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asks the right questions!



Advertiser-Paid Information Services: Understanding "Free"

The United States, Canada, The United Kingdom and South Africa all now have advertiser-sponsored, free-to-consumer telephone-based information services. These services have enjoyed varying levels of success. Key elements within the business models of each service have contributed to this variation. Whether you offer or plan to offer these free-to-consumer services or are competing against them, you need to understand each offering in detail. Each of these services is unique.

This Report Features:

- 33 Charts and Tables (See Table of Charts & Figures)
- 128 Pages that provide an understanding of what these free-to-consumer services are, how they work and why they have been launched now
- Detailed review of provider's business models and call flows for each service reviewed
- Test call results to gauge and compare service accuracy, speed, ease of use, and call features for the North American services.
- Two separate forecasts that detail two possible scenarios for the development of these services in the US market.
- Actionable recommendations for both those who provide advertiser-sponsored services and those who find themselves competing against them

Who Needs This Report?

- Companies that offer, or plan to offer, advertiser-sponsored services
- Companies that are now competing against "free" advertiser-sponsored services
- Yellow Pages and Internet directory publishers
- Technology suppliers to the industry
- Venture capital firms and investors in the information services arena

Understand the market, understand the players, and leverage trends that will change how you do business.

The Pierz Group asks the right questions, you get the answers.

Price: \$3,750; EIDQ members receive a 15% discount

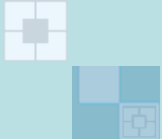
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Key Findings:

The confluence of key market factors have created the opportunity for new advertiser-sponsored, free to consumers, information services to enter the market in the US and Israel within recent months. These new services join the ranks of already successful implementations in Canada and South Africa. This report details how and why these services have emerged now, the strategic approach each has taken and provides the results of thousands of test calls placed to test the overall accuracy, and efficiency of these services.

- Three new advertiser-sponsored “free” DA/DQ services joined 1-800-SAN-DIEGO in the US market since November of 2005. Each of these new services has unique elements to their business model; all share some of the same challenges.
- The United Kingdom, Canada, South Africa and Israel also have free to consumer information services applications. Each of these is unique and approaches both consumers and advertisers with a different positioning in the marketplace.
- The new, national advertiser-sponsored services are cannibalizing some DA/DQ call volumes, but they are also expanding the entire category with new incremental call volumes from consumers who were not heavy users of traditional DA/DQ services.
- Under the right circumstances free to consumer DA/DQ applications could grow to reach 1.5 Billion calls per year in the US market by 2010.
- To reach that number of calls each year just being “free” is not good enough
- Test calls to these services generated a range of results. The quality and accuracy of some of these services is approaching that of US fixed line carrier offerings which range in price to consumers from \$0.20 (Sprint New Jersey) to \$1.99 (AT&T).
- Traditional DA/DQ services can compete with “free” if they lose their traditional mind set and focus on the right strategic elements. You are offering a solution to a consumer’s problem, not just a telephone number lookup.
- The Pierz Group projects the on-going successful introduction of similar services in other markets around the world.



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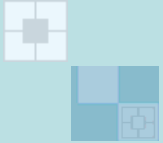
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For more information on this and other topics pertaining to the greater directory assistance/enquiry market please contact The Pierz Group. The Pierz Group provides consulting services and high value reports on the key issues facing the greater information services market. We focus on providing detailed, actionable research and analysis as well as strategic consulting services. Regular reports cover the issues and trends most likely to influence the current operations as well as future planning of providers of Directory Assistance/Enquiry services and the vendor community worldwide.

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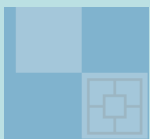
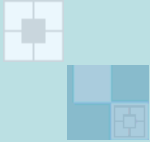


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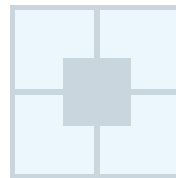
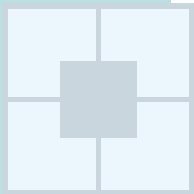
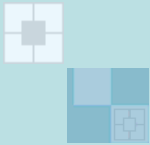
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