

Yellow index – definition and sources

Provided data are for user sessions. Monthly averages are for selected weeks.

Eniro.se: Index week 38 2010 =100. Site Census (Nielsen): visits to result pages for company/heading searches, result pages with company hits on web search/super search, direct view of company info pages. Rejta.se: Site Census (Nielsen); all traffic. Mobile usage : mobil.eniro.se, Eniro.se for iPhone: TNS Sifo, Eniro.se for Android: Flurry ; visits to company/heading searches and proximity searches. Estimated values for "yellow" share of blended searches (android and mobile internet). "Yellow" share on Android estimated based on data from TNS Sifo and Flurry.

Gulesider.no: Index week 3 2011 =100. TNS Scores; visits to result pages for company/heading searches - estimated values for January-September 2010. Anbefalt.no: TNS Scores; all traffic. Mobile usage : mobil.gulesider.no: TNS Scores , Gule Sider Live (iPhone/Android): Agens/Flurry; visits to company/heading searches, yellow history search and searches via navigation wheel (android/iOs). Estimated values for "yellow" traffic in 2010 (iOS and mobile internet).