Yellow Pages Market Forecast 2010

Description: An all new edition of the industry's premier market analysis and forecast report, Yellow Pages Market Forecast 2010 is packed with all of the most current statistics and detail you need to build a successful plan for growth this year and beyond.

Use YPMF 2010 to uncover the driving forces shaping the strength and direction of the overall market:

The state of the U.S. yellow pages and directory publishing industry, including number of books, circulation and revenue.
The collage of syndicated research that has put the yellow pages industry at a disadvantage when competing with other media.
The changing competitive landscape which has caused some withdrawal of print from some markets while digital expansion is booming.
Mergers and acquisitions have come to a crawl for the first time in decades.
And more

This volume is packed with the information you need to help benchmark your success, target your revenue growth, 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.
Advertising spending, rates and trends, including overall page volume, page billings, double half column (DHC) rates and more.
Over 40 charts and graphs.
20+ company profiles that span RBOCs, independents, online-only directories and printers/suppliers.

Published annually since 1986, Yellow Pages Market Forecast offers an in-depth, authoritative analysis of the entire U.S. yellow pages market, from utility publishers to independents. This study is the source for informed perspective on significant market developments and objective, accurate forecasts for industry growth.

Contents:

Table of Contents
Methodology
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 Provide a Short-Term Revenue Boost
Syndicated Usage Research Stalls: No Studies Resume
Mergers, Acquisitions, Divestitures Remain Strong in 2007 and Q1 2008
Litigation in the Yellow Pages Industry
The Ticking Time Bomb: Defused
Directory Recycling and the Waste Stream
The History of the Environmental Movement

Table 1.1: Statistical Summary of the Yellow Pages Industry, 2004-2009
Table 1.2: RBOC Revenue Change, 1999-2009
Table 1.3: Personal Income by State, Q3 2009 vs. Q3 2008
Table 1.4: Fastest Growing States in Personal Income, Q3 2009 vs. Q3 2008
Table 1.5: Slowest Growing States in Personal Income, Q3 2009 vs. Q3 2008
Table 1.6: Selected Start-Ups, 2007-2009
Table 1.7: Financial Size of Selected Yellow Pages Acquisitions, 2008-2010
Table 1.8: Financial Size of Selected Historical Yellow Pages Acquisitions, 1988-2007
Table 1.9: Select Yellow Pages Industry Lawsuits, 1983-2007
Table 1.10: Nondurable Goods Generated in Municipal Waste Stream, 1990-2008
Table 1.11: Select Nondurable Goods Discarded in Municipal Waste Stream, 1990-2008

Chapter 2: Yellow Pages Advertising and Publishing
Introduction
Usage Numbers Decline Slightly
Industry Trade Association Merger Has Partial Success
Total Advertising and Yellow Pages Advertising
Leading Certified Marketing Representatives (CMRs)
TMP Directional Marketing
Wahlstrom Group
The Berry Co.
Ketchum Directory Advertising
Yellow Pages Advertising Rates
Independent Advertising Rates
Yellow Pages Advertising Revenue at Regional Bell Operating Cos.
The RBOC Publishers’ Top 30 Books
The RBOC Publishers’ Business-to-Business Directories
AT&T Advertising Solutions
SuperMedia
Dex One
The Changing Face of the Industry
Independent Non-Telco and Telco Publishers
Yellowbook
Valley Yellow Pages
White Directory Publishers
Your Community PhoneBook (formerly DataNational)
Phone Directories Co.
User-Friendly Phone Book
Names & Numbers
Metro Markets Account for 12.1% Share of Total Revenue
Leading Independent Telco Publishers
Local Insight
CenturyLink
FrontierPages
SunShine Pages
Independent Publishers vs. Non-Bell Publishers vs. RBOC Publishers
Employment in Directory Publishing
Forecast Industry Growth

Table 2.1: Yellow Pages Growth Rates, 1995-2012P
Table 2.2: YP Telco Growth Rates, 1996-2012P
Table 2.3: YP Non-Telco Growth Rates, 1996-2012P
Table 2.4: Yellow Pages References, 2006-2014P
Table 2.5: Print Yellow Pages References, Top 20 Headings, 2007-2008
Table 2.6: Internet Yellow Pages References, Top 20 Headings, 2007-2008
Table 2.7: Revenue Growth in All U.S. Advertising Media, 2007-2010P
Table 2.8: Yellow Pages’ Share of U.S. Advertising, 2000-2010P
Table 2.9: National vs. Local Yellow Pages Advertising 2007-2010P
Table 2.10: Selected Largest Certified Marketing Representatives (CMRs) by Revenue, 2006-2009
Table 2.11: Average Advertising Rate Increases, 25 Top RBOC Directories, 1990-2010P
Table 2.12: DHC Rates, CPMs in 25 Top Directories by RBOC Publishers
Table 2.13: DHC Rates, CPMs in 16 Select Independent Directories
Table 2.14: RBOC Yellow Pages Revenue, 2007-2010P
Table 2.15: RBOC Revenue Change, 1998-2009
Table 2.16: Leading RBOC Directories, 2009
Table 2.17: Selected RBOC Business-to-Business Directories, 2009 vs. 2008
Table 2.18: Largest U.S. Yellow Pages Directory Publishers, 2009
Chapter 3: Markets for Printers and Suppliers

Introduction

Directory Unit Production by Publisher

Billings in RBOCs' 50,000+ Circulation Directories Increased in 2008

Leading Directory Printers

R.R. Donnelley

Worldcolor Press

Paper Consumption by Directory Publishers

The Pre-Media Market

Amdocs

Table 3.1: RBOC Directory Publishers by Circulation, 2005-2009
Table 3.2: Large Independent Telco and Non-Telco Directory Publishers by Circulation, 2005-2009
Table 3.3: Titles and Yellow Pages Volume in RBOC Directories with Circulation More Than 50,000
Table 3.4: RBOC Directories 50,000+ vs. Total Circulation, 2008-2009
Table 3.5: Summary of Leading Directory Printers, Major Customers and Print Runs, 2007-2009
Table 3.6: Capacity and Consumption, Uncoated Groundwood Paper, 2008-2009
Table 3.7: U.S. Demand for Directory Paper, 2008-2009
Table 3.8: Outlays for Printing, Paper, Other Production and Distribution; Directory Publishing Industry, 2005-2009

Chapter 4: Profiles of RBOC Publishers

AT&T Communications

Dex One (Formerly R.H. Donnelley)

SuperMedia (Formerly Idearc Media)

Chapter 5: Profiles of Leading Independent Telco Publishers

CenturyLink (Formerly CenturyTel)

FrontierPages

Local Insight Media

EATEL

Chapter 6: Profiles of Leading Independent Publishers

Ambassador Media Group

Hagadone Directories

Names & Numbers

Ogden Directories

Phone Directories Co. (Ziplocal)

User-Friendly Phone Book

Valley Yellow Pages

White Directory Publishers

Yellowbook

Your Community Phonebook

Chapter 7: Profiles of Leading Printers and Suppliers

Amdocs Ltd.

The Berry Co.

R.R. Donnelley & Sons

Worldcolor

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Yellow Pages Market Forecast 2010
Web Address: http://www.researchandmarkets.com/reports/2859595/
Office Code: SCDKTLHR

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 2995</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
<tr>
<td>Hard Copy:</td>
<td>USD 3195 + USD 58 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code:

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World