

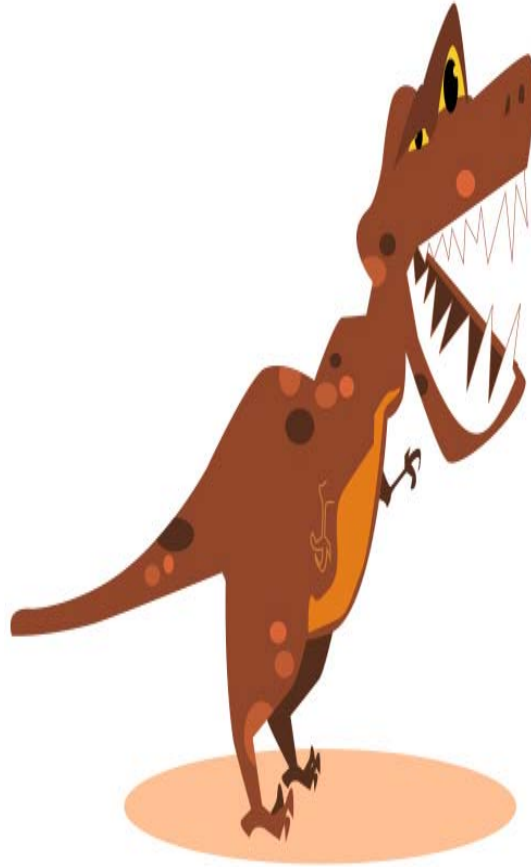
# The Future of Local Search Summit

Eddie Cheng  
Chief Development Officer  
Yell Group plc

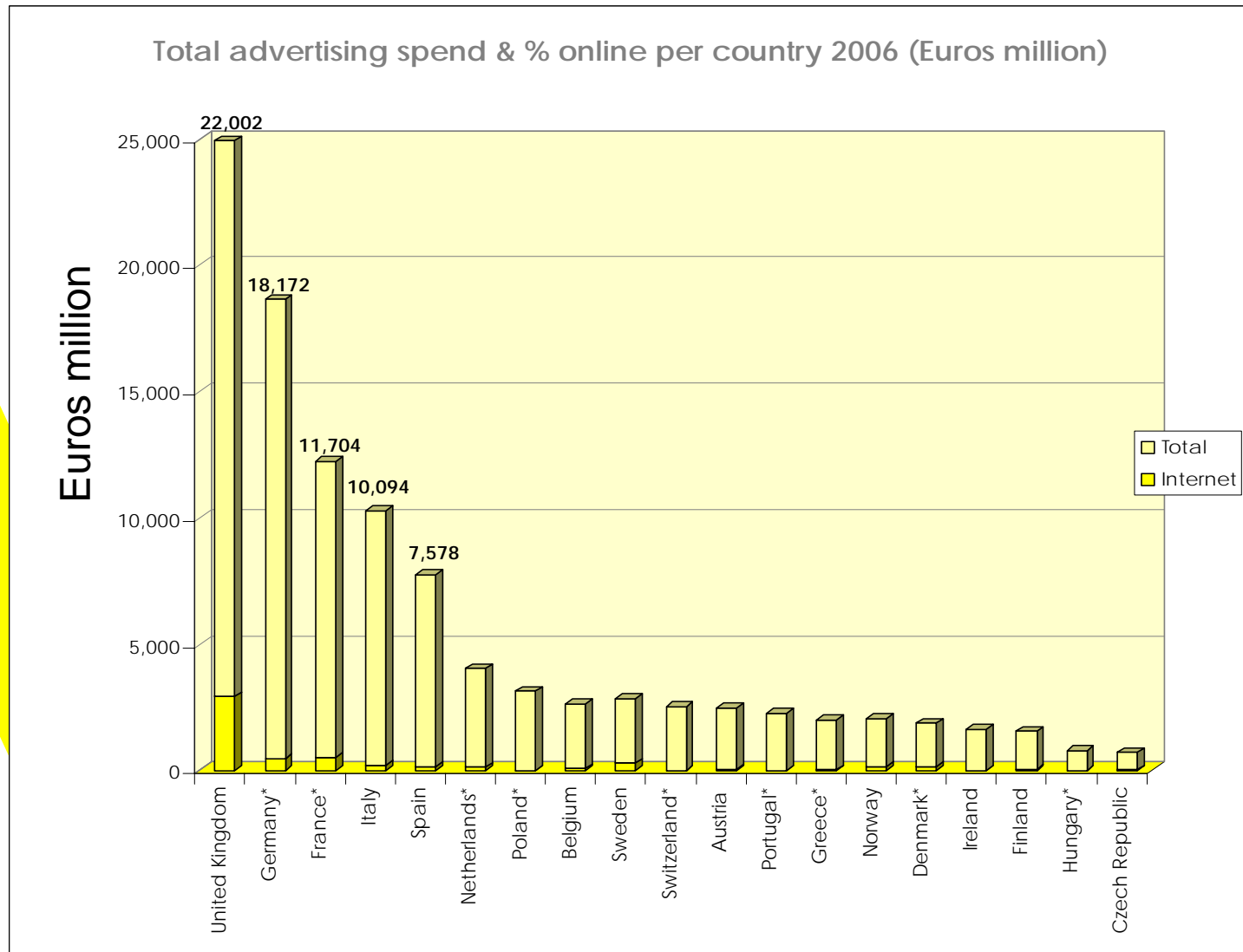
5<sup>th</sup> June 2007

**Yell**  
**Success Factor**  
**The Challenge**  
**Multi faceted search**  
**The future**

# Veterans

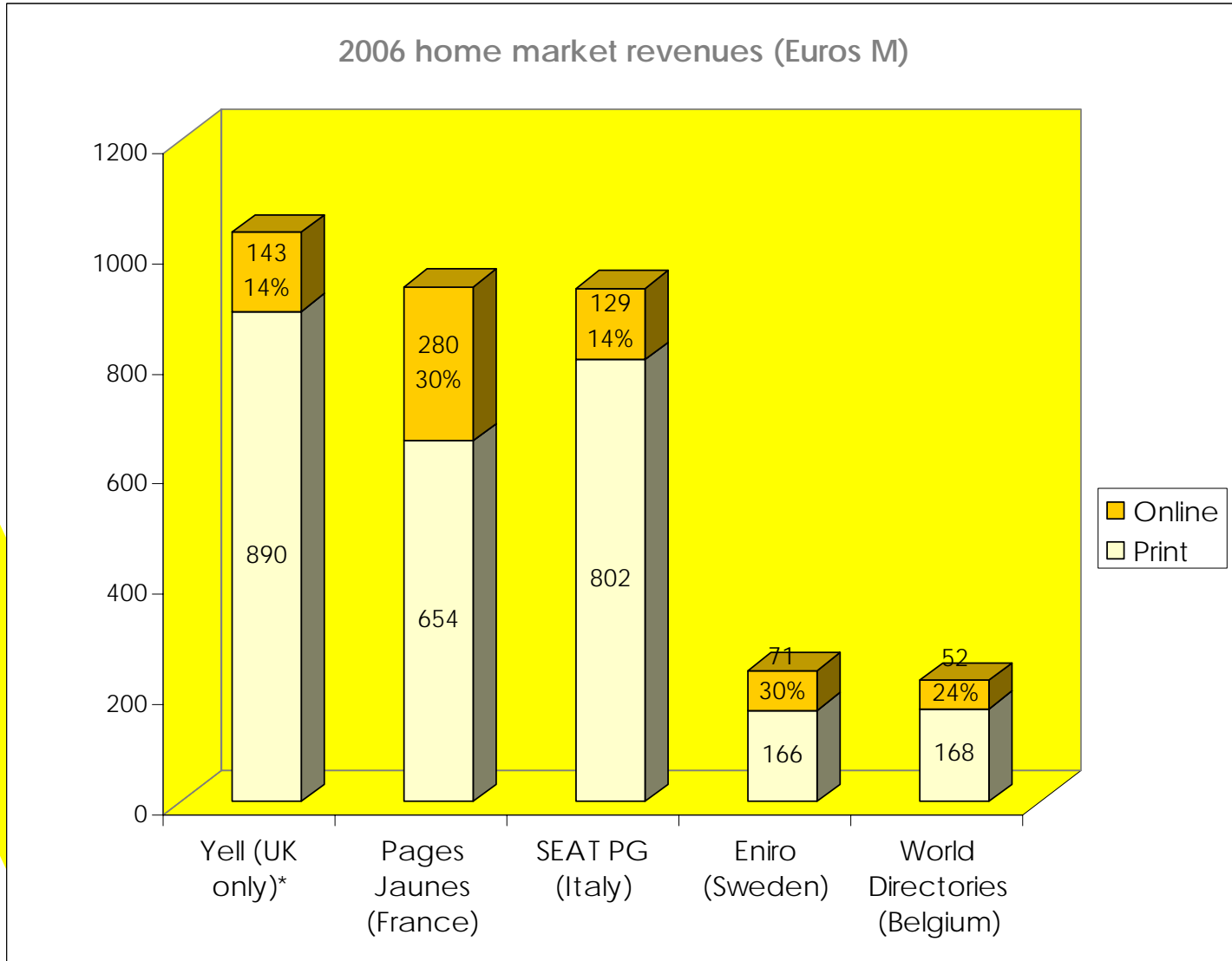


# Europe in context: % online spend per country 2006



# 2006 home market revenue – print & online (estimate)

Euros million



Source: Company annual reports 2006 + Yell internal estimates for 06/07. Local currencies converted at current exchange rate  
 Pages Jaunes internet revenues exclude Minitel



# Yell Group F2007

Revenue £2,075.1 million  
Adjusted EBITDA £ 677.5 million

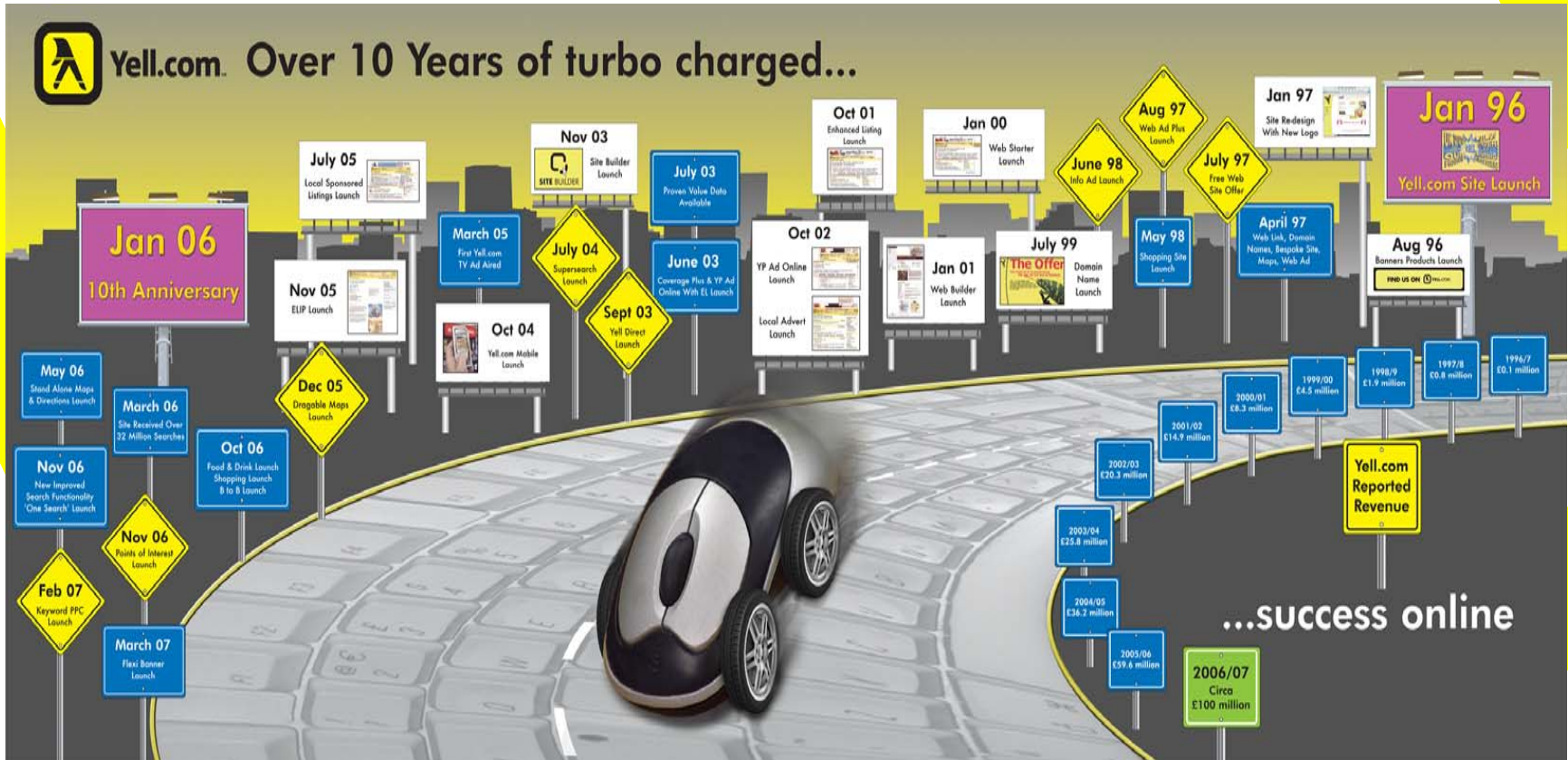
We operate in:

UK	Yellow Pages, Business Pages, Yell.com, 118247
USA	Yellow Book, YellowBook.com
Spain	Paginas Amarillas, Paginas Amarillas.es, 11888, edita
Italy	1288
Peru	)
Chile	) book & online
Argentina	)

# My Role



# Yell.com (96 – 06)



# Yell.com – Key Factors for success

## **Ringfence resources**

- Marketing
- Technology
- Sales (?)

## **Create vision**

- We are a site that contains yellow pages information, not yellow pages online
- Move away from book based restrictions
- Move away from bundling and YP Ads Online (create value)

## **Senior decision maker**

- Stand up to the business
- Convince senior colleagues

## **Rates and products**

- Monetisation is different

# The 3 hurdles



↳ **Sales Force**

- Targeting
- Segmentation
- Portfolio

# The 3 hurdles



Investment

- Usage
- Brand
- System

# The 3 hurdles



## System and Process

- Non book based as well as book based

# Which Route?



Are we allowed to go backwards in order to go forward?

# Change in the Role of Sales



**Customer Needs**

**Customer Budget**

**Single Product knowledge**

**Single Target**

# Change in the Role of Sales



**Customer Needs**

**Customer Budget**

**Multi Product knowledge**

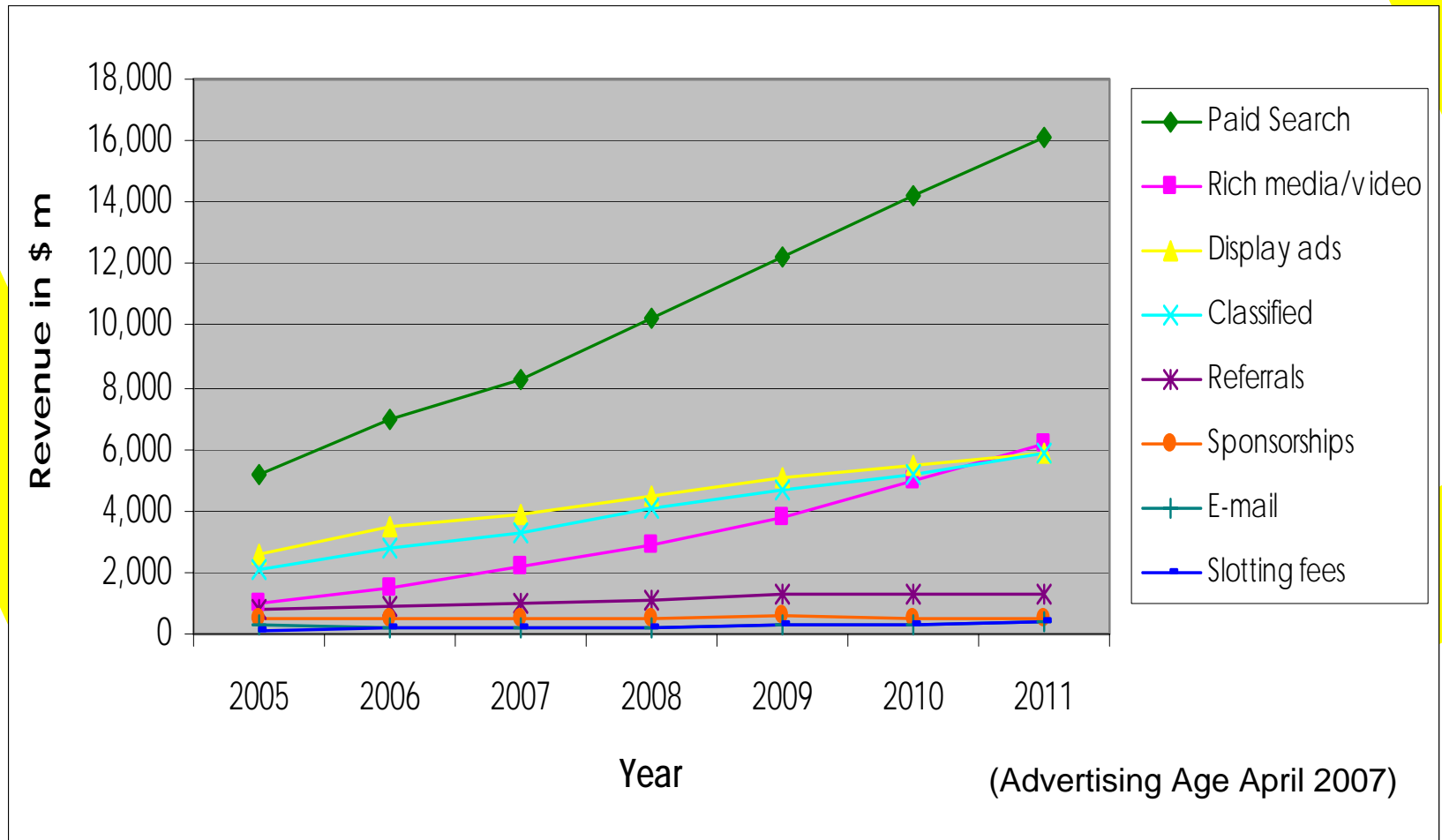
**Knowledge of Services**

**Knowledge of Competition**

*- What They Can Provide*

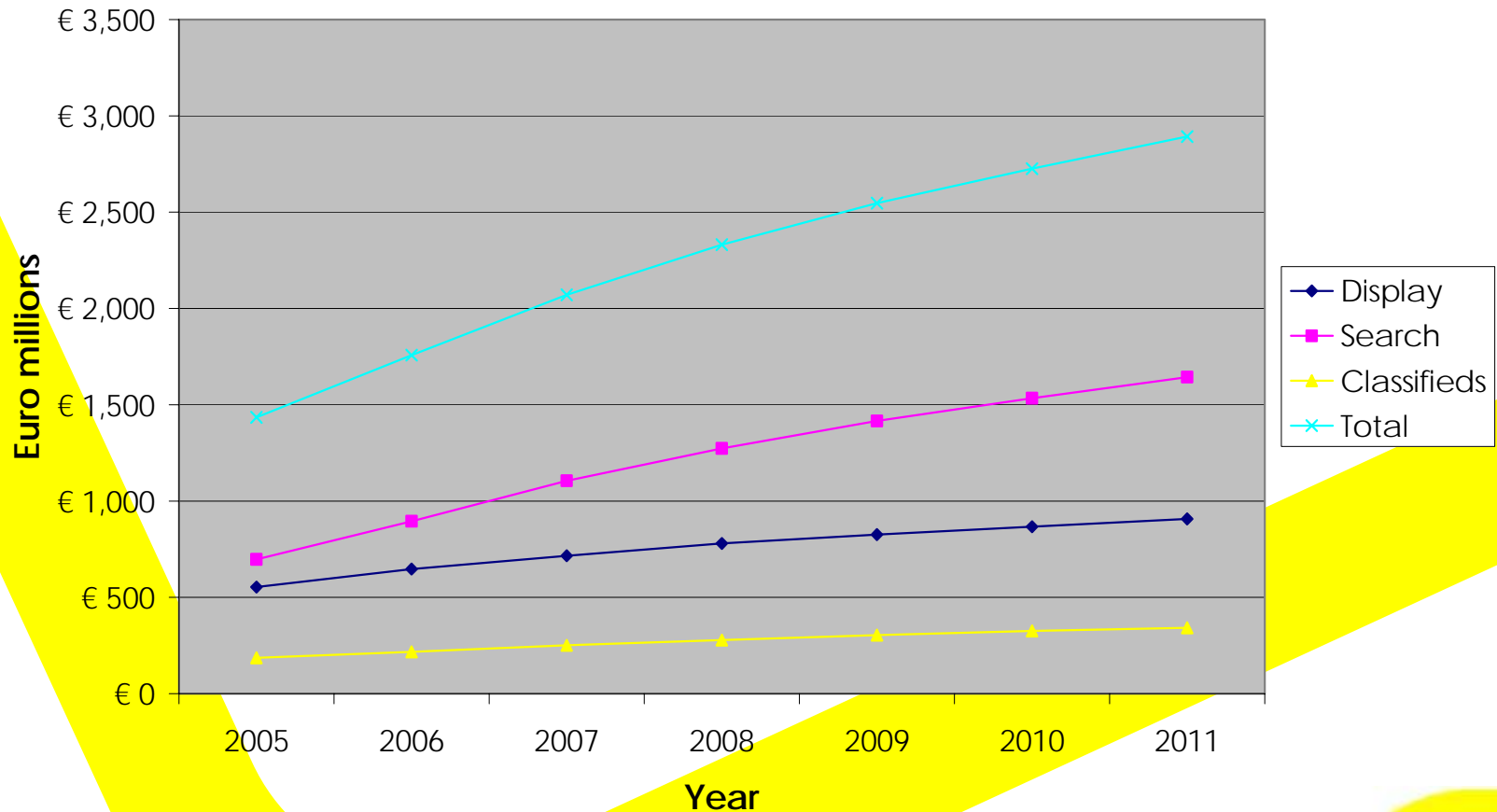
**Multi-Targets**

# U.S. online ad spending by format



# UK online spend by format 2005-11

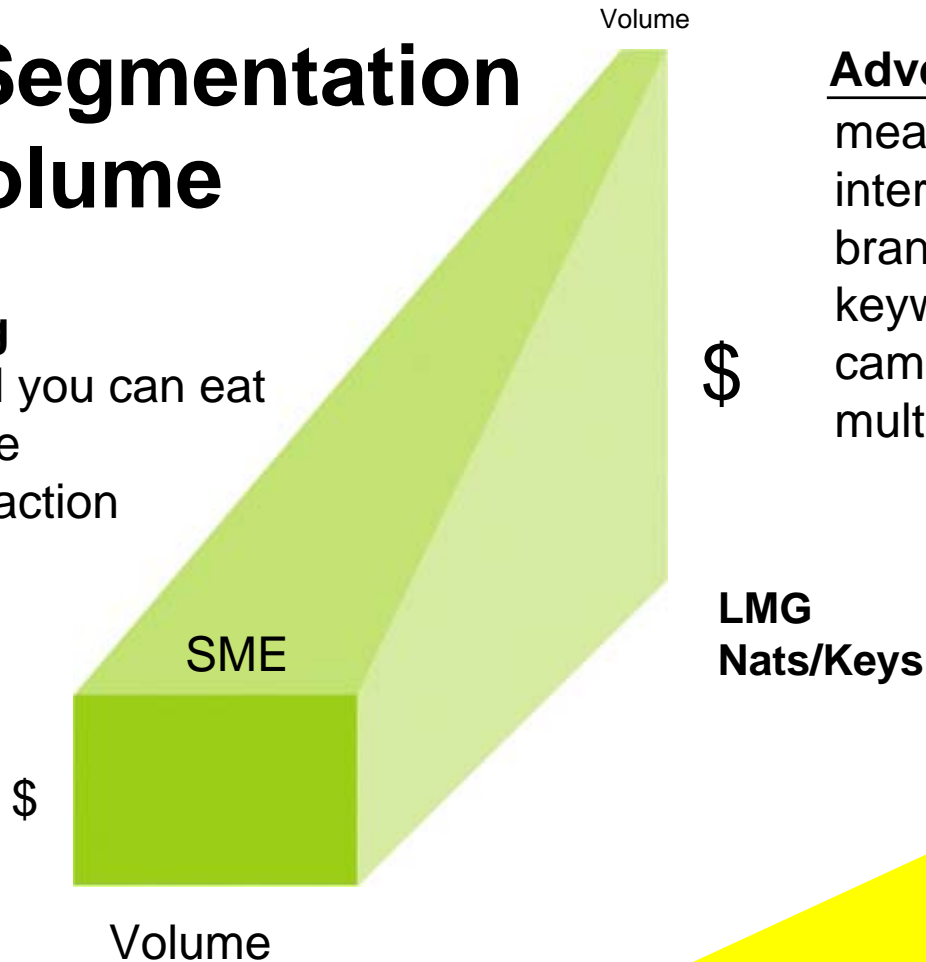
UK Online Spend by Format 2005-2011



# Customer Segmentation - Value + Volume

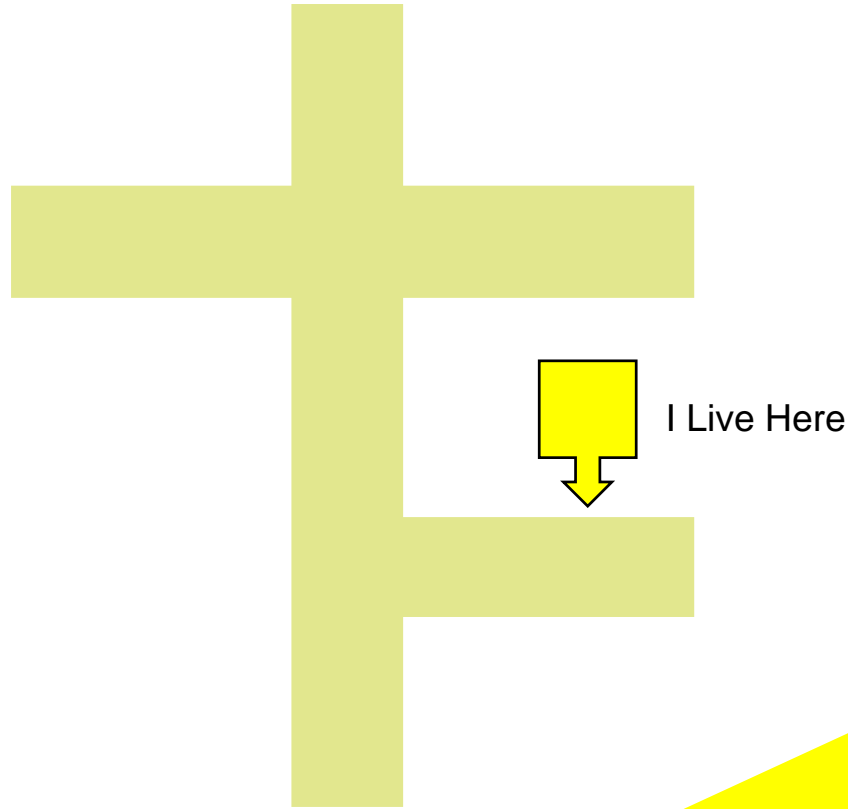
## Advertising

one price all you can eat  
proven value  
single transaction

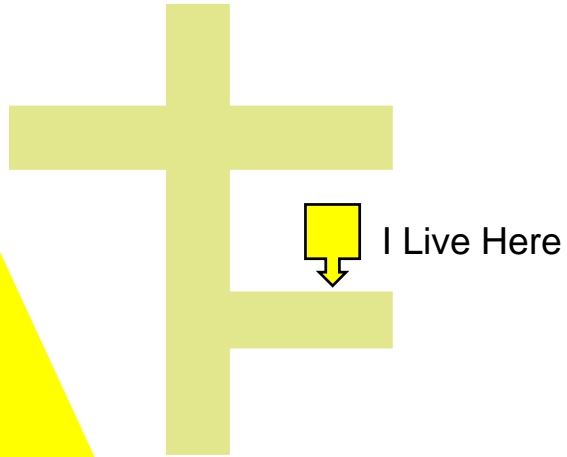


Advertising  
measurable  
interactive  
brand based  
keyword driven  
campaign driven  
multiple transactions

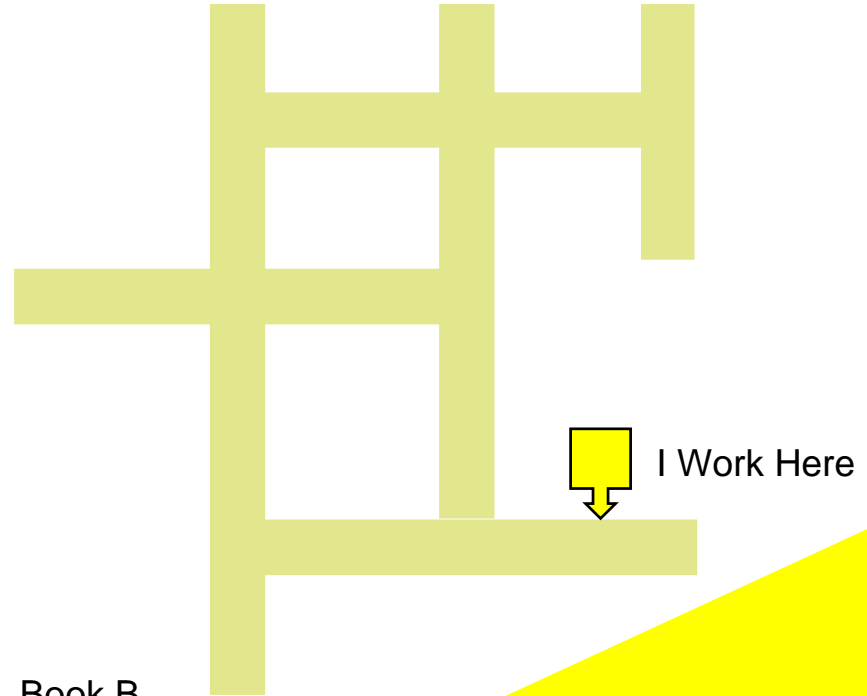
# Local Search – Scenario A - Home Service



# Local Search – Scenario B – Out of Area

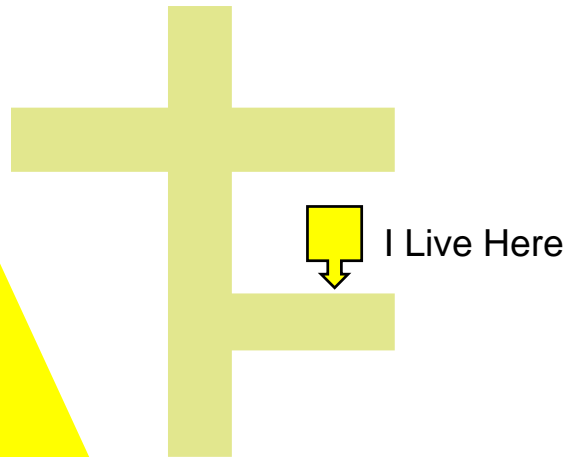


Book A

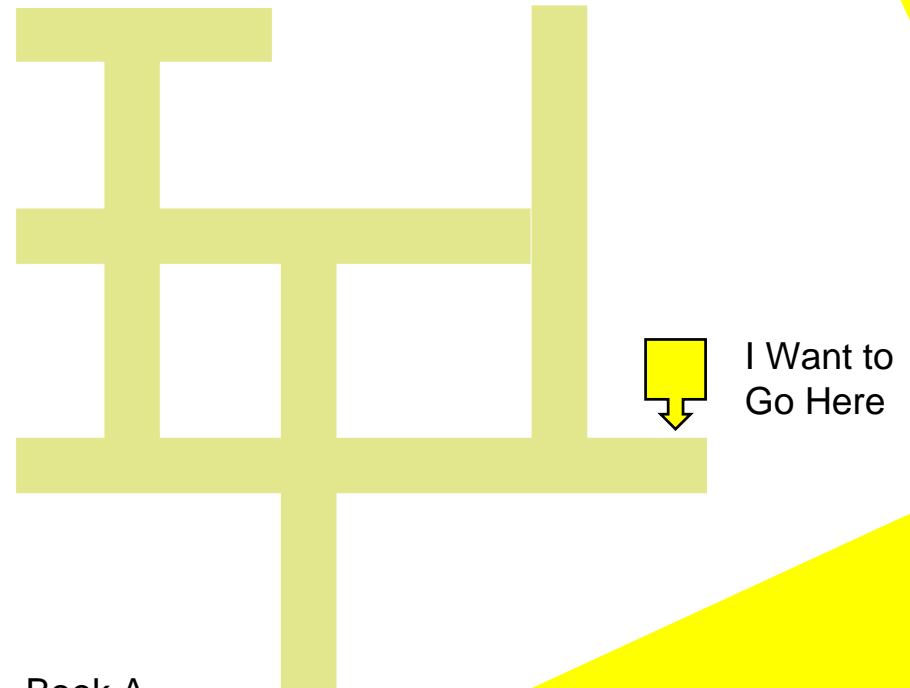


Book B

# Local Search – Scenario C - Visiting



Book A



Book A  
or  
Book B

# Local Search – Scenario D - Location Neutral



# The Future – Impact of Social Changes

1. Communications and markets without frontier
2. User generated content – sharing
3. Virtual worlds changing the rules
4. Copyrights redefined
5. Push v pull
6. Leading edge Technology driven by consumerism
7. Always-on

# The Future – Business Growth

