

**Total Amount
Consumers Spend**

The number of services people choose translates, of course, into the amount of money they'll pay for videotex. Adding up the cost of the services people choose, we see the following:

Among NEHST sample group shown the...

<u>Total amount spent on services</u>	<u>Lowest prices</u>	<u>Second lowest prices</u>	<u>Middle prices</u>	<u>Second highest prices</u>	<u>Highest prices</u>
\$8 or less	-%	41%	20%	-%	-%
\$9 - \$16	-	18	22	20	22
\$17 - \$24	-	-	9	18	-
\$25 or more	-	-	3	9	22
Get only free services	72	3	5	6	7
Don't get any services	28	38	41	47	49
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Among the NEHST sample group offered all services for free, no one spends any money, of course. Most of the market - 72% - wants "free" videotex, while 28% don't.

Among the group in the second column, most - 41% - spend \$8 a month or less on services. Only 18% spend \$9 or more. This is because most people want only one or two pay services, despite the fact that most services cost only \$4 each. The low price simply doesn't entice people to buy three or four. The message here for the videotex provider is quite clear - a low price per service doesn't make people spend much per month!

Things look better among the group in the third column. Offered most pay services for \$8 each, they split into several groups: 20% spend \$8 by getting one pay service, but 22% spend \$9-\$16 by getting two pay services. An additional 9% spend \$17-\$24 by buying three pay services, and 3% spend \$25 or more.

Raising the pay service price to \$12 in the column four group improves the situation again. Now 20% of the market spends \$9-\$16, 18% spends \$17-\$24, and 9% spend \$25 or more.

Finally, when pay services are \$16 each in column five, this group splits two ways: 22% spend \$9-\$16, and 22% spend \$25 or more.