

# The Pierz Group

asks the right questions!



## The US Market: A Detailed Strategic Overview & Forecast

The United States is the largest directory assistance/enquiry (DA/DQ) market in the world. Growth in this market is shifting toward mobile DA/DQ services, VoIP and toward newly introduced Advertiser-Sponsored services. This report provides a detailed strategic look at key factors impacting the market and provides a market forecast that includes fixed, wireless, "free" and VoIP volumes and revenues through 2011.

### This Report Features:

- 23 Charts and Tables (See Table of Charts & Figures)
- 68 Pages that provide an understanding of the key factors driving changes in the market and show growth trends and changes through 2011
- Highly detailed market history and 2006-2011 forecast (volumes and revenues)
- Market share detail
- Pricing information
- Specific, actionable recommendations for service providers of all types

### Who Needs This Report?

- All directory assistance/enquiry providers in the US market, and those wishing to enter the market.
- Technology suppliers to the industry
- Venture capital firms and investors in the information services arena
- DA/DQ providers in similar markets

**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:** \$2,950; EIDQ members receive a 15% discount

**Purchase This Report Today:**

**Call or Email us: 248-922-1501, [info@pierzgroup.com](mailto:info@pierzgroup.com)**

## Key Findings:

The US directory assistance/enquiry market, like many others, is being impacted by a variety of factors that are changing what consumers want and expect as well as driving changes in product offerings and growth patterns in the market. A myriad of specific elements make up each of these four key factors, and often a single element falls under more than one strategic factor. Identity management, technological innovation, competition, regulatory changes are changing information services markets at an increasing rate of speed. These changes have shifted growth patterns in the market.

- New entrants including advertiser-sponsored services and text services are gaining rapid acceptance as alternatives to increasingly high priced paid DA/DQ services.
- The Internet, and the many ways contact information can be found electronically, and most often for free, has also fundamentally changed consumer behavior.
- Growth in the number of mobile phones as well as consumers' increasing reliance on them as a primary communications device has redefined who actually answers the DA/DQ call, the services offered and even the price paid.
- The total number of DA/DQ calls in the US market will grow by 10 percent between 2006 and 2011; however fixed line call volumes will decline 16 percent.
- Total DA/DQ revenues will grow 19 percent between 2006 and 2011 with revenues for fixed line services falling 4 percent.
- Free, advertiser-sponsored services will expand to an estimated 11 percent of total DA/DQ call volumes by 2006.



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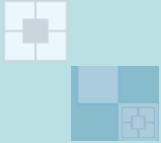
## The Pierz Group

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 and conferences. 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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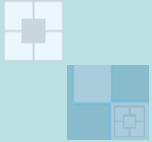


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