

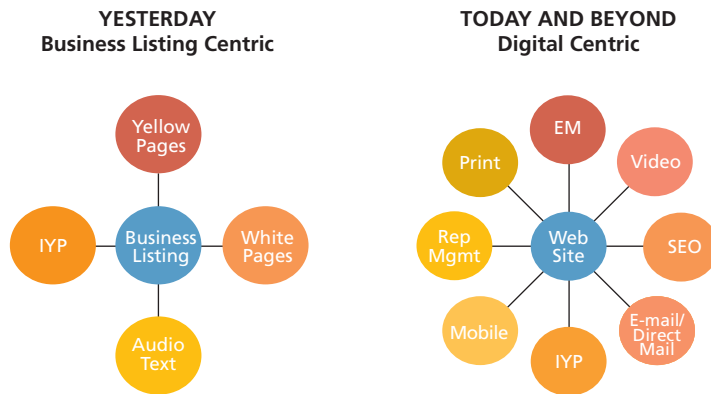
# CAS: The Kelsey Report®

*Premier Market Analysis and Strategic Resource for the Global Yellow Pages Industry*

**The Kelsey Report® (TKR)** is a continuous advisory service (CAS) for the global Yellow Pages industry. TKR CAS clients have ongoing direct access to research, expert analysis and evaluation of quantitative and qualitative data as it relates to the business and evolution of directory publishing.

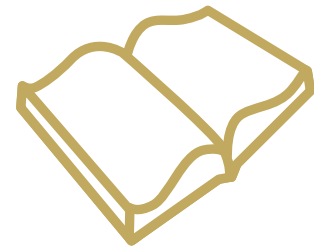
## Focused on the Future of Local Search and Directory Publishing

BIA/Kelsey sees the future of Yellow Pages revolving around how publishers can best serve the needs of small-business advertisers—with video, reputation management, mobile directories, group buying, SEM/SEO and more. The Kelsey Report provides essential information and insights to publishers, suppliers, CMRs, advertising agencies, trade associations and investors on the migration to digital platforms, the impact of technology, best practices in sales and sales management, and how consumer views and preferences are transforming the industry.



## The Kelsey Report® Advantage

The Kelsey Report® is recognized as the thought leader of the global Yellow Pages community. Since 1991, TKR has been tracking trends, best practices and vital issues in the global Yellow Pages industry, covering print and online directories, M&A activities, sales force best practices, SMB tracking and global trends. Our longevity in this arena speaks to the value and trust clients place on the information and insights they derive from TKR data and analysis. Clients include every major print directory publisher in the world, aggressive independents, electronic publishers, CMRs, major industry vendors and trade associations.



### Who Subscribes to TKR?

A wide range of organizations benefit from the information and insights available through The Kelsey Report®, including:

- Established local media-focused companies
- Technology suppliers to these companies
- Financial owners in the global Yellow Pages industry
- Leading directory publishers
- CMRs
- Major portals
- Suppliers whose sole focus is the directories and local media arena

### Learn More

<http://www.biakelsey.com/Advisory-Services/>

# Inside the BIA/Kelsey CAS Client Experience

## Advantages of Being a BIA/Kelsey CAS Client

Being a Continuous Advisory Services client is not just about access to BIA/Kelsey's vast library of important data and reports. You'll discover the real value is derived through your access to our analysts—a team of knowledgeable, globally recognized and trusted subject matter experts, who will:

- Guide you in applying relevant data to your business
- Offer insights regarding your specific business strategy
- Provide you with introductions to key players that align with your business strategy
- Offer financial expertise and identify or facilitate funding opportunities

## TKR CLIENT BENEFITS

<b>Analyst Access</b>	Our analysts provide the insider "color" that is unique to BIA/Kelsey. They express a point of view and offer substantive commentary on the most vital YP topics.
<b>Global YP Community</b>	We have developed a strong community of top companies in the global print and Internet Yellow Pages marketplace, which clients can leverage for strategic advantage. Views on financial ratios of YP companies.
<b>Global YP Financial Analysis and Forecasts</b>	Views on financial ratios of Yellow Pages companies.
<b>Industry Issue Management</b>	Coverage of main topics affecting the Yellow Pages and local search industry.
<b>Sales Best Practices</b>	Insights on what drives sales in local media and advertising.

## TKR Coverage

The Kelsey Report® covers the subjects that are pertinent to companies competing in the global print and Internet Yellow Pages industry, such as:

- **Transitioning business models: print, online and multiplatform**
- **Key drivers in the global Yellow Pages sector—top-line revenues, composition of revenues, advertiser penetration and user behavior**
- **Best practices in sales and sales management, employee development**
- **Product development, management and marketing**
- **Impact of technology**
- **Impact of consumer views and preferences on transformation**

## Topics Covered in Recent TKR Reports

- **Global Yellow Pages 2010 YTD Print vs. Online Revenues**
- **The Evolution of the Required Multiproduct Sales Skill Set**
- **Net Debt at Leading Global Yellow Pages Publishers**
- **Media Ad View: Category Report—A National Overview of Print and Internet Yellow Pages**
- **Major Metro Markets: Can Directory Publishers Stop the Bleeding?**
- **Call tracking U.S. Market Forecast**
- **Capital Expenditures of Global YP Companies**
- **2009 Top 10 Global Yellow Pages Publishers**
- **YP Mobile: From Experimentation to Monetization**
- **Key Global Yellow Pages Industry Acquisitions, 2002-2010**
- **A Kelsey Report Online Survey: The Future of Yellow Pages**

To learn more, please visit  
<http://www.biakelsey.com/Advisory-Services/>  
e-mail us at [info@bia.com](mailto:info@bia.com), or call (800) 331-5086.

