



**CONSULTATION PAPER ISSUED BY THE
INFO-COMMUNICATIONS DEVELOPMENT AUTHORITY OF SINGAPORE**

**PROPOSED NUMBER AUCTION RULES AND ARRANGEMENT FOR PREFIX
NUMBER '6' AND '8'**

05 JULY 2011

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PART I: INTRODUCTION

1. Annex 7 of Nation Numbering Plan (“**NNP**”) specifies that IDA may make available a new pool of numbers for bidding by operators when any one of the following events first occurs:
 - a. When 20 or less number levels are left in the common pool¹; or
 - b. After a period of 36 months has elapsed since the completion of the previous bidding session.
2. A survey was sent out via email in June 2010 to invite eligible FBOs and SBOs to express their interest to bid for number levels. A total of 23 licensed users of prefixes ‘3’, ‘6’, ‘8’ and ‘9’ were polled. The major users of these number levels – Singapore Telecommunications Pte Ltd (“**ST**”), Starhub Limited (“**SH**”) and M1 Limited (“**M1**”) responded to the survey. All three major operators ST, SH and M1 have expressed interest in IDA’s auction of prefix ‘6’, ‘8’ and ‘9’ numbers (Annex 1). ST and M1 requested that IDA invite them if there are plans to auction prefix ‘3’.
3. The last number bidding session for prefix ‘3’ was conducted on 7 September 2005, while the last number bidding session for prefix ‘6’ and ‘8’ was conducted on 15 Aug 2008. There were no bidding sessions for prefix ‘9’ as it has been completely allocated.
4. Below is the summary on the status of number allocations and the proposed arrangement for each number level,

Prefix ‘3’ number level

- a. In view of its slow utilisation and large amount of numbers left in common number pool, IDA deems it is not necessary to release another 100 new levels numbers with prefix ‘3’.

Prefix ‘6’ number level

- b. From the numbering survey conducted in June 2010, major users have expressed interest to bid for prefix ‘6’ numbers. Hence, IDA proposes to release 100 levels of prefix ‘6’ number level for auction.

Prefix ‘8’ number level

- c. From the numbering survey conducted in June 2010, major users have expressed interest to bid for prefix ‘8’ numbers. Hence, IDA proposes to release 100 levels of prefix ‘8’ number level for auction.

Prefix ‘9’ number level

- d. There are no new numbers available for bidding.

¹ Refers to the pool of numbers that are not bid during numbering auction and subsequently set aside for administrative allocation.

Question 1

IDA invites views and comments on whether IDA should conduct Number Auction for prefix number '3'.

Question 2

IDA invites views and comments on whether the proposed quantity of 100 new number levels for each prefix number is appropriate.

PART II: PROPOSED NUMBER AUCTION RULES AND ARRANGEMENT

1. Notification of Bidding Sessions

- 1.1 IDA will inform licensees eligible for bidding of the details of the bidding sessions at least fourteen (14) Business Days (all days excluding Saturday, Sunday and public holidays) prior to the bidding sessions. Details of the bidding sessions that will be provided include:
- (a) date;
 - (b) time;
 - (c) venue; and
 - (d) number levels available for bidding.
- 1.2 Licensees are required to confirm their attendance and participation at the bidding session(s) and to inform IDA of the names, NRIC numbers and designations of the representatives who will be attending the bidding session(s). A maximum of three representatives will be allowed for each licensee (referred to as “**Bidder**” hereinafter).
- 1.3 IDA will conduct a briefing for all the Bidders, at least seven (7) days prior to the bidding sessions.

2. Registration

- 2.1 For the purpose of registration, representatives from each Bidder shall:

complete the registration form as set out in Annex 8A or/and Annex 8B (as may be applicable), by DD MMM YYYY (*date to be advised*), and to be given to IDA by a Bidder must be in writing and signed by or on behalf of the person giving it and must be delivered by hand or sent by fax to:

Info-communications Development Authority of Singapore
10 Pasir Panjang Road
#10-01 Mapletree Business City
Singapore 117438
Facsimile No.: (65) 6659 2502
For the attention of: Ms. Aileen Chia

- (a) if delivered by hand, will be deemed received by IDA when delivered; and/or
- (b) if sent by fax, will be deemed received by IDA at the time of transmission (provided instantaneous confirmation of transmission is received by the sender),

provided that where delivery occurs after 6.00 pm on a Business Day or on a day which is not a Business Day, receipt will be deemed to occur at 9.00 am on the following Business Day.

- 2.2 Bidders are advised to register at the auction centre at least 15 minutes before the start of the bidding session(s) on the day of bidding.
- 2.3 Authorised Representative(s) who participate in the Auction will need to produce their NRIC or passport for verification and registration against the information provided pursuant to Section 1.2 above.
- 2.3 Upon registration, each Bidder will be given one bidding card bearing a unique number. The number will be assigned sequentially from 1.
- 2.4 The bidding sessions shall commence at the scheduled time. Representatives who arrive after the scheduled time may participate in the bidding session(s) upon registration.

3. Opening Statement

- 3.1 IDA will give an opening statement and highlight any logistic arrangement before the start of the actual bidding.

4. Bidding Procedures

- 4.1 An auctioneer appointed by IDA (the “**Auctioneer**”) will auction the number levels sequentially. At the beginning of bidding for each number level, the Auctioneer will announce the number level, “ABCD XXXX” made available for bidding and the starting bid price for the said number level (i.e. S\$25,000).
- 4.2 If Bidders are interested to bid for any particular number level, they shall raise their bidding cards above their heads.
- 4.3 If there is more than one Bidder for a particular number level at any one time, the Auctioneer will increase the bid price by S\$5,000.
- 4.4 The bidding process described in Sections 4.2 to 4.3 will repeat until only one interested Bidder remains.
- 4.5 Where there is only one interested Bidder for any number level and in the absence of bidding for 20 seconds from the last bid, the Auctioneer shall close the bidding for that number level, by announcing:
 - (a) S\$YYY going once;
 - (b) S\$YYY going twice; and
 - (c) Bidding for number level “ABCD XXXX” is closed.

Bidding for the number level may continue so long as the second interested Bidder for that number level raises its bidding card above his head prior to the Auctioneer's announcement in paragraph 4.5(c) as set out above.

- 4.6 In the event where there is a tie in bids (i.e. none of the multiple Bidders at a particular bid price are willing to offer a higher bid), the Auctioneer shall, at his discretion, set a smaller increment in the bidding price for e.g. increments of S\$2,500 or S\$1,000 (instead of S\$5,000), and allow the bidding to proceed.
- (a) If there are more than one Bidder at the new bid price, the Auctioneer will continue, until the successful bid of this number level, increase the bid price based on the smaller increment in the bidding price as set by the Auctioneer.
- (b) If a tie occurs despite the reduction in increment in the bid price, the Auctioneer will conduct a random draw to determine which of the parties who offer the same bid price will be allocated the number level. The number level will be allocated at the tied bid price.
- 4.7 For every \$50,000 increase in bid price, a recess of 5 to 10 minutes may be provided, if desired by any of the Bidders.
- 4.8 If there is no bid at the starting bid price for a particular number level, that number level will be withdrawn from bidding.
- 4.9 Should the bidding session extend beyond 30 minutes of the end time of each session, such end time to be announced to the Bidders at the briefing, IDA reserves the right to suspend the bidding session until such time and date as IDA may determine.

5. Restarting the Bidding Session

- 5.1 Without prejudice to Section 4.9, if at any time before or during the bidding session, IDA considers it necessary to cancel, suspend or abandon bidding for any number level(s) due to any circumstance, IDA will notify all Bidders:
- (a) that such bidding will not proceed or will be suspended or abandoned (as the case may be); and
- (b) of the time at which such bidding will be restarted.
- 5.2 When IDA has notified Bidders that bidding for any number level(s) will be abandoned after its commencement, it will be restarted as if bidding for that / those number level(s) had not taken place.
- 5.3 In the event that:

- (a) IDA becomes aware that an error has occurred in registering the value of a bid submitted by a Bidder in the bidding of a previous number level(s) and IDA considers that the error is such that, if the bidding session proceeds, the error may have a material effect on the identity of the Bidder(s) which would be allocated number level(s), IDA may, having consulted all Bidders,
 - (i) continue the bidding session;
 - (ii) restart the bidding session; or
 - (iii) suspend the bidding session until such time and date as IDA may determine.

5.4 In the event that IDA determines to restart the bidding session, any excluded Bidder(s) will not be entitled to participate in the bidding session or any restart of the bidding session.

6. Collusion, Disclosure of Information, Misleading or False Information and Connected Persons

6.1 Before and during the bidding sessions, no Bidder may collude or attempt to collude with any other Bidder(s) in an attempt to influence the proceedings or results of the bidding session(s) or any allocation of the number level(s). Each Bidder shall remain bound by the provisions of this Section 6.1 until the close of all the bidding sessions.

6.2 If IDA determines that any Bidder has colluded, attempted to collude, or is colluding with any other Bidder(s), such Bidder will upon notification by IDA be excluded from the bidding session(s) and may not participate, or participate further, in the bidding session(s) or any restart of the bidding session(s).

6.3 If IDA does not become aware of any breach of Section 6.1 until after the allocation of the number level(s) or the close of all the bidding sessions, and any Bidder considered by IDA to have been involved in such breach was allocated number level(s), then if IDA in its sole discretion determines fit and appropriate, the allocation of the number level(s) will be revoked.

6.4 No Bidder will submit any document attached thereto, or any document submitted in response to a request for clarification from IDA or any information to IDA, which contains any information which the Bidder knows to be, or has reason to believe may be, false or misleading.

6.5 Any person who is an employee of a Bidder or a member of a Bidder's Group and who is also an employee of one or more other Bidders or other Bidders' Group(s) (for the purpose of this Section 6, a "**Connected Person**") will be excluded from participating, directly or indirectly, in the bidding sessions. Each Bidder is obliged to ensure that:

- (a) any Connected Person is not in any way involved in the Bidder's preparation for, or participation in, the bidding sessions; and
- (b) no Connected Person is an authorised representative of the Bidder.

7. IDA's discretionary powers and disclaimers

7.1 Notwithstanding any other provision in these auction rules, IDA may at any time:

- (a) change any of the times or dates and/or shorten or extend any of the time periods referred to in or determined pursuant to these auction rules, provided that IDA will give all Bidders at least twenty-four hours' notice of any such change, save in emergency situations where such changes may be made without notice;
- (b) delay, cancel or suspend the bidding session(s) if in the opinion of IDA this is in the public interest; and/or
- (d) amend, supplement and/or vary these auction rules, provided that any such amendment, supplement and variation are made at least three (3) days prior to the bidding sessions, and the registered bidders are informed by IDA of such amendment, supplement and variation.

7.2 IDA will have sole discretion in making any determination pursuant to these auction rules and may take into account all or any facts, circumstances or matters which it considers to be relevant.

7.3 For avoidance of doubt, IDA is not bound by any determination made pursuant to these auction rules to make a similar determination in future allocation of number levels. All determinations by IDA will be based on its policy objectives and on the facts at that point in time.

7.4 Any person participating in the bidding session(s) must take all necessary steps to carefully examine and acquaint themselves with these auction rules. The submission of the the registration form as set out in Annexes 8A and 8B in accordance with Section 2.1(a) shall be deemed to constitute such person's acknowledgement of, and agreement to abide by, these auction rules.

7.5 Payment for the bidding price for the successfully bid number levels must be made to IDA within seven (7) working days from the date of the bidding sessions. Any number level successfully bid will only be considered allocated to the relevant Bidder upon payment of the bid price and any GST that may be payable on the bid price. In the event the Bidder refuses to or fails to pay the full amount of its bidding price to IDA upon its successful bid(s) within seven (7) working days from the bidding session, IDA may, in addition to any other remedy available to IDA, bar the Bidder from participating in future bidding session(s) of number levels for a period of up to 24 months and/or refuse to

allocate the Bidder any number levels for a period of up to 12 months as may be determined by IDA.

- 7.6 No Bidder shall transfer to any persons, including other Bidders, any number levels that are successfully bid for and allocated to the Bidder by IDA.
- 7.7 IDA shall not be liable in any respect in relation to any claims or disputes arising from the conduct of the bidding session(s).

Question 3

IDA seeks views and comments on the proposed number auction rules and arrangement.

PART III: INVITATION TO COMMENT

1. All views and comments should be submitted in writing and sent to IDA by fax or in soft copy (Microsoft Word Format). Submissions should reach IDA by **12 noon, 26 July 2011**. Respondents are required to include their personal or company particulars, correspondence address, contact number and email address in their submissions. All comments should be addressed to:

Aileen Chia (Ms)
Deputy Director-General (Telecoms & Post)
Infocomm Development Authority of Singapore
10 Pasir Panjang Road
#10-01 Mapletree Business City
Singapore 117438

AND

Please submit your soft copies via email with the email header "Numbering Auction for prefix number '6' and '8' " to IDA_Consultation@ida.gov.sg. You may also submit a hardcopy to fax number: +65 6659 2502.