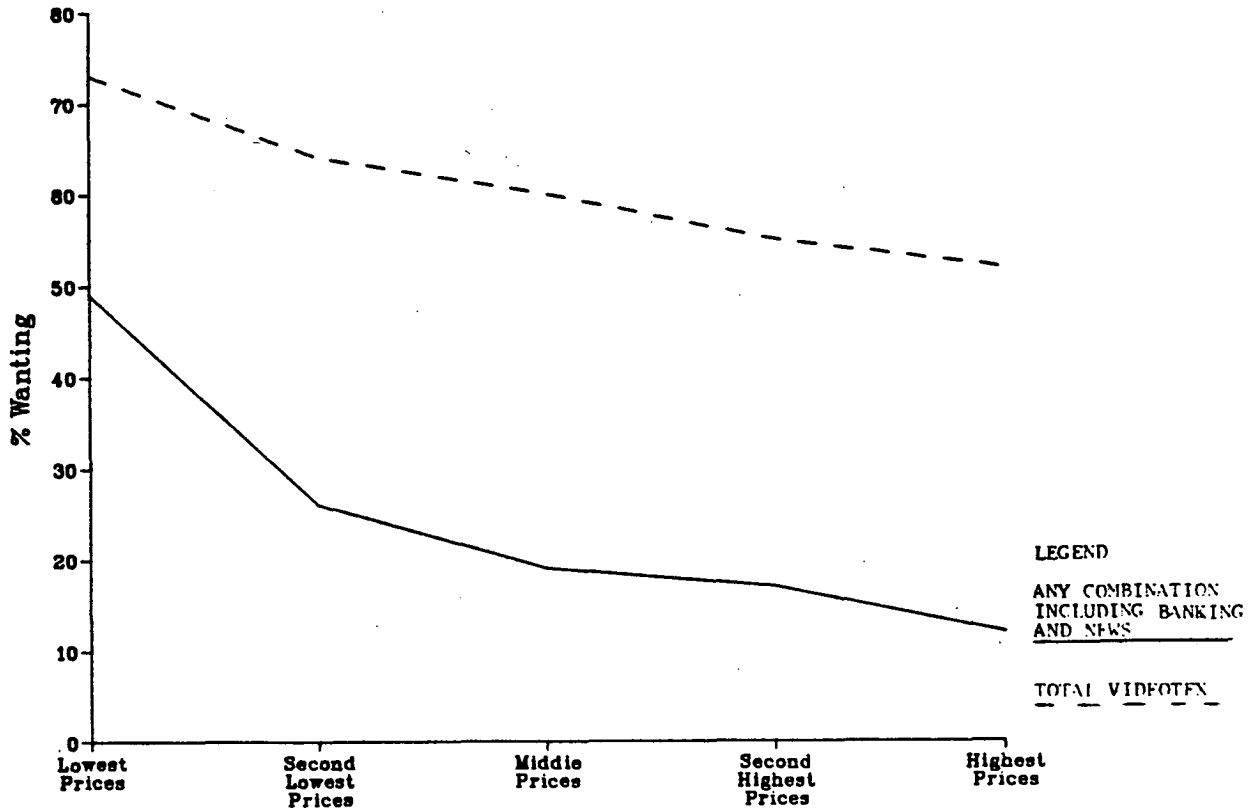


Take the number of people in the market with a desire for banking at home as well as any news service, either with or without ads. How many people choose any combination of two or more services that includes at least home banking and any news? Figure 8 shows the answer:



As you can see, few people on their own choose any service combination including home banking and news. It appears except at the lowest price levels, the natural market for a banking and news combination is small - much smaller than the market for videotex as a whole.