1.

A.

10 Q. What is the purpose of your rebuttal testimony?

My rebuttal testimony responds to the testimonies of Dr. John W. Mayo, testifying on behalf of AT&T Communications of New England, Inc., and Dr. Lee L. Selwyn, testifying on behalf of the Office of the Attorney General of the Commonwealth of Massachusetts. Dr. Mayo's testimony provides his recommendations on how to determine whether telecommunications markets are sufficiently competitive to allow market-based prices. Dr. Selwyn provides a similar set of recommendations and offers statistics he interprets as providing evidence regarding the ability of Verizon Massachusetts ("Verizon MA") to exercise market power. The purpose of a market power study in the current context is to ascertain whether, in the absence of price regulation, Verizon MA would have the ability to raise prices above the competitive level for a non-transitory period. As explained below, with respect to the services for which Verizon MA has requested market-based rates, the answer to that inquiry is "no."

Q. Please summarize your primary conclusions.

Α.

Dr. Mayo and Dr. Selwyn both advocate and apply well-known methods for evaluating the ability of a firm to exercise market power. That methodology begins by defining relevant product and geographic markets and then proceeds to analyze firm market shares, entry conditions (e.g., supply elasticities), and demand elasticities.

I disagree with their assertion that Verizon MA has not presented data to specifically address that relevant market power methodology in the current case. I also observe that Dr. Mayo and Dr. Selwyn fail to appreciate the role unbundled network elements ("UNEs") play in the current investigation. The Telecommunications Act of 1996 requires incumbent local exchange carriers ("ILECs") to provide access on an unbundled basis to the elements of their networks required to offer retail services, as well as to resell retail services at an avoided-cost discount. The Massachusetts Department of Telecommunications and Energy has established total element bng run incremental cost ("TELRIC") based rates at which competitive local exchange carriers ("CLECs") can acquire UNEs. The ability to offer competing retail services using UNEs and resale of Verizon MA's retail services reduces entry barriers by allowing CLECs to avoid incurring the sunk costs of building network facilities that the ILEC previously incurred.

¹ See Communications Act of 1934, as amended, at §§ 251(c)(3)-(4).

² TELRIC-based rates for UNEs are designed to allow recovery of forward looking incremental costs, plus a uniform markup to cover common costs. For a discussion of this pricing approach, see Michael J. Doane, David S. Sibley, and Michael A. Williams (1999), *Having Your Cake – How to Preserve Universal-Service Cross Subsidies While Facilitating Competitive Entry*, YALE JOURNAL ON REGULATION, Vol. 16, No. 2, pp. 312-326.

The fundamental point of my rebuttal testimony is that Dr. Mayo and Dr. Selwyn have erred in applying their market power methodology. Their primary error is the failure to analyze, both conceptually and empirically, the existence of low barriers to entry in relevant markets. As a consequence of this error, they have recommended that the Department engage in the impractical exercise to conduct (by implication) more than 18,000 separate market power studies. The effect of such a proposal if adopted is that the Department would likely never complete its full analysis of Verizon MA's business markets. As a result, unnecessary price regulation would continue to be imposed indefinitely, thereby reducing consumer welfare.

An examination of the entry of CLECs into individual wire centers demonstrates that no significant entry barriers exist, as large numbers of Verizon MA customers have switched to CLECs. Not surprisingly, CLEC entry has been more significant in large wire centers that offer greater profit opportunities. Lower CLEC shares in relatively small wire centers do not indicate the presence of barriers to entry, but rather lower profit opportunities. That is, there is no evidence to suggest that barriers to entry exist in small wire centers when such barriers do not exist in large wire centers.

[BEGIN PROPRIETARY] The fact that, across Massachusetts, roughly to of business lines are currently being served by a provider other than Verizon MA demonstrates quite forcefully that there exist no significant barriers to entry. [END PROPRIETARY] Since all of Verizon MA's services are subject to competition by an entrant leasing UNEs at TELRIC-based rates,

Verizon MA does not have the ability to raise prices above the competitive level for a non-transitory period. Thus, Verizon MA's business service markets are effectively competitive.

II. DR. MAYO'S AND DR. SELWYN'S MARKET POWER METHODOLOGIES

- Q. Please summarize the analysis of market power that Dr. Mayo and Dr. Selwyn
 advocate should be performed prior to the removal of price regulation.
 - A. Dr. Mayo states that a market power analysis should begin by defining the relevant product and geographic markets. After the relevant markets have been defined, Dr. Mayo states that the evaluation of a firm's ability to exercise market power should be based on a review of the following: (1) its market share; (2) the presence or absence of barriers to rew entry or expansion by existing firms (i.e., the elasticity of supply); and (3) the market demand elasticity.³

Dr. Selwyn's criteria are similar to those advocated by Dr. Mayo. Dr. Selwyn states that a market power study should examine (1) market share, (2) entry and expansion barriers (elasticity of supply), and (3) the market demand elasticity. (Selwyn, at 7.) Dr. Selwyn also takes the position that, since Verizon MA is a vertically integrated firm while CLECs often are not, Verizon MA's

³ Dr. Mayo also argues that, prior to conducting a market power analysis, the Department should ensure that competition-enabling policies are implemented. Five such policies that, in his opinion, facilitate competition and follow from the Telecommunications Act of 1996 are: (1) the elimination of regulatory and legal barriers to entry into local exchange markets by competitive local exchange carriers; (2) unbundling the network elements owned by an incumbent local exchange carrier; (3) establishing economically efficient prices for those network elements; (4) requiring the ILEC to offer its retail services to CLECs for resale at wholesale prices; and (5) ensuring equal interconnection quality. What Dr. Mayo fails to acknowledge, however, is that these policies have successfully been implemented in Massachusetts, as evidenced by the FCC's approval of Verizon MA's provision of long distance within its service region.

market	power	must	be	examined	separately	with	respect	to	its	two	vertically
integrat	ed com	ponen	ts.4								

A.

4 Q. Do you agree with Dr. Mayo's and Dr. Selwyn's application of their market power approach?

No. Dr. Mayo and Dr. Selwyn recommend an approach generally used to evaluate the competitive effects of horizontal mergers. Their recommendation is not useful in this instance. Dr. Mayo, for example, argues that formal studies must be performed for at least 68 different services in each of Verizon MA's 272 wire centers. Thus, the number of formal market power studies required would be at least 18,496. Assuming that a formal market power study of a given market could be completed in one week, the time required to perform all the market power studies recommended by Dr. Mayo would be approximately 356 years. Of course, this task is impractical in the extreme and would, in effect, turn the Department into the Federal Power Commission circa 1960, when that regulatory agency had proceedings into wellhead price regulation anticipated for completion by the year 2000.⁵

In reality, there is no reason to analyze each of the 68 services in a wire center in separate market power studies if, throughout the state, the same

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⁴ Dr. Selwyn recognizes that if competitors can expand supply when another firm in the market increases its price, the firm imposing the price increase will find that increase unprofitable as customers switch to alternative suppliers. Of course, this is the case when entrants can acquire UNEs at economically efficient prices.

⁵ See Stephen Breyer and P.W. MacAvoy (1974), ENERGY REGULATION BY THE FEDERAL POWER COMMISSION, Brookings Institution; P.W. MacAvoy (Spring 1971), *The Formal Work-Product of the Federal Power Commission*, BELL JOURNAL OF ECONOMICS AND MANAGEMENT SCIENCE, Vol. 2.

underlying facilities and competition-enabling policies are used to provide essentially all these services. In this case, entry conditions will be essentially the same in any given wire center.

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What competition-enabling policies has the Department implemented in Massachusetts that specifically facilitate the development of competition in local exchange markets?

8 A. The Department has implemented policies that require an ILEC (1) to offer its 9 unbundled network element inputs at TELRIC-based rates and (2), as discussed 10 below, to resell its retail services at avoided-cost discounts. Access to UNEs 11 provides CLECs with an entry path that allows them to avoid incurring the sunk 12 costs of building their own local exchange network facilities. Unbundling thus 13 plays a critical role in market power analyses of local exchange markets. Dr. 14 Mayo and Dr. Selwyn, however, fail to account properly for the role of UNEs at 15 TELRIC-based rates in their market power analyses. Dr. Mayo does argue that 16 the provision of unbundled network elements at TELRIC-based prices enables 17 CLECs to avoid the sunk costs previously incurred by the ILEC in building local 18 exchange network facilities. (Mayo, at 14-15.) He further states that such UNE-19 based entry facilitates the entry process and increases the prospects for effective 20 competition in local exchange markets. Notwithstanding these conclusions, 21 however, his market power analysis does not take into account the competitive 22 effects of low barriers to entry caused by the existence of TELRIC-based UNEs.

- 1 Q. Have Dr. Mayo and Dr. Selwyn failed to consider the role of resale in facilitating
 2 the development of effective competition in local exchange markets?
- A. Yes. Resale offers both new and established telecommunications firms the opportunity to enter local exchange markets rapidly and with low sunk costs.

 Resellers can establish their brand names with retail customers without having to incur costs in building network facilities. Resale entry, thus, offers an efficient entry path for new local exchange carriers. Upon building brand name recognition with retail customers, resellers are in a position to expand their entry
- by either leasing UNEs or constructing their own facilities. Thus, the availability
- of resale also contributes to the existence of low barriers to entry.

- Q. Do Dr. Mayo and Dr. Selwyn provide support to your view of how to evaluate market power correctly in this instance?
- 14 A. Yes. Dr. Mayo admits that inferences regarding a firm's ability to exercise
 15 market power cannot be reached by consideration of its market share alone.
 16 (Mayo, at 22-23.) Similarly, Dr. Selwyn concedes that firms possessing large
 17 market shares do not necessarily possess market power. (Selwyn, at 8.) On this
- point, at least, we all agree.⁶

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⁶ Dr. Selwyn also claims, however, that "the fact that Verizon maintains a significant share of the local service market with respect to both its [wholesale and retail operations] provides a clear demonstration that neither market segment is sufficiently competitive, and therefore the incumbent has market power with respect to both segments." (Selwyn, at 8.) Dr. Selwyn's opinion is not consistent with modern economic analyses of market power. Although Dr. Selwyn agrees that "firms possessing large market shares do not necessarily also possess market power," in this instance his analysis concludes otherwise. Dr. Selwyn's analysis is incomplete because it fails to examine whether barriers to entry exist in the provision of wholesale and retail services. This is a critical flaw in his analysis because, in a market with low barriers to entry, no firm can exercise market power, regardless of its market share.

Modern theoretical and empirical research in economics demonstrates that
a high market share alone is not sufficient to enable a firm to exercise market
power. In a market with no significant barriers to entry, a firm cannot exercise
market power, regardless of its market share. As one modern textbook
summarizes: "Though not sufficient for a finding of market power, high market
shares are likely necessary for such a finding. Whether market shares are
reflective of market power depends on barriers to entry." Thus, a high market
share can be indicative of market power only if barriers to entry exist.

A.

10 Q. Do you agree with any other portions of Dr. Mayo's testimony?

Yes. Dr. Mayo also concedes "where barriers to entry and expansion are low or nonexistent, then regardless of the extent of competition within the market the incumbent firm will be endowed with little monopoly power." (Mayo, at 24.) I agree with Dr. Mayo's statement. This finding has an important implication in the current proceeding because of the role of unbundled network elements and resale. A wire-center-by-wire-center analysis of new entry into local exchange markets in Massachusetts shows that barriers to entry are low. Thus, regardless of its current market shares, Verizon MA has no significant market power – i.e., the existing local exchange markets are effectively competitive.

Q. Despite Dr. Mayo's acknowledgement of the correct way of evaluating the sufficiency of competition, he concludes that Verizon MA did not effectively

⁷ Jeffrey Church and Roger Ware (2000), INDUSTRIAL ORGANIZATION, McGraw-Hill, p. 604.

1 utilize the standard market power approach in attempting to demonstrate the 2 presence of effective competition. Do you agree?

No, I do not agree with Dr. Mayo's conclusion that Verizon MA has failed to use generally accepted procedures for measuring market power. For example, Dr. Mayo argues that the relevant geographic markets in the current matter consist of the areas served by individual central offices (i.e., wire centers). (Mayo, at 28.) Dr. Selwyn similarly argues that the geographic markets are smaller than the state of Massachusetts (Selwyn, at 5), and he claims that Verizon MA has failed to examine entry at the wire center level (Selwyn, at 9).

My reply testimony, however, contains data on the number of resellers, UNE entrants, CLECs using their own switches, and CLECs and other service providers collocating at a Verizon MA central office, all evaluated at the wire center level. As discussed below, these data show that no significant barriers to entry exist in wire center geographic markets. More generally, recall that in these wire centers entrants have the ability to acquire all the inputs necessary to offer competing retail services by purchasing those inputs on an unbundled basis from Verizon MA at TELRIC-based prices. This is a singular feature of local exchange markets, a feature found in essentially no other markets where market power studies have been performed.

A.

Q. What conclusions do you draw from reviewing the relevant data regarding Verizon MA's ability to exercise market power?

1 A. The evidence on CLEC entry into individual wire centers and the low barriers to
2 entry associated with such entry strongly demonstrate that Verizon MA faces
3 elastic firm-specific demands for its services, as discussed in further detail below.

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5 III. AN ANALYSIS OF ENTRY BY CLECS IN VERIZON'S WIRE CENTERS

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- 7 Q. Have you had an opportunity to review the market share of entrants on a wire 8 center basis?
- 9 No. Verizon MA does not have access to the CLEC data required to measure A. 10 market share precisely. However, using data available to Verizon MA, a 11 conservative estimate of CLEC market shares can be calculated. Exhibit MJD-2 to this testimony summarizes, for each of the 272 Verizon MA wire centers in 12 13 Massachusetts, the number of business lines providing service as of May 2001, 14 for each of the following categories: (1) Verizon MA retail; (2) resale of Verizon 15 MA service; (3) facilities-based service using a platform of unbundled network 16 elements ("UNE-P") secured from Verizon MA; and (4) facilities-based service using a competitive local switch.⁸ For each wire center, I have calculated the 17 18 entrants' collective share of these business lines, both including resale and for 19 facilities-based provision only. The shares obtained by entrants vary considerably 20 from central office to central office. [BEGIN PROPRIETARY] Excluding 21 resale, entrants' total share of business lines at particular wire centers varies from

⁸ The number of business lines observed in Exhibits MJD-2 and MJD-3 are estimates based in part on telephone number listings presented in the E-911 database. All lines reported on the exhibits are those that were installed and offering service to a customer as of May 2001.

approximately percent; taking resale into account, the shares range from approximately to percent. Statewide, the average weighted share of business lines served by facilities-based entrants in May of 2001 was approximately percent. Adding lines provided through resale, the weighted average share was approximately percent. The fact that, across Massachusetts, roughly of business lines are currently being served by a provider other than Verizon MA demonstrates quite forcefully that there exist no significant barriers to entry. [END PROPRIETARY]

A.

Q. What do the data demonstrate when sorted by size of wire center?

Not surprisingly, the market share data show that there has been more entry in wire centers with more business lines, and I believe that this is indicative of the fact that the opportunities for profit are greater in such areas. Sorting the wire centers identified in Exhibit MJD-2 by the total number of business lines served, including resale lines, one can calculate similar weighted shares for the top ten percent of exchanges, the second top ten percent of exchanges, and so on. (See Table One.) [BEGIN PROPRIETARY] For the top ten percent of Massachusetts wire centers (i.e., for those with total business lines in excess of percent of business lines in excess of

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⁹ Since the Telecommunications Act of 1996 was first implemented, CLECs have stated on numerous occasions that they intend to target high-value customers selectively. For example, AT&T spokesman David Arneke has stated the CLEC entry strategy clearly: "go where the money is and work your way down the money chain from there." TRIANGLE BUSINESS JOURNAL, June 22, 1996 (Raleigh, North Carolina). That statement was essentially repeated in the *Wall Street Journal*, which reported in September 1997 that AT&T "aims to focus much of its future marketing on the top-tier of high-spending consumers of communications services." John J. Keller, *AT&T is Planning Bold New Business Strategy*, WALL ST. J., Sept. 18, 1997.

and all resale- and facilities-based entrants together operated percent of lines. These shares generally decrease as the size of the wire centers declines. [END PROPRIETARY] TABLE ONE ENTRANTS' SHARE OF BUSINESS LINES. BY SIZE OF VERIZON MA WIRE CENTER (MAY 2001) [PROPRIETARY]

Similarly, if one sorts the wire centers in Exhibit MJD-2 by the four UNE "density zones" (i.e., metropolitan, urban, suburban and rural), one sees a similar result. (See Table Two.) Metropolitan areas, having the highest densities, exhibit the highest penetration levels of competitive service providers. [BEGIN PROPRIETARY] The average share of facilities-based entrants in metropolitan areas, weighted by total business lines, equals percent, and when resale is included this share increases to percent. Not surprisingly, urban zones have entrant shares somewhat less than this but still greater than those exhibited by

2 facilities-based carriers serve percent of business lines in the 3 exchanges of Massachusetts, while firms offering service through either resale or 4 their own facilities operate percent of lines. [END PROPRIETARY] 5 6 TABLE TWO 7 ENTRANTS' SHARE OF BUSINESS LINES. 8 BY UNE DENSITY ZONE 9 (MAY 2001) 10 [PROPRIETARY] 11 12 Q. What do the shares obtained by competitive entrants at the wire center level 13 suggest regarding barriers to entry? 14 As noted above, there has been more entry in wire centers with more lines and A. 15 more metropolitan characteristics. However, neither Dr. Mayo nor Dr. Selwyn 16 has suggested that rural and small exchanges are in and of themselves more

suburban zones. And rural areas demonstrate the lowest levels of CLEC entry;

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the larger, more metropolitan wire centers.

difficult to enter. I am unaware of any characteristics of rural and small

exchanges that increase the likelihood or severity of entry barriers there relative to

[BEGIN PROPRIETARY] Overall, the market shares obtained by competitive entrants at the wire center level, which statewide is roughly percent for facilities-based lines and percent for all business lines, demonstrate low barriers to entry. [END PROPRIETARY] Where access to UNEs at TELRIC-based prices results in relatively high CLEC market shares, barriers to entry must be low. And since barriers to entry are low, we can infer that in wire centers where CLECs' market shares are relatively low the reason is a lack of profitable entry opportunities.

Finally, I note that estimating CLEC market shares by examining share of business lines served is conservative since entrants generally target larger, more profitable customers. Thus, entrants' combined share of lines is typically less than their share of revenues in any given wire center. It is also likely that line shares, which are based on Verizon MA's internal ability to identify the presence of a competitor serving customers in an area covered by a given wire center, understate the extent of the competitive presence.

- Q. Have you had an opportunity to review the number of entrants on a wire center basis?
- A. Yes. As shown in Exhibit MJD-3 to this testimony, there has been CLEC entry into all 272 wire centers in Massachusetts, by providers offering service either through resale or the deployment of competitive facilities. [BEGIN PROPRIETARY] Taking an (unweighted) average of all 272 offices, one sees that there are resellers per wire center. There are also approximately

carriers offering facilities-based service using a platform of unbundled network elements secured from Verizon MA and another carriers offering facilities-based dialtone from a competitive local switch per wire center, again on an unweighted average basis. In addition, there are on average service providers collocated at the Verizon MA central office. [END]

PROPRIETARY]

As with the entrant market shares noted above, the presence of competitive local carriers tends to be greatest in wire centers serving the largest areas. Sorting the wire centers again by the total number of business lines offered, either through retail by Verizon MA or through resale or facilities-based provision by a competing entrant, one sees that the top ten percent of wire centers exhibits the greatest number of entrants, on average. (See Table Three.) [BEGIN PROPRIETARY] For the largest exchanges (i.e., for those with total business lines in excess of largest exchanges (i.e., for those with total business lines in excess of largest exchanges, switched-based providers, and collocating firms. These figures are well in excess of the statewide averages given above. As one looks at wire centers in lower percentile brackets, these averages tend to decline gradually, such that the offices with the fewest lines

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¹⁰ Collocated service providers differ from those operating a competitive local switch in the following regard: Those operating a CLEC switch are defined to be those providing switched dialtone service in an exchange by means of their own switch. Collocating service providers, by contrast, do not necessarily provide dialtone. They may instead be such entities as DSL providers, competitive access providers, private line service operators, and others that require proximity to the ILEC switch to provide competitive "local" services other than basic dialtone. Verizon MA cannot, of course, identify with certitude firms that offer competitive local dialtone over facilities that entirely bypass Verizon MA's network (as might be the case with cable telephony providers like AT&T Broadband). The CLEC switched-based entrants listed on Exhibit MJD-3 were identified by Verizon MA through a review of E911 database listings submitted by CLECs.

1		also see the fewest competitors. Across the exchanges in Massachusetts
2		representing the lowest ten percent when ranked by total business lines (i.e., those
3		with fewer than lines), there were just resellers, UNE-P
4		facilities-based providers, switched-based providers, and collocating
5		firms, on average. [END PROPRIETARY]
6 7 8 9 10 11		TABLE THREE COMPETITIVE SERVICE PROVIDERS BY SIZE OF VERIZON MA WIRE CENTER (MAY 2001)
		[PROPRIETARY]
12		
13	Q.	How do the numbers look for a density-zone basis?
	Q. A.	
13		How do the numbers look for a density-zone basis?
13 14		How do the numbers look for a density-zone basis? Observing UNE density zones, the pattern is much the same. [BEGIN]
13 14 15		How do the numbers look for a density-zone basis? Observing UNE density zones, the pattern is much the same. [BEGIN PROPRIETARY] The four metropolitan wire centers in Massachusetts each

1 averages. (See Table Four.) The metropolitan figures are also greater than those 2 for urban zones, which are in turn greater than those for suburban areas, and rural 3 wire centers again display the lowest average incidence of competitive entry. On 4 average, each of the 81 rural exchanges have experienced entry by UNE-based facility operators, operators of a CLEC switch, and 5 collocating service providers. [END PROPRIETARY] 6 7 8 TABLE FOUR 9 COMPETITIVE SERVICE PROVIDERS 10 BY UNE DENSITY ZONE 11 (MAY 2001) 12 [PROPRIETARY] 13 14 Q. Do the data on CLEC entry into wire centers demonstrate no significant barriers 15 to entry? 16 A. Yes. There are too many CLECs in too many wire centers to suggest any 17 significant barriers to entry. I interpret the large presence of competitive local 18 business service providers throughout Massachusetts as evidence of limited 19 barriers to entry.

Q. Given this determination, what is the relevance of Verizon's market share in any particular wire center?

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As discussed by Dr. Mayo, a firm's market share has no relevance when barriers A. to entry are low. Thus, Verizon MA's market share in the provision of any particular service in any given wire center has no relevance to a market power study in this case. For this reason, Dr. Selwyn's application of the Herfindahl-Hirschman Index ("HHI") also has no relevance. 11 (Selwyn, at 29-30.) Since the HHI equals the sum of firms' squared market shares, it is most strongly affected by the market share of the largest firm in the market. But since Verizon MA's market share does not indicate that the firm has an ability to exercise market power (because of low barriers to entry), neither does a relatively high HHI indicate that Verizon MA has market power. In the presence of significant barriers to entry, a high HHI can indicate that a firm has the ability to exercise market power, either unilaterally or via coordinated behavior with rival suppliers. But when low barriers to entry exist, firms have no ability to exercise market power, either unilaterally or collusively, regardless of their market shares or the HHI.

Moreover, Dr. Selwyn fails to calculate the HHI in the manner specified by the HORIZONTAL MERGER GUIDELINES issued by the U.S. Department of Justice and the Federal Trade Commission. The agencies state in the GUIDELINES that when potential entrants can enter a market while incurring low sunk costs,

¹¹ The HHI, which represents the sum of each participant's squared market share, is a measure of the level of concentration among service providers in a market. In a single-firm (monopoly) market, the firm's share is 100 percent, which results in an HHI value of 100², or 10,000. By contrast, a market served by many

those firms' estimated market shares should be included in the HHI, even when they do not currently sell services in the relevant market. ¹² Dr. Selwyn's calculation of HHIs conflicts with the methodology in the HORIZONTAL MERGER GUIDELINES because he does not include the market shares of firms that could enter the relevant markets while incurring low sunk costs. He thus over-estimates the HHIs by excluding uncommitted entrants. This is a critical flaw in his market power analysis. Dr. Selwyn fails to recognize that the markets in question are effectively competitive precisely because there are low barriers to entry.

- Q. Is the number of CLEC entrants, both actual and potential, sufficiently large to dispel concerns regarding allegedly collusive behavior on the part of local exchange providers?
- A. Yes. As documented by Verizon MA, a large number of different CLECs are competing in the different local exchanges across Massachusetts. Given the lack of barriers to entry in wire centers, an anticompetitive price increase for a given service certainly would be met with new or expanded CLEC entry as those firms attempted to capture the profits caused by the (temporary) price increase. In other words, there are simply too many actual and potential CLEC entrants to maintain a collusive price.

firms of small market share will display an HHI near zero. Therefore, the higher the value of HHI, the more concentrated is the market.

¹² See U.S. Department of Justice and Federal Trade Commission, HORIZONTAL MERGER GUIDELINES, at § 1.3 (1997).

1	Q.	Dr. Selwyn claims: "It is only where the relative sizes of the various firms in a
2		market are approximately equal that no one firm can act as price-setter."
3		(Selwyn, at 18.) Do you agree?
4	A.	No. There is no economic theory or empirical work to support this claim.
5		[BEGIN PROPRIETARY] Moreover, Dr. Selwyn goes on to cite an example in
6		which Verizon MA's market share equals percent and 161 other firms
7		collectively have the remaining percent of the market. [END
8		PROPRIETARY] He concludes: "[C]ompeting fringe firms cannot realistically
9		be expected to offer any serious pricing challenge or pressure Verizon MA if the
10		dominant firm, following price deregulation, were to impose supracompetitive
11		prices." (Selwyn, at 18.) This claim is entirely unsupported by either theory or
12		empirical work in modern industrial organization. Consider, for example, the
13		following statement from the HORIZONTAL MERGER GUIDELINES:

Other things being equal, market concentration affects the likelihood that one firm, or a small group of firms, could successfully exercise market power. The smaller the percentage of total supply that a firm controls, the more severely it must restrict its own output in order to produce a given price increase, and the less likely it is that an output restriction will be profitable. If collective action is necessary for the exercise of market power, as the number of firms necessary to control a given percentage of total supply decreases, the difficulties and costs of reaching and enforcing an understanding with respect to the control of that supply might be reduced. ¹³

Clearly, if there are 161 rival firms in the market today, there cannot be any significant barriers to entry. Suppose, following price deregulation, that Verizon MA were to charge supracompetitive prices in this market. What would

 13 U.S. Department of Justice and Federal Trade Commission, HORIZONTAL MERGER GUIDELINES, at $\S~2.0$ (1997).

be the likely response of both the existing rival suppliers as well as other potential
entrants? They would undercut Verizon MA's price to capture the (temporary)
economic profits, with the effect that prices would return to the competitive level.

The presence of many rival suppliers in a market with low barriers to entry or
expansion makes this market effectively competitive.

- 7 Q. Does this conclude your rebuttal testimony?
- 8 A. Yes.

EXHIBIT MJD-1 CURRICULUM VITAE OF MICHAEL J. DOANE

Michael Doane is President of PM Industrial Economics, an economic research and consulting firm. Mr. Doane has conducted economic research on a variety of antitrust and regulatory issues in the electric power, natural gas, oil, pipeline, computer software, and telecommunication industries. He has served as an expert witness before courts of law, arbitration panels, and federal and state regulatory commissions. His published articles have appeared in a number of academic journals, including the *Journal of Law and Economics, Journal of Law, Economics & Organization, Quarterly Journal of Economics, Yale Journal on Regulation*, and the *Energy Journal*, among others. A specialist in applied microeconomics with an emphasis on network industries, his research includes:

- Economic analysis of entry regulation, rate regulation, and market power; industries examined include natural gas, oil pipeline, electric power, telecommunic ations, and computers;
- Analyses of public utility pricing and rate design, cost allocation methodologies, cost and productivity measurement, electricity and natural gas demand, and energy conservation policies and investment;
- Evaluation of the effects of mergers on industry structure and competition;
- ✓ Valuation of natural resources for severance tax purposes;
- Studies of economic liability and damages in cases involving such issues as copyright infringement, breach of contract, product liability, price fixing, product tying, and foreclosure;
- Development of statistical models for certification and damage calculations in class action complaints; and
- Development of customer surveys and econometric models for various retailbased industries to predict product choice and market share; industries examined include transportation, telecommunications, retail gasoline, hotel, computers, food products, and home appliances;

Mr. Doane received his M.A. in applied economics from the University of California at Santa Barbara and has completed additional graduate study in price theory and econometrics. He holds a B.A. in economics from the University of Connecticut. Prior to joining PM Industrial Economics, Mr. Doane was a Vice President and Principal of Analysis Group, Inc., where he managed the firm's San Francisco office and directed the firm's energy and telecommunications practices. He also served as a Senior Economist at Arthur D. Little, Inc.

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Economic analysis of relevant antitrust market and monopolization claims, 2000.

FEDERAL COMMUNICATIONS COMMISSION

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Economic analysis of competitive effects of proposed merger in long-distance telecommunication markets, 2000.

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FLORIDA PUBLIC SERVICE COMMISSION.

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Prepared Direct and Rebuttal testimonies. Economic analysis of proposals to deaverage the prices of unbundled network elements sold to competitive local exchange carriers.

FEDERAL TRADE COMMISSION

Exxon Corporation's proposed acquisition of Mobil Corporation, 1999.

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PUBLIC UTILITY COMMISSION OF TEXAS

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FEDERAL TRADE COMMISSION

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UNITED STATES DISTRICT COURT, DISTRICT OF COLUMBIA

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Exhibit MJD-2

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[PROPRIETARY]

Exhibit MJD-3

Competitive Service Providers by Wire Center (May 2001)

[PROPRIETARY]