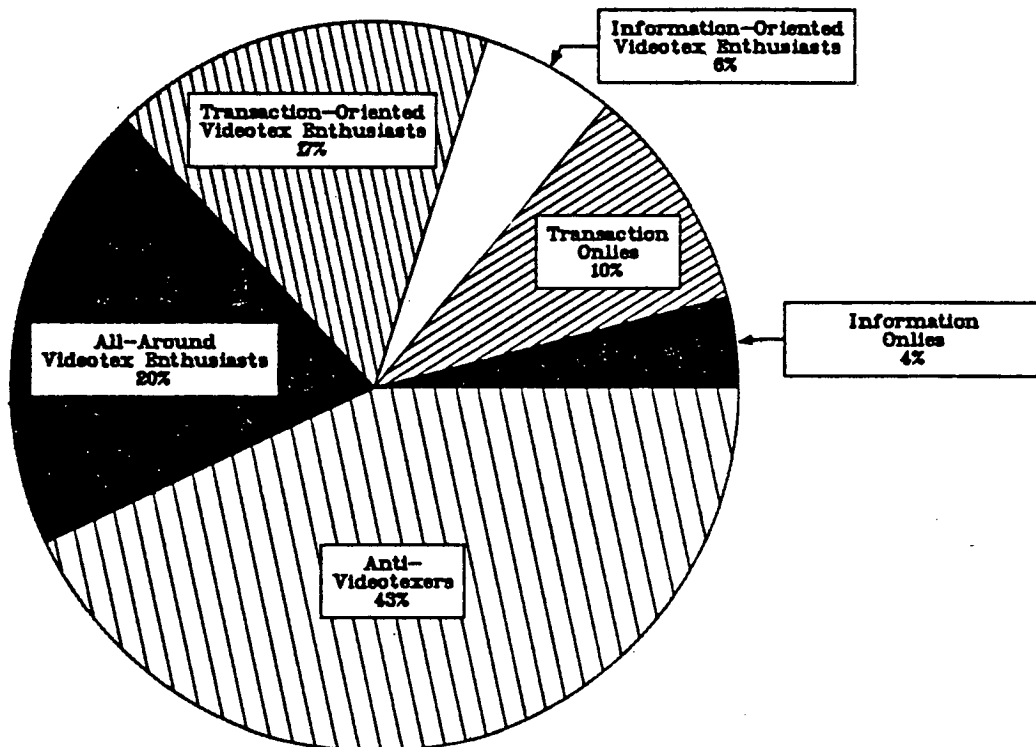


Notice how small both groups with a preference for "transaction" services are: **Transaction-Oriented Enthusiasts** and **Transaction Onlies**.

Market Segments

Among The NEHST Group Shown Second Lowest Prices

The picture of the marketplace looks very different among the NEHST group shown the second lowest prices - most pay services cost \$4 each per month. Three groups are smaller than before - the **All-Around Enthusiasts**, **Information-Oriented Enthusiasts**, and **Information Onlies**. The other three groups are larger: **Transaction-Oriented Enthusiasts**, **Transaction Onlies**, and **Anti-Videotexers**, as shown in Figure 5:



The **All-Around Enthusiasts** segment is much smaller - only 20% of the market now that most services cost \$4 each, down from 31% when all services are free.

Much smaller than before is the **Information-Oriented Enthusiasts** segment, now only 6% of the market as opposed to 16% when services are free. The **Information Onlies** segment is also slightly smaller than before.

Getting larger are both groups interested in "transaction" services. Now there are almost as many **Transaction-Oriented Enthusiasts** as there are **All-Around Enthusiasts**. They've grown from only 8% when services are free to 17% of the total market. And the **Transaction Onlies** are now 10% of consumers, up from 5% when services are free.