

Overall Demand For Shopping Guides

NEHST demonstrates a shopping guide service allowing consumers to use a videotex-equipped TV to retrieve pages of advertisements, organized by categories. In a sense, it's an electronic Yellow Pages that does everything the printed Yellow Pages does and more - it allows one to see price-and-item ads that can be continuously updated, minute by minute. Using it, a consumer looking for a coat can push buttons to instantly find ads about merchants offering coats at sale prices.

Shopping guides are a free service offered to all NEHST sample groups. There's no monthly fee for using the service, since it's an advertiser-supported medium.

Almost everyone wanting some form of videotex service wants shopping guides, as shown in Figure 21:

