Yellow Pages Market Forecast 2006

Description: Simba Information's Yellow Pages Market Forecast 2006 is your guide to the world of Yellow Pages markets in the United States. This invaluable resource provides you with a deep understanding of the Yellow Pages & Directory Publishing industry at both the market and company level, from growth rates and three-year revenue forecasts, to company profiles, analysis of key trends, competitive strategies and more.

Use this report to uncover the driving forces shaping the strength and direction of the overall market:
The state of the overall Yellow Pages & Directory Publishing industry in the United States, including number of books, circulation and revenue
The emergence of syndicated usage research as an industry tool to combat other media battling for US advertising dollars
Insight into the changing competitive landscape, from the impact of start-up directories on incumbent books to the growth in Internet-only and Hispanic directory markets
Insider views of recent mergers & acquisitions, including AT&T's acquisition of BellSouth Corporation that created a $5.8 billion Yellow Pages titan
And more

This volume is packed with the information you need to help benchmark your success, size revenues, pinpoint investment activity drivers, identify growth opportunities and much more:
Revenue broken out by Telco segment and Independent segment
Three-year revenue/market share projections through 2008
Advertising spending, rates and trends, including overall page volume, page billings, double half column (DHC) rates and more
Over 40 charts and graphs
25+ company profiles that span RBOCs, independents, online-only directories and printers/suppliers

Contents:

Executive Summary

Chapter 1: Overview of the U.S. Yellow Pages Publishing Market
Introduction
Industry Size and Growth
National and State Economy
Industry Trends and Analysis
  Increased Competition
  RBOC Companion Directories Generate Revenue -- For Now
  Internet Directory Models
  Market for Hispanic Directories Expands
  Syndicated Usage Research Becomes Reality
Mergers, Acquisitions and Divestitures Run High in 2005 and 1Q 2006
Litigation in the Yellow Pages Industry

Table 1.1: Statistical Summary of the Yellow Pages Industry, 2000-2005
Table 1.2: Personal Income, by State, 3Q 2004 vs. 3Q 2005
Table 1.3: Fastest Growing States in Personal Income, 3Q 2004 vs. 3Q 2005
Table 1.4: Scheduled Startups, 2005-2007
Table 1.5: Participating Publishers, Syndicated YP Usage Research, 2005-2006
Table 1.6: Yellow Pages Usage, Yellow Book vs. Incumbents, Markets
Table 1.7: Financial Size of Selected Yellow Pages Acquisitions, 2005-1Q 2006
Table 1.8: Financial Size of Selected Historical Yellow Pages Acquisitions, 1988-2004
Table 1.9: Yellow Pages Industry Lawsuits, 1983-2005

Chapter 2: Yellow Pages Advertising and Publishing
Introduction
Total Advertising and Yellow Pages Advertising
Leading Certified Marketing Representatives (CMRs)
  TMP Directional Marketing
Wahlstrom Group
Berry Network
Ketchum Directory Advertising
Yellow Pages Advertising Rates
Yellow Pages Advertising Revenue at Regional Bell Companies
The Shrinking of the RBOC World
AT&T Yellow Pages
Verizon Information Services
BellSouth Advertising & Publishing
Dex Media
Changing the Face of the Industry
Independent Non-Telco and Telco Publishers
Yellow Book USA
White Directory Publishers
Valley Yellow Pages
DataNational
Phone Directories Co.
User-Friendly Phone Book
Independents Confident in Metro Markets
Leading Independent Telco Publishers
R.H. Donnelley Publishing & Advertising
Alltel Publishing
CBD Media
CenturyTel
Independent Publishers vs. Non-Bell Publishers vs. RBOC Publishers
Employment in Directory Publishing
Forecast Industry Growth

Table 2.1: Yellow Pages Growth Rates, 1990-2005 and Forecast 2006
Table 2.2: Revenue Growth in All U.S. Advertising Media, 2003-2005 and Forecast 2006
Table 2.3: National vs. Local Advertising Revenue in All Major Media, 2003-2005 and Forecast 2006
Table 2.4: Yellow Pages Advertising Compared to Local Advertising and All Advertising, 2003-2005 and Forecast 2006
Table 2.5: Yellow Pages' Share of U.S. Advertising, 2002-2005 and Forecast 2006
Table 2.6: National vs. Local Yellow Pages Advertising, 2003-2005 and Forecast 2006
Table 2.7: Selected Largest Certified Marketing Representatives (CMRs), by Revenue, 2004-2005
Table 2.8: Average Advertising Rate Increases, 25 Top RBOC Directories, 1990-2006P
Table 2.9: DHC Rates in 25 Top RBOC Directories, 2006 vs. 2005
Table 2.10: Yellow Pages Revenue for Regional Bell Publishers, 2004-2006P
Table 2.11: Largest U.S. Yellow Pages Directory Publishers, 2005
Table 2.12: Estimated Revenue of Select Non-Telco Publishers, 2004-2005
Table 2.13: DHC Rates, Major Competitive Yellow Pages Markets, 2006 vs. 2005
Table 2.14: Yellow Pages Revenue vs. Total Revenue, Top 6 Telco Publishers, 2005
Table 2.15: Forecast Yellow Pages Revenue Growth by Publisher Category, 2005-2008
Table 2.16: Select Telco-Affiliate Publishers Ranked by Employee Headcount, 2002-2005
Table 2.17: Yellow Pages Revenue vs. Telco Revenue vs. Advertising in All Media, 1985-2005

Chapter 3: Internet Yellow Pages
Introduction
Top Publishers in the Internet Yellow Pages Arena
AT&T-BellSouth's YellowPages.com
Verizon’s SuperPages.com
DexOnline.com
YellowBook.com
Internet-Only Yellow Pages Providers
Infospace Inc.
infoUSA
Superior Business Network
Partnerships Extend Reach
Online Directory Listings and Enhancements

Table 3.1: Internet Yellow Pages Advertising as a Share of All Internet Advertising, 2003-2006P
Table 3.2: Internet Yellow Pages Advertising Revenue, 2003-2005 and Forecast 2006
Table 3.3: Revenue Growth, Internet-Only Yellow Pages Publishers, 2003-2005
Table 3.4: Key Internet Alliances in the Yellow Pages Industry
Table 3.5: Major Internet Sites and the Internet Yellow Pages Publishers That Power Them, 2005
Table 3.6: Sources of RBOC Online Directory Listings

Chapter 4: Markets for Printers and Suppliers

Introduction
Directory Unit Production by Publisher
Billings in RBOCs’ 50,000+ Circulation Directories Increased in 2005
Leading Directory Printers
  - R.R. Donnelley
  - Quebecor World
  - Verizon Information Services Printing
  - Stevens Graphics
  - College Publishing

Paper Consumption by Directory Publishers
The Pre-Media Market
  - Amdocs
  - Volt Information Sciences

Summary and Conclusions

Table 4.1: RBOC Directory Publishers Ranked by Circulation, 2003-2005
Table 4.2: Large Independent Telco and Non-Telco Directory Publishers Ranked by Circulation, 2003-2005
Table 4.3: Number of Titles and Yellow Pages Volume in RBOC Directories with Circulation More Than 50,000, 2004 vs. 2005
Table 4.4: Circulation in RBOC Books over 50,000 Circulation vs. Total RBOC Circulation, 2004-2005
Table 4.5: Summary of Leading Directory Printers, Major Customers and Print Runs, 2004-2005
Table 4.6: Capacity and Consumption, Total Uncoated Groundwood Paper, 2004-2005
Table 4.7: U.S. Demand for Directory Paper, 2004-2005
Table 4.8: Outlays for Printing, Paper, Other Production and Distribution, Directory Publishing Industry, 2001-2005

Chapter 5: Profiles of RBOC Publishers
  - AT&T Communications
  - BellSouth Corp.
  - Dex Media Inc.
  - Verizon Communications

Chapter 6: Profiles of Leading Independent Telco Publishers
  - Alltel Corp.
  - CBD Media
  - CenturyTel
  - Citizens Communications
  - EATEL
  - R.H. Donnelley

Chapter 7: Profiles of Leading Independent Publishers
  - DataNational
  - Phone Directories Co.
  - User-Friendly Phone Book
  - Valley Yellow Pages
  - White Directory Publishers
  - Yellow Book USA

Chapter 8: Profiles of Leading Printers and Suppliers
  - Amdocs Ltd.
  - The Berry Co. Inc.
  - College Publishing
  - Quebecor World Inc.
  - R.R. Donnelley & Sons
  - Stevens Graphics Inc.
  - Volt Information Sciences Inc.
Chapter 9: Profiles of Leading Internet-Only Directories
InfoSpace Inc.
infoUSA Inc.
Superior Business Network Inc.

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