

Electricity Information Exchange Protocol 14A – Retailer Product Information

Decision paper

30/04/2026

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Executive summary

We have made Code changes to improve access to product information

As part of our work to strengthen the underlying data infrastructure of the retail electricity market, the Electricity Authority Te Mana Hiko (Authority) is improving and standardising access to electricity product information.

The Authority has decided to prescribe a new information exchange protocol, EIEP14A, based on the format described in option one of the consultation paper *Proposals for Electricity Information Exchange Protocol 14A – Retailer product information*.

This follows the Authority's decision in October 2025 to replace the existing non-regulated Electricity Information Exchange Protocol 14 (EIEP14) with a modular suite of new, regulated protocols. Implementation of the new protocols forms part of the Authority's consumer mobility work programme, supporting smarter switching tools such as the Authority's new [Billy](#) website and helping consumers make confident, informed decisions about their power.

We developed this first protocol, EIEP14A – Retailer Product Information through industry workshops held between November 2025 and March 2026, and consulted on the format from 5 to 26 March 2026. We received nine submissions, six from retailers, two from third-party service providers and one from an industry body.

Most submitters who shared feedback during consultation were supportive of the option one proposals, and many provided useful feedback on improvements to the proposals. Where appropriate, we have incorporated these changes, along with other format improvements, into the final EIEP14A design.

We recognise that EIEP14A may need to be updated to reflect future innovations in retail pricing structures and we welcome ongoing suggestions from the sector.

EIEP14A will standardise product information exchange

EIEP14A specifies the format of how retailers will share information about their electricity products and plans with any person who requests the information, including consumers and third-party service providers (such as the providers of electricity plan comparison tools).

Standardised product information exchange, including for the exchange of information about generally available retail tariff plans, legacy plans and product identification codes, will facilitate timely access to better product information, enabling innovation and improving outcomes for consumers.

The development and implementation of EIEP14A also supports implementation of the electricity sector designation under the Consumer and Product Data Act 2025.

Next steps

EIEP14A will take effect on 30 October 2026. From then, retailers will need to use EIEP14A to respond to requests for product information, within five business days, unless it has been mutually agreed with the requestor that the information can be provided in an alternative format and timeframe.

Work on the remaining product data standards is progressing separately.

1 Purpose

- 1.1 This paper sets out the Authority's final decision on the format of the new Electricity Information Exchange Protocol 14A – Retailer Product Information (EIEP14A). The finalised EIEP14A prescribes the standardised format which, from 30 October 2026, retailers must use for providing information in response to requests for information from any person, including consumers, their authorised agents, or third-party service providers, about electricity products.
- 1.2 The paper explains:
 - (a) the Authority's decisions and responses to feedback received from industry participants
 - (b) an overview of changes to the consultation paper's option one proposals that are incorporated in the final EIEP14A
 - (c) next steps for implementing EIEP14A.
- 1.3 The final EIEP14A protocol is attached as Appendix A.

2 Context for the Authority's decision

Improving the exchange of electricity plan and product information

- 2.1 The Authority is prescribing a new EIEP14A in accordance with Clause 11.32F of the Code (as amended with effect from 30 October 2026).
- 2.2 This protocol, **EIEP14A** prescribes the standardised format retailers must use to share product information with any person requesting it. This includes information about generally available retail tariff plans and legacy plans and product identification codes.
- 2.3 The Authority's work to modernise and improve the exchange of electricity plan and product information includes:
 - extending the scope of product information requested under the Code to include both generally available retail tariff plans and "legacy" plans (plans that are no longer promoted but still provided to consumers)
 - requiring retailers to assign a product identification code to their generally available retail tariff plans, and legacy plans.
- 2.4 The remaining EIEP14 protocols that the Authority is developing will further support third parties to access the information necessary to better support consumers:
 - **EIEP14B** will provide the mechanism by which consumers can request their own product information (associated with their ICP) and third parties can use to obtain plan information in a standardised form about a particular consumer on their behalf, with the appropriate authorisations.
 - **EIEP14C** will establish the underlying machine-to-machine protocol by which Application Programming Interfaces (APIs) can be developed for the on-demand exchange of these data requests.

EIEP14A supports the implementation of Open Electricity

- 2.5 The Government has announced that the retail electricity sector will be designated under the Customer and Product Data Act 2025. Officials are preparing regulations to implement that designation, with Cabinet decisions expected in mid-2026.
- 2.6 "Open Electricity" will enable customers to access information about their electricity consumption and available product offers quickly, clearly, and securely, through accredited third-party providers, who can help them get the most out of that information.
- 2.7 The Authority is working closely with the Ministry of Business, Innovation and Employment (MBIE) and has designed EIEP14A to support the implementation of Open Electricity.

3 Key feedback and Authority response

- 3.1 On 5 March 2026 the Authority released the consultation paper *Proposals for Electricity Information Exchange Protocol 14A – Retailer product information*.
- 3.2 In that paper we outlined our proposals on the specific form and design of a fit-for-purpose EIEP14A protocol to regulate the exchange of product information between retailers and any third-party (including other industry participants, consumers or providers of electricity plan comparison tools) about the electricity products supplied by a retailer to its existing or prospective customers.
- 3.3 The proposals sought to:
- address limitations of the current non-regulated EIEP14
 - require consistent, reliable and timely industry information-sharing practices.
- 3.4 The consultation paper invited feedback from industry participants on these proposals, including on whether the proposed design suitably meets consumer needs for product information. Comment was specifically invited on the proposed:
- structural changes, to ensure the protocol enables retailers to represent generally available retail tariff plans and legacy plans effectively
 - attribute changes, to enable the format to represent product information comprehensively
 - minor content changes, to support the effective functioning of the format as an information exchange process.
- 3.5 When the consultation period closed on 26 March, we had received nine submissions from industry stakeholders, comprising:
- six retailers (2degrees, Contact Energy, Genesis, Lodestone, Meridian, Octopus)
 - two third-party service providers (Cortexo, Energy Brain)
 - one industry body (Electricity Retailers' and Generators' Association of New Zealand).
- 3.6 Submissions are available on the Authority's website¹. We have carefully considered all submissions received and we thank submitters for their feedback.
- 3.7 The key themes of the feedback received, and our response to that feedback are outlined in the section below. Proposed changes were assessed on the basis of their feasibility to implement (including avoiding adding complexity to the protocol design) and whether they effectively support standardised information exchange.

Broad support for the Authority's objectives for EIEP14A

- 3.8 Submitters were supportive of the Authority's objectives with general agreement that the provision of clear, standardised product information via the EIEP14A protocol will help to empower and deliver value to consumers and stimulate retail competition in the electricity market.
- 3.9 There was overall agreement with the Authority's assessment that the benefits of the proposed EIEP14A outweigh the costs, especially with respect to the option one proposals. Submitters particularly supported the proposals to adopt the ISO 8601 date

¹ [Electricity Information Exchange Protocol 14A – Retailer product information](#)

and date-time formats and to provide the Authority with a right of decline to requests for additional attributes.

- 3.10 Submitters noted format consistency and the removal of ambiguity as key to achieving system interoperability and the successful integration of information exchange standards.
- 3.11 Submitter feedback primarily focussed on proposals for futureproofing and reviewing the protocol, implementation issues and constructive suggestions for technical, structural or attribute improvements to better support standardised data exchange.

Majority prefer option one proposals

- 3.12 We presented two options in the consultation paper, each presenting structural, attribute and minor content changes from EIEP14.
- 3.13 The Authority signalled a preference for option one, which we presented as an enhanced approach, and a more ambitious upgrade to EIEP14. Option one allows the recipient of an EIEP14A file to construct a tabular representation of a retailer's tariffs in a logical structure, clearly showing how tariff rates are derived from the customer's network location, time-of-use and meter settings (flow direction, register content code, and period of availability).
- 3.14 We outlined that we expected that in most cases, option one would reduce the repetition of information and would be more efficient, especially for retailers whose tariff rates are common across multiple networks and metering configurations.
- 3.15 As an alternative, we prepared option two: a more modest and simpler variation to EIEP14. Some participants in the industry co-design workshops raised this as an alternative option. Option two would contain fewer data objects, simplify the protocol, but require more repetition for plans across tariff regions.

Feedback from submitters

- 3.16 There was strong support from most submitters for the option one proposals on the basis that they are more future-proofed and provide for better reliability and consistency. One submitter noted that option one bears structural similarities to models build to comply with the Authority's data requests and expected alignment with Open Electricity. Two submitters preferred the simpler approach of option two, arguing that it would be easier to implement.

Authority's response

- 3.17 Authority has finalised EIEP14A based on option one, accommodating technical, structural and attribute changes identified from submitter feedback that we have assessed as feasible and which support the effective functioning of EIEP14A. Submitter feedback supports our view that option one better aligns with the Authority's objectives to improve access to electricity product information in a more consistent, reliable, and useful format.
- 3.18 The revised EIEP14A also incorporates changes to improve clarity where issues were highlighted by submitters and, where appropriate, use case examples have been provided. Minor errors or omissions in the original text have been corrected.

Inclusion of legacy plans confirmed

- 3.19 The Authority decided to include legacy plans (plans that are not promoted but still provided to existing consumers) in product data in October, after having consulted on its inclusion. The Authority therefore did not include specific questions on legacy plans in the

consultation documents. However, some submitters made specific points on including legacy plans, which we relate below.

Feedback from submitters

- 3.20 Two submitters opposed the inclusion of legacy plans in EIEP14A alongside generally available retail tariff plans. These submitters cited concerns about added complexity, impact on file size and difficulty in implementing the requirement where existing systems are not equipped to deliver data on legacy plans.

Authority's response

- 3.21 The inclusion of legacy plans enables third-party visibility of active plans that retailers are currently available to consumers, better enabling them to offer effective comparisons by being more easily able to identify a consumer's current plan. The Authority does not consider that the arguments around file size and system complexity sufficiently justify excluding legacy plans when compared to the benefits that their inclusion would bring.
- 3.22 We note that proposals to include legacy plans have been well canvassed, and were consulted on and agreed as part of earlier Code changes. We confirm that the requirement to include information related to legacy plans will be retained in the final EIEP14A.

JSON format for exchange of files is preferred but we will maintain support for CSV

- 3.23 Some submitters provided feedback on limiting file formats in their response to the consultation.

Feedback from submitters

- 3.24 Submitters were divided on the question of specifying one format for data exchange. Some strongly supported specifying JSON as the required format to facilitate efficient, consistent data exchange, and to avoid format ambiguity. They point out that data recipients would then only need to build their systems to receive one standardised form of data.
- 3.25 Others argued that a costly system upgrade would be needed to allow them to implement a JSON-only requirement, and that CSV provides a more accessible (human readable) format.

Authority's response

- 3.26 The Authority acknowledges that the JSON format better supports machine readability, and a more modern data exchange. We note that it was clarified in industry workshops that a JSON environment would not limit any party from converting files to CSV should that be their preference².
- 3.27 However, we acknowledge the need to accommodate those retailers which currently only use CSVs and may not have the immediate capacity to upgrade to JSON.
- 3.28 The Authority has decided to continue to allow both CSV and JSON as acceptable formats for data exchange, leaving it to data holders to choose to use their preferred format. Supporting both formats allows for maximum choice and flexibility for retailers providing the information as systems develop. We understand that preparing systems to

² There are a range of free conversion tools available online allowing data providers and recipients to produce or view files in their preferred format.

receive both data formats will increase costs for data receivers, but consider that supporting both formats strikes the right balance.

- 3.29 We encourage industry participants to consider upgrading their systems as necessary to position themselves for a JSON environment in future. We continue to engage with the sector may consider removing support for CSV in the future as retailers upgrade their systems.

Adjustments to attributes

- 3.30 We asked for feedback on whether we have identified all the required attributes to be added, and whether submitters agree with the attributes we propose to introduce into EIEP14A.

Feedback from submitters

- 3.31 Some submitters requested that EIEP14A should be revised to provide specifically for tariff-centric rather than plan-centric start and end dates, to accommodate periodic tariff changes, and inclusion of future as well as current tariffs. A change is required to link “start date” and “end date” to the tariff itself rather than the plan.
- 3.32 One submitter opposed the inclusion of the proposed “MULTIPLE_TRADERS_ALLOWED” field ahead of an Authority decision on Multiple Trader Relationships (MTRs) and the establishment of associated trading rules.

Authority’s response

- 3.33 The Authority agrees a tariff-centric approach is required. This reduces the scale of refreshed data that is required whenever price changes occur by facilitating the inclusion of versions of plans by price, thereby simplifying EIEP14A file requirements. It also avoids the need to issue new product identification codes with each revision to the pricing structure of a plan.
- 3.34 We had designed EIEP14A with this approach in mind but acknowledge this was not adequately supported in the initially proposed structure. The option one specification has been revised to accommodate attribute records on “Tariffs” as well as “Tariff Types”.
- 3.35 The MTR field was proposed as an attribute to future proof the protocol in preparation for the potential introduction of trading rules allowing MTRs. However, we acknowledge that the field is redundant ahead of any decision which may or may not be made to implement Code changes enabling MTRs.
- 3.36 The MTR attribute field has been removed from EIEP14A. If MTR and associated trading rules are established, this field could be introduced as part of an update.

Other comments: accommodating future innovation

- 3.37 Submitters provided a range of additional comments about the proposed EIEP14A. A theme of futureproofing the protocol emerged, and is discussed below.

Feedback from submitters

- 3.38 Some proposals argued for further future proofing the protocol by designing it to accommodate new and emerging products. Requests included allowing exemptions for new or innovative products that do not align well with the EIEP14A, and a range of specific proposals for new attributes to accommodate future pricing models.

Authority's response

- 3.39 The Authority is keen to support innovation and agrees the protocol should allow for the emergence of new products in the marketplace. At the same time, we are conscious that the intent of the EIEP14A is to simplify information sharing. We agree that all products should be able to be captured in the protocol to avoid the system becoming overly complex. We have deliberately avoided designing an unwieldy format embracing multiple potential future scenarios that we cannot yet foresee, and we do not intend to allow blanket exemptions for “outlier” products that do not fit the standard.
- 3.40 We consider that there is sufficient flexibility with current processes in place to allow for routine improvements or technical adjustments to the protocol in response to accumulated feedback.
- 3.41 If a retailer signals to the Authority that it cannot represent its product in EIEP14A, we will consider the issue on a case-by-case basis, but we consider that they should generally be able to use “REPRESENTATIVE_TARIFFS code 4” to represent tariff plans that otherwise do not fit the standard.

Other comments: requests for the Authority to update EIEP14A regularly

- 3.42 We also received feedback on a review cadence for EIEP14A, as discussed below.

Feedback from submitters

- 3.43 Some submitters advocated for flexibility in implementing the new EIEP14A protocol to address any “teething problems” or anomalies identified during the bedding in period, to allow for post-implementation market innovations and changes in the electricity sector. Those submitters argued that flexibility will support compliance with the standardised information exchange requirements.

Authority's response

- 3.44 The Authority will consider concerns brought to our attention by industry participants at any time, including in the period before implementation. Any pre-implementation issues will need to balance resolving those concerns with providing certainty to the sector on EIEP14A.
- 3.45 The Authority will be responsive to industry feedback post-implementation, and is open to reviewing the protocol so it remains current, relevant and fit-for-purpose.

Summary of the Authority's decision on the final EIEP14A format

- 3.46 After considering the feedback received on the EIEP14A proposals, the Authority has decided to finalise EIEP14A on the basis of the option one proposals presented in the consultation paper, with amendments. These include technical, structural and attribute improvements identified in feedback, and other minor editing or technical corrections made for clarity purposes.
- 3.47 The format of the final EIEP14A is set out at Appendix A. A marked-up version showing post-consultation changes to the option one proposals is attached at Appendix B.

4 EIEP14A meets our objectives

- 4.1 In the consultation paper we signalled that, while not required to complete a regulatory statement, the Authority considers it useful to have regard to the objectives, benefits and costs of the proposed EIEP14A.
- 4.2 We outlined that the objective of the proposed EIEP14A is to improve access to electricity product data – in a more consistent, reliable and usable format – so it supports consumer understanding, comparison and switching. This purpose aligns with our statutory objectives and functions.
- 4.3 We outlined criteria for assessing the benefits and costs, which we have applied throughout our assessment of proposed changes to EIEP14A:
- (a) **Flexibility** – the extent to which the format allows retailers to reflect their tariff structures (including nationwide and network-specific plans) while still using consistent structures needed for interoperability.
 - (b) **Effectiveness** – the extent to which the format delivers product data that is accurate, timely and complete for consumers and third-party providers.
 - (c) **Efficiency and proportionality** – whether the expected consumer and market benefits justify the cost of implementation, ongoing compliance and system change.
 - (d) **Feasibility and implementation risk** – the practicality of implementation within a reasonable timeframe and operational impacts.
 - (e) **Innovation and future proofing** – the degree to which the option enables innovation rather than stifling it, and remains adaptable to emerging technologies, business models, and consumer needs.
 - (f) **Data quality and reliability** – the extent to which the format safeguards the accuracy, consistency, and reliability of data across providers.
 - (g) **Strategic and international alignment** – the degree to which the option aligns with broader reforms such as digitalisation, decentralisation, consumer mobility and electricity consumer data right, and is consistent with international best practice.
- 4.4 In the consultation paper we signalled that option one was preferred and outlined its expected benefits. Having consulted on that position, we are comfortable with proceeding with option one.
- 4.5 In considering the feedback in the consultation, and suggested edits, we have had regard to the objective and criteria above. We are satisfied that subsequent edits to option one align with the criteria above.

5 Next steps

Implementation of EIEP14A

- 5.1 Now that the Authority has released this decision on EIEP14A, retailers will need to prepare for implementation on 30 October 2026. If significant problems or anomalies are identified during this six month pre-implementation period, these should be drawn to the attention of the Authority's Consumer Mobility team (consumer.mobility@ea.govt.nz).
- 5.2 Industry participants should refer to the *Requests for retailer product information* Procedures document which will be published on the Authority's website alongside this decision paper. This document sets out procedures that apply to retailers when they respond to requests for information about their electricity products, and this will be published alongside the decision paper.

Key dates

- 5.3 EIEP14A becomes effective on 30 October 2026. From that date retailers must use the standardised format prescribed in EIEP14A to exchange information about electricity products and plans with any person who requests the information, including consumers and third-party service providers (such as the providers of electricity plan comparison tools).
- 5.4 The Authority will shortly consult on EIEP14B, and on EIEP14C in the second half of 2026.

6 Attachments

6.1 The following appendices are attached to this paper:

Appendix A Final EIEP14A (as published)

Appendix B Final EIEP14A – marked up version showing changes from the option one proposals

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