

The Pierz Group had hoped to introduce our new “*New & Improved News & Links*” news letter this week, however, after an entire week of technical difficulties, we are delivering this text-only version and will get the new version out to you later this month.

Last week was a busy one in this space. **Local Matters** not only made their upcoming IPO public but they also announced the re-launch of Tennessee.com for better local search capabilities. **InfoSpace** was another company that seemed to make headlines everyday this week. InfoSpace announced that Find-it local search capabilities would now be available on Sprint/Nextel networks. The application, which must be downloaded to the phone to work, will cost \$2.99 a month for unlimited searches, or roughly the price of two DA/DQ calls. InfoSpace also announced the launch of InfoSpace Local, a new local search Web site which allows consumers to find more relevant listings including neighborhood businesses, white pages listings, event information, maps, directions, and useful Web pages.

Verizon was also very busy this week and seems to have come to the conclusion that if you can't beat Google, it is best to join them. **SuperPages** announced that it will offer its advertisers the ability to bid for Google search terms where appropriate for their business in a resale agreement that could open up a whole new avenue for local advertisers seeking potential customers online. In another move that models the **Google** effect, **SuperPages** also announced heading bidding for key headings where a **SuperPages** number appears directly under the heading and the highest bidder in any given week will have all calls to that number connected to their business. And, just so that we could mention **Google** one more time in this summary, it was announced that their market share has once again increased.

BFE Telecom, Inc. announced they are launching a new service, The Black 411™. This service is designed to help consumers find and locate black-owned businesses across the country. The service will officially launch on April 30th, 2006.

In the UK, OFCOM have released their latest report on DA/DQ services in that market. A related story appeared in the Herald that soundly criticizes the connections fees now charged for DA/DQ calls and the fact that it is not easy for consumers to know what price they will be charged for a DA/DQ call that includes a connection to the requested number. In Spain, **Telefonica** started the week with ten suitors for its directory unit **TPI**, but is quickly narrowing the list.

Mark your calendars now! Our 2006 conference will be held in Auburn Hills, Michigan, USA November 1-3, 2006. We have an exciting agenda and have already confirmed some great speakers. An agenda and on-line registration are available on our website. Call us to find out how to attend the conference “free” of charge (yes, FREE) or to learn more about sponsorship opportunities. This is the one DA/DQ event you can't miss this year.



New Reports

The US Market a Detailed Strategic Overview and Forecast

This highly detailed view of the US market and the underlying drivers provides a clear strategic focus as well as a detailed forecast for this market. This forecast also includes detail for VoIP services and for ad-supported “free” services. It will be published in April.

Advertiser-Paid DA/DQ Services, Understanding “Free”

This report provides an in-depth review of some of the many new DA/DQ services which are free to consumers in the US market, as well as similar services in other markets around the world. Business models are reviewed and “mystery shopper” research was conducted to provide a user-experience comparison of these services. This report includes a forecast for these services and the entire US DA/DQ market as well as some insightful conclusions. It will be published in April.

The Chinese Market: Opportunity & Challenge

(中国市场：机会与挑战)

We have completed consumer-level research on directory and directory assistance use in the Chinese market. This highly detailed report containing 52 charts and tables now available. This report also contains detailed forecasts for this market. [Download a summary today](#); contact Dan for additional details.

Welcome Christine Rivers

Christine Rivers-Perry joins The Pierz Group as Director of Marketing, bringing years of marketing and planning experience and enthusiasm. You will enjoy meeting Christine at our November conference. Sign up today. Christine can be reached at crivers@pierzgroup.com or 248-797-4113.

Give Dan a Call

Dan Phibbs is eager to discuss how we can best meet your information needs; give him a call! Dan is located in Tennessee (US Central Time Zone, GMT-6) and can be contacted as follows: dphibbs@pierzgroup.com, Office phone: 615-541-0169, Mobile phone 615-504 9849.

Join our newsletter sponsors

Each week, this newsletter goes out to nearly 500 industry executives, and more are added each week!

En Español!

The Pierz Group is pleased to announce that our reports are available in Spanish. In fact, all of our services are available in Spanish. Please visit our website for more information. Contáctenos hoy para más información; todos hablamos español.

- **InfoSpace is launching local mobile search**
 March 27, 2006
 The Seattle Times
http://seattletimes.nwsourc.com/html/business/technology/2002891750_btinfospace27.html
- **Local Matters Launches Tennessee.com; Creates New Local Search and Shopping Marketplace to Increase Traffic Generation for Partners**
 March 27, 2006
 Business Wire
http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20060327005436&newsLang=en
- **The 411 on 411**
 March 27, 2006
 The Washington Post
http://blog.washingtonpost.com/thecheckout/2006/03/the_411_on_411.html
- **Verizon online directory in ad deal with Google**
 March 27, 2006
 Reuters
http://today.reuters.com/news/newsArticle.aspx?type=businessNews&storyID=2006-03-28T160405Z_01_N28384443_RTRUKOC_o_US-GOOGLE-SUPERPAGES.xml&archived=False
- **Google gains search share, widens lead on Yahoo**
 March 27, 2006
 BizReport
<http://www.bizreport.com/news/9736/>
- **Ofcom and ICSTIS publish new research on 118 directory enquiries market**
 March 29, 2006
 OFCOM Website
http://www.ofcom.org.uk/media/news/2006/03/nr_20060327
- **MapQuest founder eyes Local Matters**
 March 30, 2006
 Market Watch
[http://www.marketwatch.com/News/Story/Story.aspx?guid=%7BA6BBD8BA%2D31A7%2D4AC1%2D98BC%2D1E92A12958A4%7D&dist=newsfinder&siteid=google&keyword=.](http://www.marketwatch.com/News/Story/Story.aspx?guid=%7BA6BBD8BA%2D31A7%2D4AC1%2D98BC%2D1E92A12958A4%7D&dist=newsfinder&siteid=google&keyword=)
- **Want a phone number? That'll be up to £2**
 March 30, 2006
 The Herald
<http://www.theherald.co.uk/news/59124.html>

- **411 directory proposal could doom Senate's phone records bill**
 March 30, 2006
 RCR Wireless News
<http://rcrnews.com/news.cms?newsId=25987>
- **BFE Telecom Launches The Black 411™ to Help Consumers Find and Locate Black Businesses**
 March 30, 2006
 PR Newswire
<http://www.prweb.com/releases/2006/3/prweb365424.htm>
- **Telefonica rejects France Telecom bid for TPI**
 March 30, 2006
 Reuters
<http://today.reuters.com/business/newsArticle.aspx?type=telecomm&storyID=nL30325832>
- **The voice that makes you want to reach out and ...**
 March 31, 2006
 News Observer
<http://www.newsobserver.com/105/story/423672.html>
- **InfoSpace Introduces New Local Search Site with Focus on High Relevancy and Personalization**
 March 31, 2006
 LBS Zone
<http://www.lbszone.com/content/view/894/2/>
- **Verizon launching auctions for Yellow Pages numbers**
 March 31, 2006
 TMC Net
<http://news.tmcnet.com/news/2006/03/31/1525625.htm>
- **Maine poised to ban sale of cell phone records**
 April 1, 2006
 Boston Globe
http://www.boston.com/news/local/maine/articles/2006/04/01/maine_poised_to_ban_sale_of_cell_phone_records/

And you thought you had a tough job in telecommunications.....

- **You have to feel sorry for the human phone boxes of Bolivia**
 April 1, 2006
 TMC Net

<http://www.tmcnet.com/usubmit/-have-feel-sorry-the-human-phoneboxes-bolivia-/2006/04/01/1527646.htm>