

Video Games

The NEHST research does not support the notion that video games will cause videotex services to become widespread. Only a portion of the market shows interest in video games, whereas many more people are interested in videotex.

NEHST indicates that video games will only appeal to a minority of consumers:

- * Only 8% plan to buy a video game
- * 20% already own one

This suggests the game market is already close to reaching its peak - 28% penetration. Growth beyond this point seems unlikely. The majority of homes will not have a video game, and those who want a video game will most likely own one by the time videotex services go into widespread operation.

Hence, using games as a major method of marketing videotex seems unwise. Those interested in games will already have video game units, and receiving games via videotex will only replace or supplement a need they've already fulfilled.

Of course, some of the 72% who don't have or plan to get a video game may well play them if they have them available through videotex.

But it appears that most consumers are much more likely to purchase a videotex control unit for other videotex services rather than for video games:

- * Only 8% plan to buy a video game
- * 52% will buy a videotex unit when the cheapest unit available is \$500. 75% will buy one when the cheapest unit is \$100.