

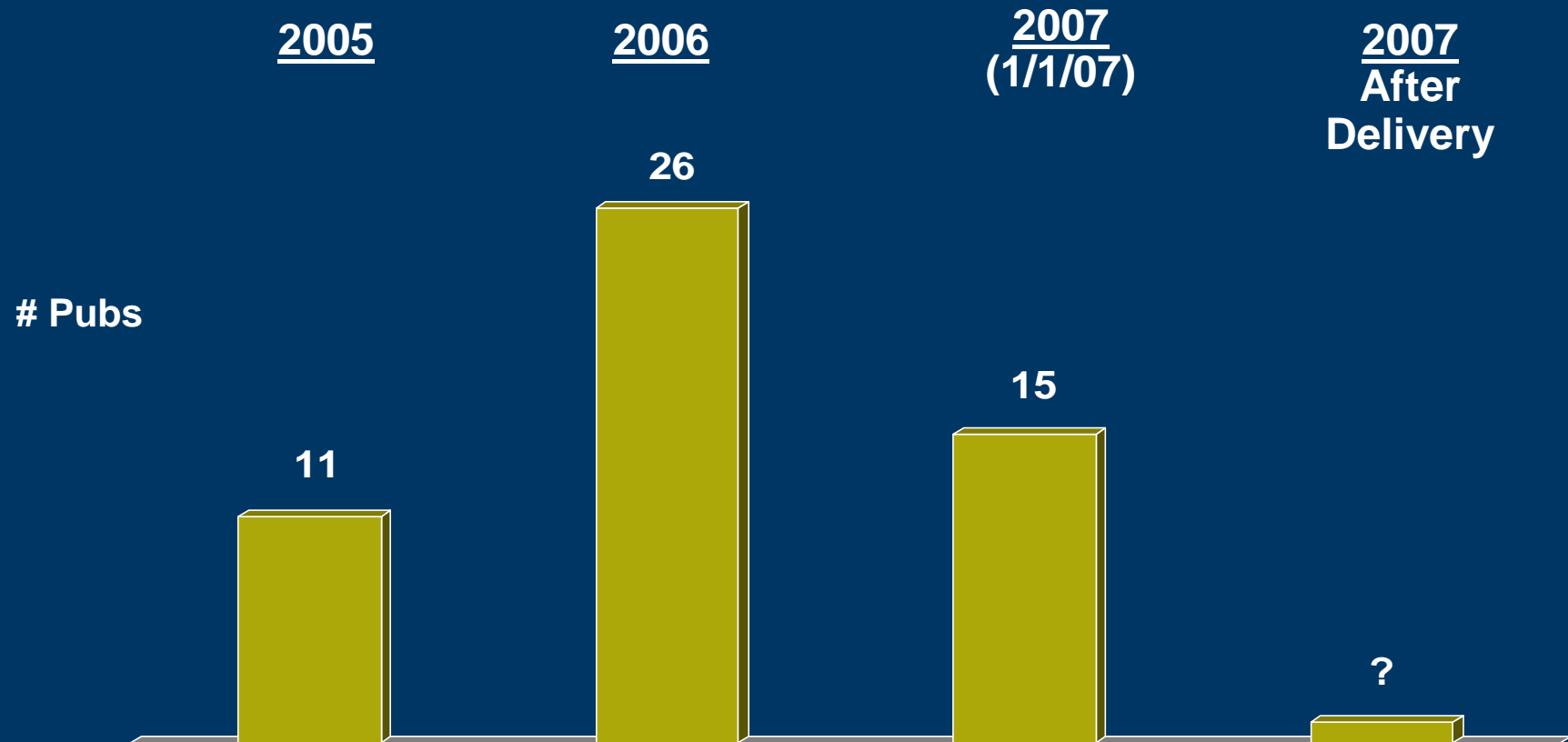
Discussion Outline

- **Trend in YPMR Measures: 2005-2007**
 - * Trends in Participating Pubs/CMR's
 - * Count of DMA's/DDA's, etc.
 - * Coverage of U.S. & by County Size
 - * New DDA's added in 2006//2007
- **Other Discussion Issues**
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Ingoing Considerations

- **15 of 26 publishers receiving YPMR reports for 1st time (this week and next)**
- **Expectation: More publishers will be adding DDA's by March, 2007**
- **Net: All counts should be viewed as tentative**

Trend in Count of YPMR Publishers: 2005-2007

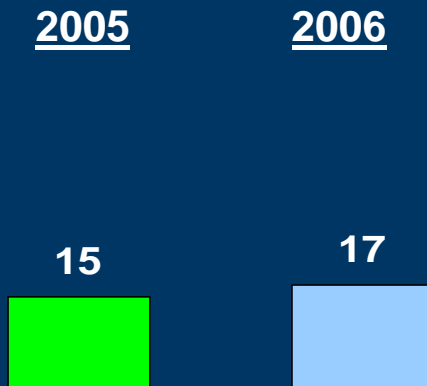


Specific Publisher YPMR Subscribers

<u>Publisher</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
ADV		✓	✓
AMB	✓	✓	✓
APC	✓		✓
ATT	✓	✓	✓
BSA	✓	✓	✓
CIN	✓		
DEX	✓	✓	✓
DP		✓	?
DPI		✓	✓
GP		✓	?
HDI		✓	?
IAR (VZ)	✓	✓	✓
IDA		✓	?
KWB		✓	?

<u>Publisher</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
LMB	✓	✓	✓
MCG		✓	?
MDP		✓	?
ODI		✓	?
PAR		✓	✓
RHD		✓	✓
SAI		✓	?
SSP			✓
UFP		✓	✓
VYP		✓	?
WCD		✓	?
WCYP		✓	?
WDP	✓	✓	?
WIN (ALL)	✓	✓	✓
YBC	✓	✓	✓

YPMR CMR Subscribers

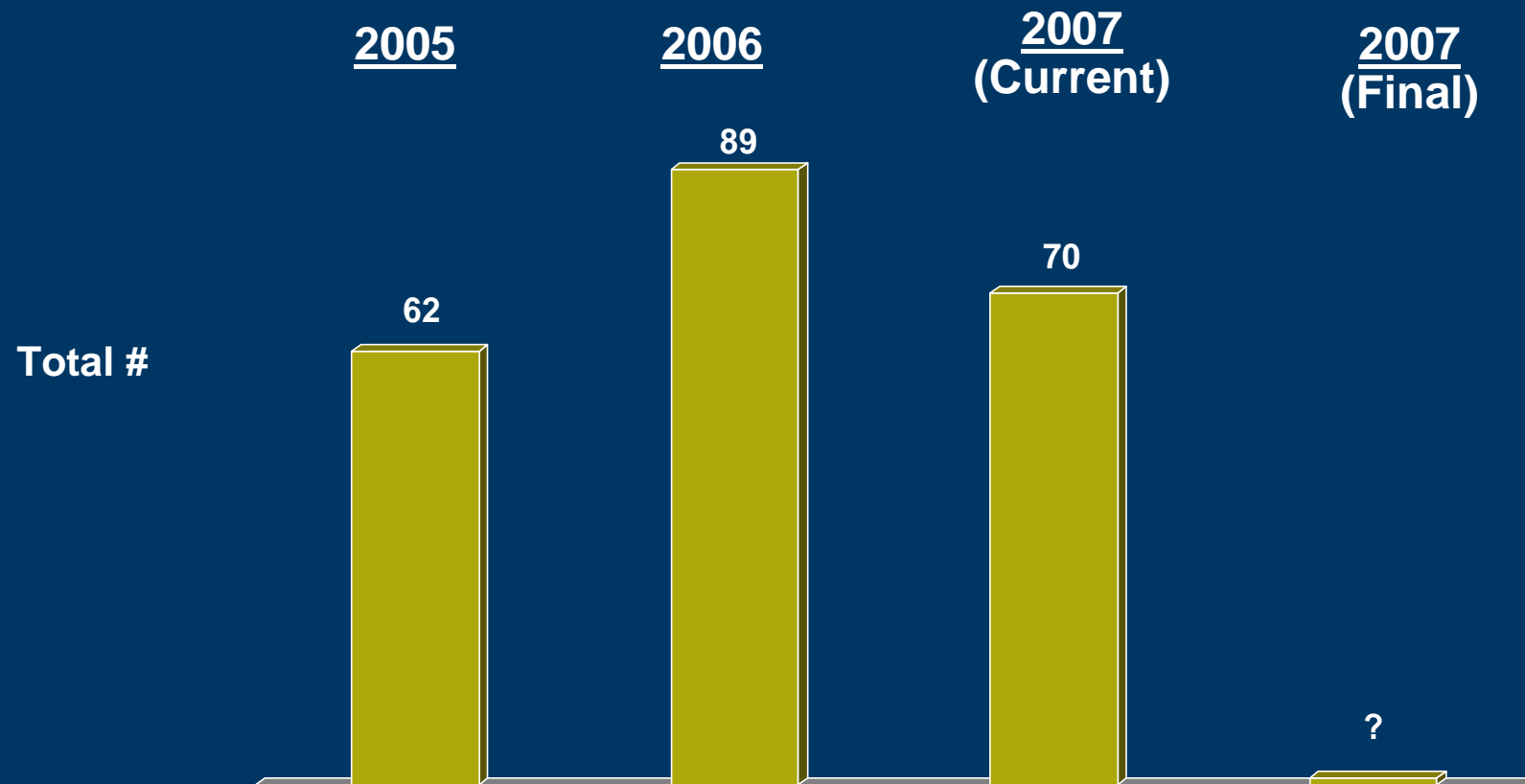


National Revenue Share ~ 75%

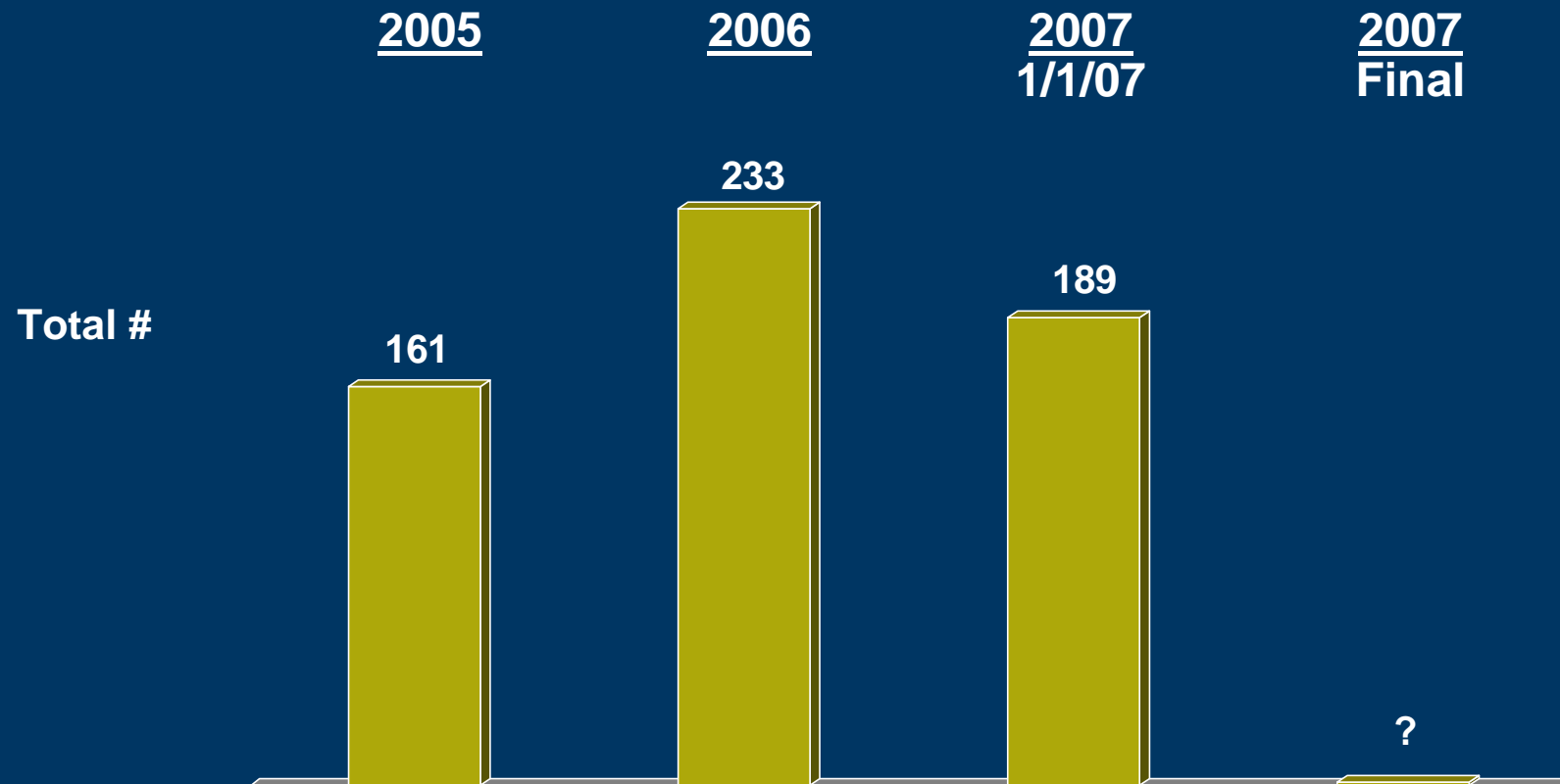
Specific CMR's

	<u>2005</u>	<u>2006</u>
Ads Nationwide		✓
Berry Network, Inc.	✓	✓
Cramer Krasselt	✓	✓
DAC Group	✓	✓
DAS Group	✓	✓
DCG Yellow Pages, Inc.	✓	✓
Fogarty Klein Monroe	✓	✓
Hurrelbrink Advertising, Inc.	✓	
Itel Media (ITM)	✓	✓
Ketchum Directory Advertising	✓	✓
Marquette Group	✓	✓
Nationwide Yellow Pages	✓	✓
Saxton-Ferris		✓
SMG Directory Marketing	✓	✓
Telmark Yellow Pages		✓
TMP Directional Marketing	✓	✓
Wahlstrom Group	✓	✓
Yellow Page Authority	✓	✓

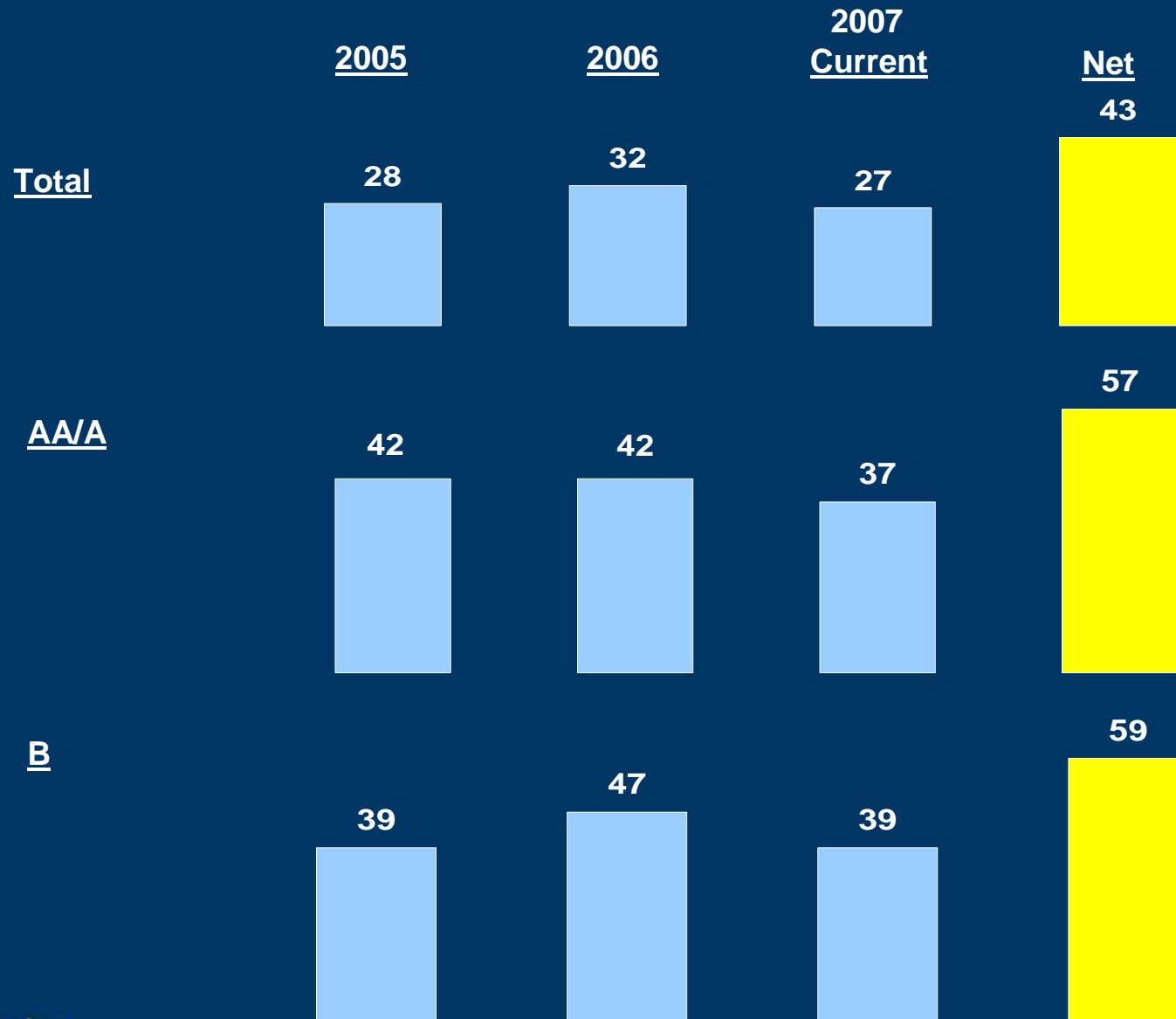
Trend in Count of DMA's: 2005-2007



Trend in Count of DDA's: 2005-2007



Trend in Coverage of Total U.S./County Size



One or More DDA's in Top 25 DMA's

	<u>05</u>	<u>06</u>	<u>07</u>		<u>05</u>	<u>06</u>	<u>07</u>
1. New York	✓	✓	✓	13. Tampa-St. P	✓	✓	✓
2. Los Angeles	✓	✓	✓	14. Minneapolis	✓	✓	✓
3. Chicago	✓	✓	✓	15. Phoenix			
4. Philadelphia	✓	✓	✓	16. Cleveland	✓	✓	
5. San Fran.	✓	✓	✓	17. Miami			✓
6. Boston	✓	✓	✓	18. Denver		✓	✓
7. Dallas		✓		19. Sacramento	✓	✓	✓
8. Washington	✓	✓	✓	20. Orlando	✓	✓	✓
9. Atlanta		✓	✓	21. St. Louis	✓	✓	✓
10. Detroit	✓	✓	✓	22. Pittsburgh	✓	✓	✓
11. Houston	✓	✓	✓	23. Baltimore	✓	✓	✓
12. Seattle	✓	✓	✓	24. Portland, OR	✓	✓	✓
				25. Indianapolis	✓	✓	✓

Coverage of DMA's 26-50

	<u>05</u>	<u>06</u>	<u>07</u>		<u>05</u>	<u>06</u>	<u>07</u>
26. San Diego			✓	38. Grand Rapids	✓	✓	✓
27. Hartford	✓	✓	✓	39. W. Palm Beach			
28. Charlotte	✓	✓	✓	40. Birmingham	✓	✓	✓
29. Raleigh	✓	✓	✓	41. Norfolk		✓	✓
30. Nashville		✓	✓	42. New Orleans			
31. Kansas City	✓	✓		43. Memphis			
32. Cincinnati	✓			44. Buffalo		✓	
33. Milwaukee	✓	✓	✓	45. Okla. City	✓	✓	✓
34. Columbus	✓	✓	✓	46. Greensboro			
35. Greenville-SC		✓	✓	47. Harrisburg		✓	✓
36. Salt Lake City			✓	48. Providence	✓		
37. San Antonio	✓	✓	✓	49. Albuquerque		✓	
				50. Louisville	✓	✓	

Overall missing thirteen of Top 50 DMA's

Other Considerations

- Of the 217 DDA's in 2006:
 - 82 are “repeat” DDA's
 - 87 are “new” DDA's
- First “off shore” measure in Oahu
- Other new DMA's in 2006 include:
 - Albany, NY
 - Las Vegas
 - Fresno
 - Richmond/Petersburg
 - Tulsa
 - Knoxville
 - Lexington
 - Roanoke
 - Spokane
 - +22 more

New DMA's in 2007

New DMA's in 2007:

- Miami – Ft. Lauderdale
- San Diego
- Salt Lake City
- Wilkes-Barre Scranton
- Baton Rouge
- El Paso
- Ft. Smith
- Tallahassee
- Reno
- Corpus Christi
- Abilene

Conclusion/Other Considerations

- **Year 1 (2005) auspicious start accelerated in year 2**
- **Will 2006 report release stimulate increased participation in 2007?**

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Other Discussion Issues - I

- **Directory Shares at T-M Level**
 - * Base sizes now large enough for refined breakouts
 - * Book shares within T-M demos/geos (gender, age, etc. – zip code combos, etc.)
 - * Meeting needed to identify report parameters

Other Discussion Issues - II

- **YPMR Web Site**

- * 10+ reports loaded on site
- * Pub/CMR retrieval started
- * No questions thus far
- * Reaction – overwhelmingly positive

- **Usage Fragmentation**

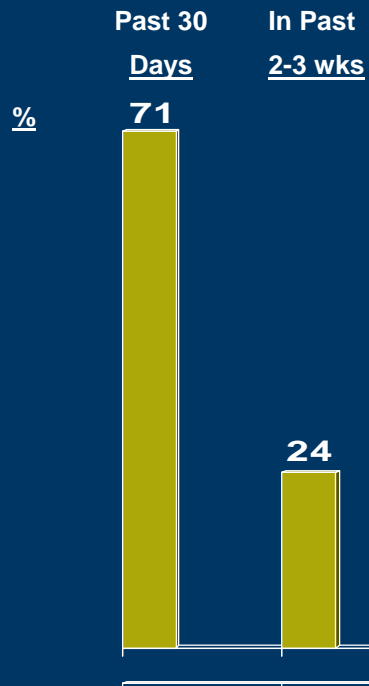
- * Not unusual for book share of 25% to be top rated directory
- * But makes decision more complex
- * Targeted headings/smaller books create more complications (e.g., Plumber example)

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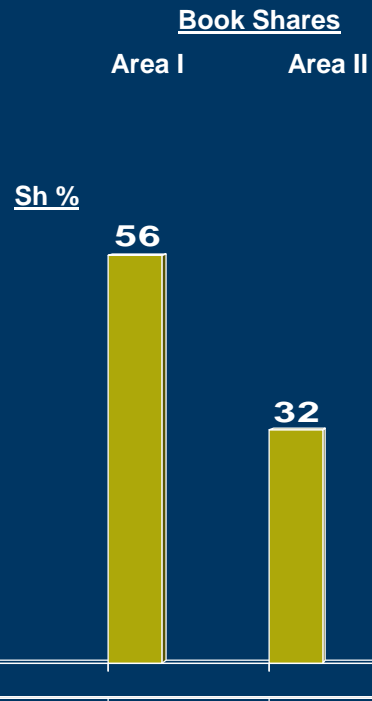
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Generic YP Usage



Is 24% projectable?

Sampling One Zip Code Per DDA



Directory shares vary across area

Other Measurement Issues

- Confusion with Yellow Book vs. YP name inflates YBC share
- Seasonality shares
- 200 zip codes vs. 32,000
- And more