

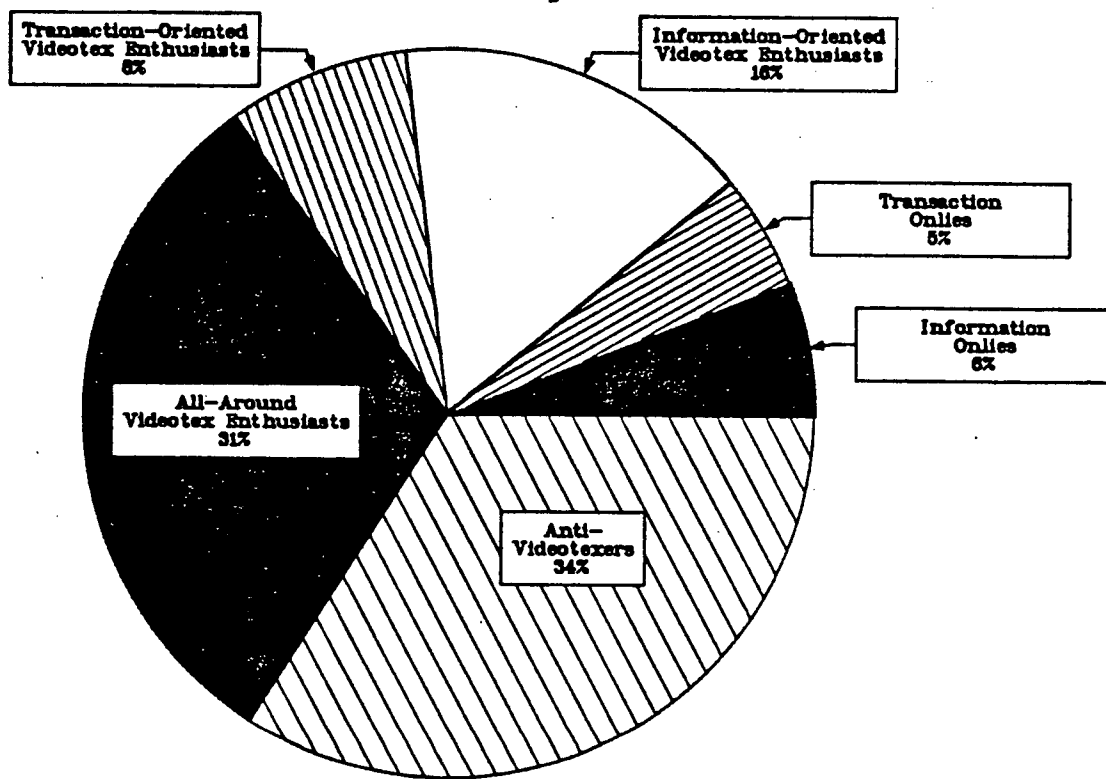
Price Changes The Size Of The Market Segments

Increasing the price of videotex not only causes market segments to purchase services differently, it affects the very size of the segments themselves. As price goes up, some segments get larger, while others shrink.

To see this effect, let us look the picture of the market when all services are free.

Market Segments Among The NEHST Group Shown Lowest Prices

Among the NEHST group shown lowest prices - when all services are free - the market looks like Figure 4:



The All-Around Enthusiasts segment is very large. This is only natural, since there are many people willing to get a variety of services when all of them are free.

Another large segment is the Information-Oriented Enthusiasts who prefer news without ads, special interest information, and electronic mail.

Anti-Videotexers are only about one-third of consumers. This is natural, since when all services are free, there are not as many consumers who refuse to get any services.