

APPENDIX 3.11  
(referred to in paragraphs 2.83 and 3.168)

**Supply of telephone directory advertising  
services world-wide**

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*Details omitted. See note on page iv.*

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<sup>1</sup>The information in this appendix is based on *Worldwide Yellow Pages Markets, 1995*, published by SIMBA Information Inc in October 1995, together with additional information provided by BTYP and Thomson. Copies of the SIMBA report, which is copyright, can be purchased from: SIMBA Information Inc, 213 Danbury Road, PO Box 7430, Wilton, CT 06897-7430, USA (telephone: 203 834 0033; fax: 203 834 1771).

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*Details omitted. See note on page iv.*

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*Details omitted. See note on page iv.*

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*Details omitted. See note on page iv.*

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9. Among European companies, SEAT (Italy), TPI (Spain), ODA (France) and DeTeMedien (Germany) jointly own Eurédit, which publishes *Europages* (a business-to-business directory, over half a million copies of which are distributed free in 30 European countries). DeTeMedien also has a joint venture with F B V Muller (Nuremberg) to publish directories in Hungary, publishes yellow pages directories in the Ukraine in co-operation with Josef Keller Telefonbuchverlag, and has a joint venture with the Moscow Local Telephone Network to publish a yellow pages directory in Moscow. ODA and SEAT have a 50:50 joint venture called EuroDirectory, which publishes business-to-business directories under the *Kompass* name in Spain, France, Holland, Luxembourg, Belgium and Italy. ODA also assists Publicom, publisher and sales agent for Telecom Argentina in Buenos Aires. The Swedish company TeleMedia (see paragraph 43) has directory-publishing interests in nine countries outside Sweden, including the Netherlands, the USA, Russia, Belarus and Mauritius.

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*Details omitted. See note on page iv.*

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12. In Australia, the Telecommunications Act 1991 was designed to provide a framework for moving telecommunications from a monopoly to a competitive industry. Until 1997 Telstra and Optus are the only licensed general telecommunication carriers, while Telstra, Optus and Vodafone are the only

licensed mobile carriers. In 1997 the market may be opened to more competitors. Since NTT in Japan became a private company and competition was allowed in various sectors of the local telephone market in 1985, four other telephone companies have emerged: Daini Den Den Inc, Nippon Telecom, Nihon Kosoku Tsushin, and Tokyo Tsusin Network (TTNET). NTT remains the primary provider of basic telephone services, and Kokusia Kenshin Denwa Co remains the primary provider of long-distance services.

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*Details omitted. See note on page iv.*

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