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Secretary of the Commission
Missouri Public Service Commission
P. O. Box 360
Jefferson City, Missouri 65102-0360

Dear Secretary of the Commission:

Southwestern Bell Telephone Company d/b/a AT&T Missouri, requests the Missouri Service Commission approval. AT&T has seen a 90% decline in Directory Assistance usage across all voice products over the last 10 years. Directory Assistance has declined in popularity in part due to the growth of other communication methods such as mobile phones, text messaging, email, and other social media applications. Moreover, customers have numerous alternative technologies and services, including those available over the public internet, to replicate the functionality of the Directory Assistance, including Internet search engines like Google, Yahoo, or Bing; speed-dial lists available on customer equipment; various online and printed directories, as well as free Directory Assistance options. In compliance with FTC requirements, effective on September 1, 2023, AT&T will discontinue Directory Assistance Call Allowances for numbers that are not in our White Page directories.

The issued and effective dates of this revision are August 2, 2023, and September 1, 2023, respectively.

Please refer any questions on this matter to Matt Pritchard on 573-469-8057

Very truly yours,

/s/ Matt Pritchard

I certify that a copy of the foregoing, including attachments, is being sent via e-mail to the Office of Public Counsel at mopco@opc.mo.gov this 26th day of July 2023.

Matt Pritchard

Attachment