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## Search the Yellow Pages on digital TV

The Swedish Yellow Pages, or as it's locally known, Gula Sidorna, has long been the simplest way for people to trace the telephone numbers of companies and organizations in Sweden. And from 2 th February this year, this business directory of choice will also be available on Swedish terrestrial digital television. Gula Sidorna, which is owned by Eniro, formally part of telecom provider Telia, has just signed an agreement with the digital TV portal, Boxer.tv. The move is part of Eniro's on-going program to increase the market reach of Gula Sidorna by offering business directory information via new distribution platforms.

**Gula Sidorna has been available in printed telephone directory form for years. More recent additions to the product mix have been the "118 118" operator assisted service, Internet and CD directory facilities, and more recently, a WAP and mobile positioning service. (Dial Mobile Gula Sidorna, select the directory heading you require, and the GSM system auto-matically locates your position before sending you the numbers of the geographically closest providers of the product or service you are seeking.)**

**As if this wasn't enough, the time has come to launch Gula Sidorna as part of Boxer's digital TV portal. Users will find themselves familiar with the format of the information offered as the digital TV version follows the same basic structure as the Internet site, gulasidorna.se. The only difference is that, on digital TV, the visual solution is simpler.**

**"We're pleased to be able to offer our customers yet another distribution channel as part of our on-going efforts to continually develop and refine our service. Gula Sidorna should be available no matter where our customers may be. Telephone directories have been around for about 100 years in printed form. Currently, Gula Sidorna is available in seven different versions. It's a prime example of how we have managed to change the way people access**

**important information,” says Ulf Magnusson, Product Manager, Gula Sidorna/Eniro.**

Boxer.tv was first launched on November 6, 2000. In order to receive Boxer.tv programming, viewers will need terrestrial digital reception equipment. Boxer offers viewers a market place comprising a variation of services such as news, stock market information and on-line shopping including travel, cinema tickets and music. Boxer has cooperative agreements with companies including Sweden's largest evening newspaper, Aftonbladet, Avanza, Swedish business daily, Dagens Industri and Bo Vision.

Gula Sidorna is owned by Eniro, Northern Europe's leading supplier of directory services in printed, CD and a variation of on-line formats. Eniro's portfolio includes local, regional and business directories. These are marketed in Sweden under the trade marks Gula Sidorna, Din Del and Emfas.

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*Eniro is the leading directory company in Northern Europe, offline and online. The business has a turnover of SEK 2 657m and shows an operating profit of SEK 617m. Since the listing at the OM Stockholm Stock Exchange 10th of October 2000, Eniro has made three acquisitions which adds another SEK 750m to its turnover.*

*Eniro operates in 22 countries and has approximately 2 500 employees. In total, Eniro has 750 directory titles, of which 30 million copies are distributed. The number of searches at Eniro's web sites during year 2000 is estimated to amount to 50-60 million. Eniro's webbsite is eniro.com.*

*Boxer TV-Access provides Swedish television viewers with digital reception via a normal terrestrial TV antenna. Boxer rents out digital reception equipment to viewers and offers terrestrial digital TV programming at the lowest possible price. The company is well positioned to offer the latest generation of TV services as Boxer reception hardware can handle e-mail and a range of interactive services including on-line shopping. The company's digital TV portal Boxer.tv offers viewers a choice of **useful services provided by a wide range of companies. Boxer TV-Access was***

*founded in 1998, and currently has 65 employees. The company is jointly owned by Teracom and Skandia Media Invest.*