

The Pierz Group

asks the right questions!



The Directory Assistance/Enquiry Market: A Global Forecast 2005

This highly detailed global forecast provides an in-depth view into the key factors driving the DA/DQ market worldwide. It is the most complete and accurate forecast available for the DA/DQ market and was created with input from carriers worldwide.

This Report Features:

- 113 Charts and Tables (See Table of Charts & Figures)
- 141 Pages that provide detailed views of each region and the market factors behind the forecast through 2010
- Detail of the base of telephone subscribers by type, DA/DQ call volumes by type of call, as well as DA/DQ revenue figures through 2010
- Provides insight into key changes historically as well as those that are forecast to impact each market over the next five years
- Regional comparisons, highlighting the differences and similarities between geographic area

In addition to the report, each client will receive a detailed spreadsheet containing the DA/DQ call volume and revenues from 1995 through 2010 for the country of their choice. Additional country-level spreadsheet reports are available for \$500 per five countries.

Who Needs This Report?

- All Directory assistance/enquiry providers
- All Wireless carriers
- All Fixed line carriers
- 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

We Asked the Right Questions, You Get the Answers:

- ✓ What key strategies will help your firm invest in the right places to ensure ongoing growth in DA/DQ revenues?
- ✓ How have the most successful DA/DQ providers grown call volumes in excess of 20 percent annually without a major price increase?
- ✓ Forecast changes in which single country will change the growth trends in the region and globally?
- ✓ Which geographic region of the world will increase DA/DQ call volumes by 7.8 billion calls between 2005 and 2010?
- ✓ Which region will have the highest growth rate (%)? Hint: It isn't the same region that will add 7.8 billion new calls by 2010.
- ✓ Which region will have the highest total growth in DA/DQ revenues? Hint: It is not the same region with 7.8 billion in new calls or with the highest growth rate.
- ✓ What languages and language characteristics will drive technological changes and innovation?
- ✓ What are the key differences between markets that, from a product marketing point of view are "mature" vs. those still in the "growth" phase of the product life cycle? What strategic directions will each take over the next five years?
- ✓ Worldwide, what single characteristic do one-third of new telephone subscribers between 2005 and 2010 have in common?

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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.

Please contact us:

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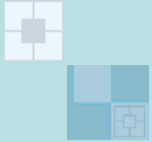
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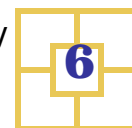
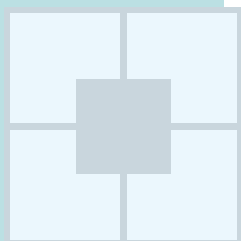
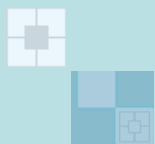


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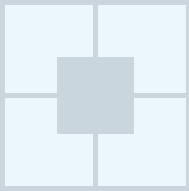
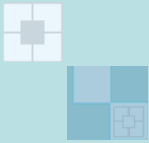
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