

## Glossary

<b>1984 Act</b>	Telecommunications Act 1984.
<b>1994 Act</b>	Trade Marks Act 1994.
<b>BT</b>	British Telecommunications plc.
<b>BTYP</b>	<b>BT's</b> Yellow Pages business division.
<b>Business Database</b>	<b>BTYP's</b> database of UK businesses which provides details of companies to third parties for direct mail and market targeting purposes.
<b><i>Business Pages</i></b>	<b>BT's</b> business directories which contain classified entries for suppliers of goods and services to other businesses. Three editions are available covering London, the Midlands and the North-West. They are distributed free to businesses in the areas which they cover.
<b>DAS</b>	Directory Assistance System. The database of directory information compiled by <b>BT</b> which contains telephone numbering information from <b>BT</b> and <b>PTOs</b> .
<b>DGFT</b>	Director General of Fair Trading.
<b>DGT</b>	Director General of Telecommunications.
<b>Designated directories</b>	The classified directories used in the supply of the reference services.
<b>Directory Enquiries</b>	The telephone number enquiry service provided by <b>BT</b> and other <b>PTOs</b> . It provides a name to number search only, in response to a caller supplying the name and at least part of the address.
<b>Electronic <i>Yellow Pages</i></b>	The service whereby a user with a personal computer and modem can access <b><i>Yellow Pages</i></b> information on database and extract and print limited quantities of classified listing details.
<b>GAS</b>	General Art Services Ltd. The company owned by <b>BT</b> which produces advertisement artwork for <b><i>Yellow Pages</i></b> .
<b>GMC</b>	Guaranteed minimum circulation.
<b>GPO</b>	General Post Office.
<b>GTE</b>	GTE Directories Ltd.
<b><i>Hull &amp; District Yellow Pages</i></b>	The classified directory for Hull, published by <b>Kingston</b> .
<b><i>Hull White Pages</i></b>	The alphabetical directory for Hull, published by <b>Kingston</b> .
<b>IPR</b>	Intellectual property right.
<b>ITT</b>	ITT World Directories Inc.
<b>ITT (UK)</b>	ITT World Directories (UK) Ltd.

<b>Kingston</b>	Kingston Communications (Hull) plc.
<b>Local directories</b>	Classified directories with local coverage areas smaller than those covered by <i>Yellow Pages</i> which contain information about suppliers of goods and services to domestic and business users. They are distributed free to all businesses and households in the areas which they cover.
<b>Main heading</b>	A heading in a classified directory under which free line entries and paid-for advertisements are placed. If there are no businesses wanting that classification within a directory, the heading is not used.
<b>Major designated directories</b>	The <b>designated directories</b> supplied by <b>BTYP</b> , <b>Thomson</b> and <b>Kingston</b> .
<b>Mercury</b>	Mercury Communications Ltd.
<b>NIS database</b>	Number Information System database. The database compiled by <b>BT</b> for the provision of <b>Directory Enquiry</b> services and <i>White Pages</i> directories. See <b>OSIS database</b> .
<b>OFT</b>	Office of Fair Trading.
<b>OFTEL</b>	Office of Telecommunications.
<b>OSIS database</b>	Operator Service Information System database. <b>BT's</b> database for the names, addresses and telephone numbers of its subscribers plus other <b>PTOs'</b> customers who wish to be listed. Previously referred to as the <b>NIS database</b> .
<b>PhONEday</b>	1 April 1995. The day on which most telephone codes were changed to start 01.
<b>PTO</b>	Public telecommunication operator.
<b>QCR</b>	Quarter-column rate. The price paid for a quarter-column advertisement (one of the most popular sizes) in a classified directory.
<b>RBOC</b>	Regional Bell Operating Company. Seven regional companies were created by the breakup of AT&T in the USA in 1984.
<b>Reference heading</b>	A heading in a classified directory which has no entries under it, but which direct users to the appropriate main heading.
<b>Rescoping</b>	The redrawing of the boundaries of existing directory areas.
<b>Service Call</b>	<b>BTYP's</b> telephone answering and message despatch service for businesses which require 24-hour telephone answering facilities.
<b>Talking Pages</b>	The freephone classified directory service provided by <b>BTYP</b> .
<b>Telepages</b>	Telepages Directories Limited.
<b>Tele-Pages Local</b>	Classified directories published by <b>Telepages</b> .
<b>The Phone Book</b>	Alphabetical telephone directory which covers the whole of the UK (except Hull). Advertisements in <b>The Phone Book</b> are sold by <b>YPSL</b> .

under contract to **BT**. Also known as ***White Pages***.

**Thomson**

Thomson Directories Limited, the publisher of ***Thomson Local*** directories.

***Thomson Local***

The directory published by **Thomson**.

**TYPL**

Thomson Yellow Pages Ltd. The contractor to the Post Office up to 1980 for selling advertising into ***Yellow Pages*** directories.

**Walking Fingers**

The logo for ***Yellow Pages***.

***White Pages***

Directories which list subscribers alphabetically. See also ***The Phone Book***.

***Yellow Pages***

**BTYP**'s telephone directories which classify the businesses listed in them according to the goods and services they provide, and which may include paid-for advertising from them. These cover the whole of the UK, except Hull. They are distributed free to households and businesses in the areas which they cover.

***Yellow Pages Local***

**Local directories** produced by **BTYP**.

**YPSL**

Yellow Pages Sales Ltd. The wholly-owned sales company managed by **BTYP**.