Worldwide Yellow Pages: Scandinavia 2007

Description: Simba's Worldwide Yellow Pages is your guide to the world of Yellow Pages markets, from market size to growth rates to unique Simba insights into the dynamics of Yellow Pages and Internet Directory publishing activities around the world.

Individual regional volumes drill down into activity in key regions. Each regional volume includes:
- Size comparison to the entire telecommunications segment
- Telephone revenues by region/country - per capita and GDP
- Statistics on directory advertising in relation to local economic factors
- Directory revenue forecasts for the next three years
- Data on directory advertising versus other media
- Key contact information on each publisher, including key personnel with e-mail

Contents:
- Methodology
- Executive Summary
- Chapter 1: Region Overview
  - Introduction: The Telephone Directory Market in Scandinavia
  - Exchange Rates
  - Telephone Directory Revenue per Capita
  - Telephone Directory Advertising in Relation to All Advertising
  - Table 1.1: Directory Revenue in Scandinavia, 2005 vs. 2004
  - Table 1.2: Breakdown of Directory Revenue, Scandinavia, 2005
  - Table 1.3: Scandinavian Market Overview, 2005
  - Table 1.4: Directory Revenue, Scandinavia vs. Rest of World, 2005
  - Table 1.5: Yellow Pages Advertising vs. All Advertising, by Country, Scandinavia, 2005
- Chapter 2: Denmark
  - Introduction: The Telephone Directory Market in Denmark
  - Telephone Directory Market in Relation to the Telephone Industry
  - Telephone Directory Market in Relation to the Advertising Industry
  - Directory Publishing in Denmark
  - Profile of the Leading Yellow Pages Publishers in Denmark
  - De Gule Sider (European Directories)
  - Table 2.1: Telephone Directory Market in Relation to the Economy, 2005
  - Table 2.2: Directory Market Revenue Growth, Denmark, 2003-2005, Projected 2006-2007
  - Table 2.3: Telephone Directory Publishing in Denmark, 2004-2005
  - Table 2.4: Directory Publishing in Relation to the Telephone Industry, 2005
  - Table 2.5: Growth in Denmark's Telephone Industry, 2004-2005
  - Table 2.6: The Advertising Industry in Denmark, 2004-2005
  - Table 2.7: Telephone Directory Publishers in Denmark, 2005
- Chapter 3: Norway
  - Introduction: The Telephone Directory Market in Norway
  - Telephone Directory Market in Relation to the Telephone Industry
  - Telephone Directory Market in Relation to the Advertising Industry
  - Directory Publishing in Norway
  - Profile of the Leading Yellow Pages Publisher in Norway
  - Findexa
  - Table 3.1: Telephone Directory Market in Relation to the Economy, 2005
  - Table 3.3: Telephone Directory Publishing in Norway, 2004-2005
  - Table 3.4: Directory Publishing in Relation to the Telephone Industry, 2005
  - Table 3.5: Growth in Norway's Telephone Industry, 2004-2005
  - Table 3.6: The Advertising Industry in Norway, 2004-2005
- Chapter 4: Sweden
  - Introduction: The Telephone Directory Market in Sweden
Telephone Directory Market in Relation to the Telephone Industry
Telephone Directory Market in Relation to the Advertising Industry
Directory Publishing in Sweden
Profile of the Leading Yellow Pages Publisher in Sweden
Eniro
Table 4.1: Telephone Directory Market in Relation to the Economy, 2005
Table 4.3: Telephone Directory Publishing in Sweden, 2004-2005
Table 4.4: Directory Publishing in Relation to the Telephone Industry, 2005
Table 4.5: Growth in Sweden's Telephone Industry, 2004-2005
Table 4.6: The Advertising Industry in Sweden, 2004-2005

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