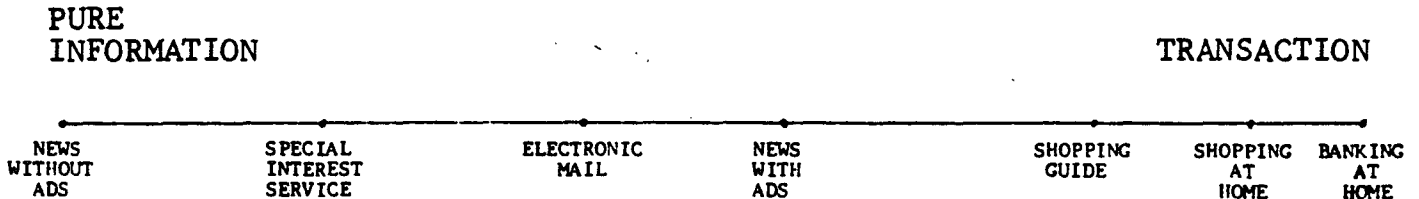


An unexpected finding of the NEHST Segmentation Analysis is how consumers think of videotex services as being either "information" or "transaction."

Figure 2 shows where consumers position each of the seven services tested by NEHST on the Information vs. Transaction scale:



"Pure information" consumers are those who prefer the services at the left:

- * News service without intrusive advertising
- * Special interest information
- * Electronic mail

These pure information consumers prefer services which offer them nothing but information. They are less interested in services that allow them to make financial transactions, purchase products or services, or see advertising which might assist a purchase decision. Note that electronic mail is grouped with the information services, because it is preferred most by the same consumers who seek information. Electronic mail is viewed as another means of receiving or sending information.

"Transaction" consumers are those who prefer services at the right:

- * Banking at home
- * Shopping at home
- * Shopping guide
- * News service with intrusive advertising

The transaction consumers are mainly interested in services which make it easier for them to use money, either by shopping or banking at home, or by assisting them in finding out where they can spend money through shopping guides or ads. They show interest in an information service having intrusive ads perhaps because the ads make it easier for them to shop and spend money wisely.