



JT's Non-Confidential Response to  
JCRA Call For Information –  
Directory Information Services Review

27<sup>th</sup> January 2022

## 1. Introduction

JT (Jersey) Limited, ("JT") welcomes the opportunity to respond to this call for information. This is a non-confidential response and can be published in full.

## 2. JT's Response to CFI

### Question 1: Do you have any comments on the Authority's plans to carry out a review of local Directory Information Service?

JT welcomes the JCRA's review of local Directory Information Services.

### Question 2: Do you have any comments on the Authority's definition of Directory Information Services for the purpose of this review ?

JT agrees with the JCRA's definitions of Directory Information Services and that they all serve the same purpose and are effective substitutes for each other. Consumers preferences for Directory Information Services vary and the three definitions below cover the traditional ways in which consumers obtain directory information. However, we believe that consumers have other ways to access information services through internet search engines such as Google, where instead of searching through an online directory, they will use a search engine to gain contact details of a person or business. In addition, social media has introduced new ways to access contact information. While this is not the same as traditional Directory Information Services where name, telephone number and address are listed together, it provides similar functionality.

JCRA definitions of Directory Information Services:-

Telephone directory enquiries	Where a user calls and speaks to an operator to gain information about a telephone number. Provided by JT via calling 118534, for example, or BT via 118500.
Paper directory	Printed publication typically containing 'white pages' with subscriber telephone numbers and 'yellow pages' with advertised business numbers. Provided in Jersey by Yabsta Limited as the 'Jersey Directory', for example, or BT in the UK as 'The Book'.
Online directory enquiries	Where a user searches for information about telephone numbers via a website. Provided in Jersey by JT at <a href="http://www.jtdirectory.com">www.jtdirectory.com</a> , for example, or BT at <a href="http://www.thephonebook.bt.com">www.thephonebook.bt.com</a> .

**Question 3: Do you have any comments on local Directory Information Services and whether or not the island is well-served by the present range available?**

Today's consumers are well served with access to Directory Information Services and have more ways than ever to find contact information. The use of smartphones, access to the internet and the advent of social media has changed the way consumers search for information including contact details and the traditional Directory Information Services are in decline..

JT continues to provide its customers with an optional listing in the phonebook (both print and online) through its relationship with Yabsta and also provides directory data to BT OSIS<sup>1</sup> for directory enquiry (DQ) use. The use of DQ is declining year on year as consumers use other means to access contact data and less consumers wish to have their details listed in a directory.

**Question 4: Do you have any views on the importance or otherwise of maintaining Directory Information Services with the island, now or in the future?**

In the past, a directory listing (DQ, print and online) was the default option when a new landline service was ordered and customers had to request to be ex-directory. However, a number of years ago JT changed its policy and a directory entry is now only provided if the customer requests to be included in the directory. In addition, with the reduction in use of landlines and increased use of mobiles, consumers store their contacts on their mobile phone and no longer rely on Directory Information Services to search for a phone number.

The market is changing with many consumers no longer reliant on traditional Directory Information Services as they find other ways to source contact details through alternative channels, such as social media or internet search engines. Jersey usually follows UK trends, and we see that directories are no longer printed and distributed in the UK. Eir, the former Irish state owned telecoms provider, produced its final printed telephone directory in 2019 due to a lack of demand, with only 2354 requests made for a printed book<sup>2</sup>.

JT is very conscious of the environmental impact of distributing large numbers of phonebooks. This is particularly the case now as the use of on-line services at home and in the work place has become the norm. The Jersey phonebook and online service is provided by Yabsta as a commercial business and therefore any changes in printing or distribution will be driven by commercial decisions.

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<sup>1</sup> Solutions Operator Services Information Service

<sup>2</sup> [Universal Service Obligations | Commission for Communications Regulation \(comreg.ie\)](#)

**Question 5: Do you have any views on the existing regulation relating to local Directory Information Services and its suitability for present and future regulatory purposes?**

We agree with the JCRA's interpretation of the licence conditions that no licenced operators are specifically obliged to provide: local Directory Information Services; maintain a single island-wide database or ensure that local telephone numbers are available within a national Directory Information Services data base and available to UK-based Directory Information Service providers.

JT holds a Class III licence and historically was the only telecom operator to provide landline and mobile services in Jersey and therefore maintained an island wide database of landline and mobile subscriber numbers. With the introduction of new operators into the Jersey market, JT now only hold a database of its own subscribers. Directory Information Services are now provided by Yabsta and Jersey operators must enter into an agreement with them if they wish their customers' data to be included in the Jersey directory.

**Question 6: Do you agree the Authority's duties under the law require it to carry out the planned review. If not please set out your reasons why and propose any alternative approaches you believe the Authority should take.**

JT supports the JCRA's review of Directory Information Services and consider that its duties under the law gives it the powers to carry out the review.

**Question 7: Do you have any comments on the Authority's planned purpose and approach in carrying out a strategic review of local Directory Information Services?**

JT supports the JCRA's purposes for carrying out the review and will provide the JCRA with all data requested to enable it to understand usage trends. As previously stated, the market for Directory Information Services has changed since the Jersey telecommunications licences were issued and usage has declined as new online resources have become available. The JCRA's review will provide a clear understanding of the usage of Directory Information Services and will gather the views of interested parties on the importance of these services and any future requirements.