The launch of YELLOWPAGES.COM brings to the forefront the role that Internet Yellow Pages (IYP) plays in the high-growth online “local search” arena. Here is a look at key statistics.

**YELLOWPAGES.COM**
- A joint venture between the new AT&T Inc. and BellSouth Corp., YELLOWPAGES.COM benefits from more than 125 years of local expertise in connecting buyers and sellers.
- Consumers searching online for local business information can do so through IYPs, such as YELLOWPAGES.COM, and traditional search engines. Search engines provide information from the World Wide Web to fulfill searches. YELLOWPAGES.COM is a searchable business database built from the new AT&T and BellSouth directories as well as third party sources. Consumers can search using key words, business names or business categories to find relevant local business information.

**IYPs vs. Search Engines**
- IYP search grew 62 percent from 2004 to 2005, compared with 44 percent growth for local search. (Source: comScore)
- Fueled by the growth of the Internet and the diminishing influence of TV advertising, online advertising in the United States is projected to reach $10.1 million this year and grow 24 percent each year through 2009. (Source: The Kelsey Group)

**The IYP Category**
- In 2004, 47 percent of U.S. households used IYP at least once a week, up from 41 percent in 2003. (Source: Forrester Consumer Technographics 2004 Consumer Benchmark Study)
- IYP users average only 4.6 clicks to find information, versus an average of 7.6 clicks for consumers using a local search engine. This means that IYP consumers get the information they need more quickly and efficiently. (Source: comScore)

**IYP Users**
- Usage of both printed Yellow Pages directories and IYPs is driven by “life events” such as having a baby, moving, major home improvements, changing jobs, graduating and getting married. (Source: CRM Associates)
- Usage of printed Yellow Pages directories and IYPs is highest among consumers aged 18 to 29. (Source: CRM Associates)
- Generation Y — approximately 79 million people under the age of 26 and expected to spend roughly $187 billion annually — is just entering the family and career cycle of their lives; they are moving to new towns, buying new homes and having babies — the life events that drive Yellow Pages usage. (Source: CRM Associates)
- YELLOWPAGES.COM users come ready to buy, with 70 percent of visitors contacting a merchant and 43 percent making a purchase following their search. (Source: Morpace, December 2004)
- IYP users are 10 percent to 15 percent more likely to have an annual household income exceeding $75,000, and 25 percent more likely to have a broadband connection. (Source: CRM Associates)