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Depth versus breadth in video rental kiosks

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ABSTRACT



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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 May Consider Longer Delay for Netflix, Redbox,’ by Sarah Rabil, Bloomberg.net, 3 November 2010.
- ² On the first day of data collection, there were 14 brick-and-mortar video stores operating in the two cities.

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