

### Transaction-Oriented Enthusiasts

They prefer "transaction" services the most, and therefore want banking at home, shopping guides, shopping at home, and the news service with ads.

**Banking at home** is the one pay service this segment wants most. Their interest in it is strong. Even when it costs \$16 a month, 90% want it.

They show less interest in all other pay services. Many (61%) want the news service with ads when it is free. But this drops to only 43% when it is \$12 a month. Interest in the special interest service drops from 39% when it is free to only 15% at \$16. And hardly any show interest in electronic mail, even when it is free.

% Of Transaction- Oriented Enthusiasts getting...	Among NEHST sample group shown the...		
	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Highest prices</u>
<u>Pay services</u>			
Banking at home	95%	96%	90%
News service with ads	68	49	47
without ads	61% 6	46% 3	43% 4
Special interest service	39	26	15
Electronic mail	9	14	11
<u>Free services</u>			
Shopping guide	92	99	96
Shopping at home	88	97	97