Yellow Pages - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Yellow Pages in US$ Million by the following Segments: Print Yellow Pages, and Digital Yellow Pages. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World.

Annual estimates and forecasts are provided for the period 2015 through 2022. Also, a six-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 101 companies including many key and niche players such as -

- Albanian Yellow Pages Inc.
- Dex Media, Inc.
- Egypt Yellow Pages Ltd.
- EUROPAGES SA
- Hibu plc

Contents: I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study
Print Yellow Pages
Digital Yellow Pages

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW
Yellow Pages
The Original Search Engine
Print Yellow Pages Continue to Lose Momentum
Table 1: Percentage Penetration of Print Phonebook Directories in the United States for the Years 2013, 2014 & 2015 (includes corresponding Graph/Chart)
Table 2: Number of Pages in Superpage's Print Directory for Years 2012, 2014 & 2016 (includes corresponding Graph/Chart)
Digital Expansion Peps Up Revenues for Digital Yellow Pages
Table 3: Local Media Advertising Market in the US: Breakdown of Advertising Revenues (In US$ Billion) by Media Platform for Years 2014, 2016, 2018 & 2020 (includes corresponding Graph/Chart)
Despite Cannibalization by Alternative Technologies, Yellow Pages Continue to Find Favor for Local Searching Home/Trade SMBs
The Key Users of Yellow Pages for Advertising
Table 4: Advertising and Promotional Initiatives of SMBs: Percentage of SMBs Using Direct Mail, Facebook, Newspapers, Print Yellow Pages, and Websites for 2016 (includes corresponding Graph/Chart)
Table 5: Ad Spending Trends among Large SMBs: Percentage (%) of Annual Ad Budget Spent by Media Category
Location-based Advertising: A Preferred Advertising Solution
Innovations Continue Despite Tough Market Environment

2. SEGMENT REVIEW
Print Yellow Pages Market under Pressure
Table 6: Households without Internet Connectivity Present Opportunities for Print YP Market: Percentage of
Households without Internet Access by Geographic Region for 2016 (includes corresponding Graph/Chart)
Search Engines Spelling Doom for Printed Directories?
Dealing with Google's Dominant Presence
Directories in Metros: No Longer Viable?
Directories with Specific Functions: Opportunities to Tap
Printed Directories Find Favor among Specific Businesses
Small or Large: Deciding on the Ad Size in Printed Directories
Printed Directories Focus on Leads-Based Selling
Sustainability: A Key Concern for Print Yellow Pages Market
Ban on Distribution of Print YP
Small Businesses and Printed Yellow Pages
Digital Yellow Pages Revolutionize Traditional Directories
Internet Marketing Gaining Over Yellow Pages
Can Internet YP Companies Fight Declines in Printed Directories Category?
Brand Image Propels Internet Yellow Pages Searches
Mobile Format Aids Growth of Yellow Pages Market
Table 7: Smartphone Penetration Rate (%) for Select Countries Worldwide as a Percentage of Population
Owning a Phone: 2016 (includes corresponding Graph/Chart)
Yellow Pages on Mobile Devices
Opportunity for Local Businesses
Cross Device Targeting: A Key Analytics Solution

3. YELLOW PAGES
AN OVERVIEW
Yellow Pages: The Concept
From Where Do Publisher's Source the Listings?
ROI Generation in Yellow Pages Industry
Print Yellow Pages
Advantages of Print Yellow Pages Ads
Disadvantages of Print Yellow Pages Ads
Digital Yellow Pages
Internet Yellow Pages (IYP)
Types of Internet Yellow Pages Advertisements
Sponsored Listings
Banner Advertisements
Email Links
Advantages of Internet Yellow Pages
Mobile Yellow Pages
A Typical Mobile Yellow Pages Model
Benefits of Online and Print Yellow Pages over Other Sources
Permission-based Marketing
Targeted Solutions
Ideal for Movers
Cost Effective Surrogates: A Threat
Billboards
Radio
Cooperative Direct Mail
Frequency Programs
Search Engine Optimization

4. RECENT INDUSTRY ACTIVITY
Hibu Joins Facebook Marketing Partner Program
Hibu Affiliate Files for Bankruptcy
Yellow Pages Plans to Relaunch its Brand in Kenya
YP to Spin off Print its Yellow Pages Business
Wall2Wall Media Adopts New Name
Yellow Pages to Drop Home Delivery in Some Areas
YP Unveils New Local Search Marketplace
YP Introduces New PPC Search Solution
YP Launches Cross-Device Retargeting

5. FOCUS ON SELECT PLAYERS
Albanian Yellow Pages Inc. (US)
6. GLOBAL MARKET PERSPECTIVE

Table 8: World Recent Past, Current & Future Analysis for Yellow Pages by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 9: World Historic Review for Yellow Pages by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 10: World 14-Year Perspective for Yellow Pages by Geographic Region
Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

Market Analysis by Segment

Table 11: World Recent Past, Current & Future Analysis for Print Yellow Pages by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 12: World Historic Review for Print Yellow Pages by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 13: World 14-Year Perspective for Print Yellow Pages by Geographic Region
Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

Table 14: World Recent Past, Current & Future Analysis for Digital Yellow Pages by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 15: World Historic Review for Digital Yellow Pages by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 16: World 14-Year Perspective for Digital Yellow Pages by Geographic Region
Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES

A. Market Analysis

Advertising Spend Patterns Indicate a Shift towards Digital Platforms

Table 17: Local Advertising Market in the US (2016E): Percentage Breakdown of Revenues for Cable, Direct Mail, Email, Internet Yellow Pages, Magazine, Mobile, Newspapers, Online/Interactive, Out-of-home, Print Yellow Pages, Radio and TV (includes corresponding Graph/Chart)

Table 18: Local Advertising Market Mix in the US (2016 & 2020): Percentage Breakdown of Revenues by Traditional and Digital Platforms (includes corresponding Graph/Chart)

Table 19: US Local Advertising Market

Percentage Penetration of Select Digital Platforms among Smartphone Users for 2016 (includes corresponding Graph/Chart)

Yellow Pages Market: A Review
Local Searches

Cornerstone of Success for YP Market
Print Yellow Pages Continue on the Declining Path
Table 20: Print Yellow Pages Market in the US: Usage in Terms of References (In Billion) for Years 2012, 2014 & 2016 (includes corresponding Graph/Chart)

Yellow Pages Market Transitions to Digital Platforms
Table 21: Yellow Pages Market in the US (2016): Percentage Breakdown of Number of References for Print Yellow Pages and Internet Yellow Pages (includes corresponding Graph/Chart)

Strategic Corporate Developments
Select Key Players

B. Market Analytics
Table 22: US Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 23: US Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 24: US 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

2. CANADA
A. Market Analysis
Market Overview
Digital Yellow Pages to Benefit from Local Businesses Efforts to Go Digital
Strategic Corporate Developments
Select Key Players
B. Market Analytics
Table 25: Canadian Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 26: Canadian Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 27: Canadian 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

3. JAPAN
Market Analysis
Table 28: Japanese Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 29: Japanese Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 30: Japanese 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4. EUROPE
Market Analysis
Table 31: European Recent Past, Current & Future Analysis for Yellow Pages by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 32: European Historic Review for Yellow Pages by Geographic Region
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 33: European 14-Year Perspective for Yellow Pages by Geographic Region
Percentage Breakdown of Revenues for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 34: European Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 35: European Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 36: European 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4a. FRANCE
A. Market Analysis
Current and Future Analysis
EUROPAGES SA
A Key Player in the French Market
B. Market Analytics
Table 37: French Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 38: French Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 39: French 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4b. GERMANY
Market Analysis
Table 40: German Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 41: German Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 42: German 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4c. ITALY
Market Analysis
Table 43: Italian Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 44: Italian Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 45: Italian 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM
A. Market Analysis
Current and Future Analysis
Hibu plc
A Key Player in the UK Market
B. Market Analytics
Table 46: UK Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 47: UK Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 48: UK 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4e. SPAIN
Market Analysis
Table 49: Spanish Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 50: Spanish Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 51: Spanish 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4f. RUSSIA
Market Analysis
Table 52: Russian Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 53: Russian Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 54: Russian 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4g. REST OF EUROPE
Market Analysis
Table 55: Rest of Europe Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 56: Rest of Europe Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 57: Rest of Europe 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
Market Analysis
Table 58: Asia-Pacific Recent Past, Current & Future Analysis for Yellow Pages by Geographic Region
Australia, China, India, New Zealand and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 59: Asia-Pacific Historic Review for Yellow Pages by Geographic Region
Australia, China, India, New Zealand and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 60: Asia-Pacific 14-Year Perspective for Yellow Pages by Geographic Region
Percentage Breakdown of Revenues for Australia, China, India, New Zealand and Rest of Asia-Pacific Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 61: Asia-Pacific Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 62: Asia-Pacific Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 63: Asia-Pacific 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

5a. AUSTRALIA
Market Analysis
Yellow Pages Market in Australia
An Overview
Table 64: Traffic Sources of Select Yellow Page Sites in Australia (2015): Breakdown by Source of Traffic Visits to YellowPages.com.au, True Local and Yahoo.com.au (includes corresponding Graph/Chart)
Sensis Pty Ltd.
A Key Player in the Australian Market

B. Market Analytics

Table 65: Australian Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 66: Australian Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 67: Australian 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

5b. CHINA

Market Analysis

Table 68: Chinese Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 69: Chinese Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 70: Chinese 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

5c. INDIA

A. Market Analysis

Market Overview
Growing Prominence of Search Services among SMEs Aids Growth of Digital Yellow Pages

B. Market Analytics

Table 71: Indian Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 72: Indian Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 73: Indian 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

5d. NEW ZEALAND

Market Analysis

Table 74: New Zealand Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 75: New Zealand Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 76: New Zealand 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

5e. REST OF ASIA-PACIFIC

Market Analysis

Table 77: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 78: Rest of Asia-Pacific Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 79: Rest of Asia-Pacific 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
6. LATIN AMERICA
Market Analysis
Table 80: Latin American Recent Past, Current & Future Analysis for Yellow Pages by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 81: Latin American Historic Review for Yellow Pages by Geographic Region
Brazil and Rest of Latin America Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 82: Latin American 14-Year Perspective for Yellow Pages by Geographic Region
Percentage Breakdown of Revenues for Brazil and Rest of Latin America Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

6a. BRAZIL
Market Analysis
Table 86: Brazilian Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 87: Brazilian Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 88: Brazilian 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

6b. REST OF LATIN AMERICA
Market Analysis
Table 89: Rest of Latin America Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 90: Rest of Latin America Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 91: Rest of Latin America 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

7. REST OF WORLD
A. Market Analysis
Current & Future Analysis
Corporate Development
Key Players
B. Market Analytics
Table 92: Rest of World Recent Past, Current & Future Analysis for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 93: Rest of World Historic Review for Yellow Pages by Segment
Print Yellow Pages and Digital Yellow Pages Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 94: Rest of World 14-Year Perspective for Yellow Pages by Segment
Percentage Breakdown of Revenues for Print Yellow Pages and Digital Yellow Pages Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE
Total Companies Profiled: 101 (including Divisions/Subsidiaries 106)
The United States (42)
Canada (3)
Japan (2)
Europe (16)
- France (2)
- Germany (2)
- The United Kingdom (3)
- Italy (1)
- Rest of Europe (8)
Asia-Pacific (Excluding Japan) (25)
Latin America (5)
Middle-East (9)
Africa (4)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2255380/
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.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Yellow Pages - Global Strategic Business Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2255380/">http://www.researchandmarkets.com/reports/2255380/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Electronic (PDF) - Single User:</th>
<th>USD 4500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6300</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 8550</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td>USD 10800</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Email Address: *</td>
<td>________________________________</td>
</tr>
<tr>
<td>Job Title:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Organisation:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Address:</td>
<td>________________________________</td>
</tr>
<tr>
<td>City:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Country:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>________________________________</td>
</tr>
<tr>
<td>Fax Number:</td>
<td>________________________________</td>
</tr>
</tbody>
</table>

* 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: Bank details will be provided on the invoice which you will receive after you place your order with us.

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