



"Mobile directory to be estimated worth £2.2 billion by 2009" latest visiongain report presents

visiongain, October 27, 2004

URL: <http://www.pr9.net/business/telecom/1295october.html>

Publishing According to the latest visiongain report "Mobile Directory Services 2004-2009", the future for Directory Enquires (DQ) market is guaranteed, providing it recognises mobile phone subscribers as a key market segment. Key advances in this segment is due to grow and the need for a regulation is essential for the consumer when DQ is implemented.

PR9.NET October 27, 2004 - San Francisco, CA and London, UK - Visiongain believes that if the DQ/DA market is to continue to progress it needs to recognise that it should be listing the numbers of mobile subscribers in addition to supplying services to them. Increasingly DQ services contain fewer of the real numbers that are used every day.

The European mobile listings market will be worth £2.2 billion (\$2.67 billion) by 2009. This assumes that not all markets will launch mobile listing services and for those that do, not all subscribers will opt in. The opt in of subscribers providing their own details, especially in a data-privacy driven age, will be paramount to the success of a database. Directory database will need over 60% opt-in to be feasible.

This niche in the mobile directory market has the potential to grow but with some risks for those already involved. Competitively this market will force the market leaders for this industry to rethink on the current services they provide. The current directories are old, time consuming and costly. New directory services will be challenging to the standard way to providing this service to their customers.

European fixed-line directory services are easy-to-use, include a high percentage of phone numbers and are profitable to run. Mobile directory services are not. They are difficult to use, contain few user numbers and currently unprofitable due to lack of use. This can change and it can change fast. Mobile Telecoms operators, DA/DQ service providers, DA/DQ solutions providers, Regulators, Database companies, Call centre operators and Investment banks need to keep particular track of this sector as increasing issue to their businesses.

"Despite increased competition due to de-regulation and the evolution of services, the DQ market is facing a decline in call volumes" says Adrian Hinchcliffe, Telecoms report analyst. This is could be a turbulent time for directory services. According to the latest visiongain report "Mobile Directory Services 2004-2009", the future for the DQ market is guaranteed, providing it recognises mobile phone subscribers as a key market segment.

Increasingly DQ services contain fewer of the real numbers that are used every day. The consumer element of the DQ market accounts for the majority of revenues, approximately 60%, giving it a value of £190million. The majority of marketing spent by DQ service providers is targeted at the consumer market.

The examination of DQ companies and mobile phone providers starting to work together to offer services and generate revenues from the integration of the two industries. The merging of these two businesses, who will already have a share of this market, will be at an advantage in gaining a higher percent of the market share than those who are about to enter this expanding sector. Entering this market alone will cause the smaller businesses to be slower in providing a faster service than those of the emerging companies.

The focus on the US and European markets with particular focus on European de-regulation and US initiatives to list mobile numbers and the liberalisation of the UK DQ market. The directory services market is evolving, by providing an overview of the directory services market, specifically in relation to provision of a host of services available for mobile operators. Hinchcliffe says " it is estimated that approximately 20% of European fixed line numbers are not listed in directory databases, and as "opt in" becomes more widely enforced this figure is set to increase to 40% by 2009".

However, the regulating of DQ/DA service providers is also a great concern for the watchdog authorities and their customers. Without the regulation of these companies, there is a potential risk that certain companies may use customer information to sell on to third parties. There is also discussion and evaluation of the key issues that need to be considered for any mobile operator, DQ/DA service provider or national regulator looking to the potential of listing mobile phone numbers.

###

About visiongain

Visiongain is one of the fastest growing and most innovative independent media companies in Europe today. visiongain produce a host of business-2-business conferences, newsletters, management reports and e-zines focusing on the Financial markets, the Pharmaceutical, Telecoms industries and the Defence sector.

Phone: +44 020 8767 6711
Website: <http://www.visiongain.com>
E-Mail: senh.ip@visiongain.com

[PR9.NET - Your Free Press Release Service](#)