

Docket Number: TC15-069
Subject Matter: First Data Request
Request to: Qwest Corporation dba CenturyLink QC and Dex Media, Inc.
Request from: South Dakota Public Utilities Commission Staff
Date of Request: November 24, 2015
Responses Due: December 11, 2015

1-1. Page 3 of the application states that yellow page advertisements have “declined substantially in recent years.” Does this include internet yellow page advertisements? Provide a source related to Dex Media advertisement statistics in South Dakota.

RESPONSE:

The statement was intended to address only print yellow pages advertisements. Sources for the statement include public articles and studies, such as those provided by the Local Search Association (<http://www.localsearchassociation.org/>) and BIA/Kelsey (<http://www.biakelsey.com>). According to BIA/Kelsey, global print yellow pages revenues will have declined from \$28.4 billion in 2006 to \$10.3 billion by the end of 2015, with some of the steepest declines in North America (<http://www.biakelsey.com/webinars/Global-Yellow-Pages-Forecast2011-2015.pdf>). Dex Media has also experienced declines in print yellow pages revenues in the last ten years as its publicly available annual reports show.

Dex Media does not track or maintain state-specific data of print yellow pages revenue. The Local Search Association does not do state-specific research, and Dex Media is not aware of any publicly reported print yellow pages advertisement trend statistics specific to South Dakota.