

This example makes two points evident:

- \* Much more revenue is generated by offering services unbundled.
- \* The people willing to buy the fixed bundle are those who are willing to spend that much or more when choosing individual services on their own. The bundle doesn't force them to spend any more than they are already willing to. In fact, they spend more when left to choose their own combination of services.

These findings hold true when examining the other NEHST sample groups exposed to lower prices for the services and the fixed bundle. For example, when services are \$3-4 each and the bundle is \$15, offering only the fixed bundle results in \$238 in service revenues for each 100 households in the market, compared to \$471 in revenues when offering services unbundled.