

Global Directory Assistance Market

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Date: July 2007

Pages: 19

Price: US\$ 800.00 (Single User License)

ID: G76231F39ADEN

Abstracts

In the past, the DA industry has provided both Yellow Pages and White Pages data to callers (usually via 411) through operator based-services. With the advent of new technology and automation, a significant shift is taking place in how this data is being delivered to consumers.

The Directory Assistance market is under pressure from various competitors, including free DA, SMS, WAP-based search and mobile applications that continue to eat consumer-pay DA market share.

The report focuses on the global directory assistance market – its segments, value, growth rate, pricing model, etc. It provides comprehensive analysis of the global yellow pages industry. The US and the Europe Directory assistance market have been covered separately. It also discusses pay-per-click advertising model and mobile local search market. The report profiles some of the key industry players, including their recent significant developments. In addition, the report also profiles other smaller location based players.

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