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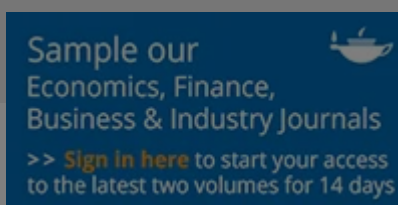
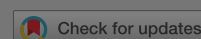
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Depth versus breadth in video rental kiosks

Amanda S. King & John T. King

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subscription-based services like Netflix which are also subject to studio moratoriums by offering a greater breadth of titles.

KEYWORDS:

- Competition depth
- competition breadth
- multichannel distribution
- market segmentation
- video rental industry

JEL CLASSIFICATION:

- D22
- L82
- L11

Disclosure statement

No potential conflict of interest was reported by the authors.

Notes

- ¹ ‘Time Warner’s New Strategy’, *Bloomberg Businessweek*, 2011, 12 July, available at [http://www.bloomberg.com/view/articles/2011-07-12/time-warner-s-new-strategy](#).
- ² On the other hand, the video rental stores operating in the market have been declining in number.

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