**Section 452.200 Definitions**

 "Advertising" means any communication through any medium, except direct (e.g., in-person or telephonic) contact, for the purpose of requesting or retaining patronage from a customer or prospective customer.

 "Delivery services" has the same meaning as in Section 16-102 of the Act [220 ILCS 5/16-102].

 "Retail Electric Supply Service" means the retail sale of electricity, whether bundled or unbundled.

 "Integrated Distribution Company" or "IDC" means an electric utility that has completed implementation of an approved implementation plan pursuant to Section 452.220 of this Subpart B.

 "Marketing" means direct contact with a customer or a prospect for the purpose of requesting or retaining patronage.

 "Permissible Integrated Distribution Company Service" means any service that an Integrated Distribution Company is allowed to offer pursuant to Subpart B of this Part.

 "Transmission and distribution service" means any service provided by an electric utility's transmission and distribution system.

 "Transmission and distribution system" has the same meaning as in Subpart A of this Part.

 "Value-added transmission and distribution services" means services provided by the electric utility's transmission and distribution function that are not necessary to the operation of that function.