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Applied Economics Letters > Volume 24, 2017 - Issue 9

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epth versus breadth in video rental kiosks

Amanda S. King & John T. King 🔀 Pages 623-626 | Published online: 10 Aug 2016

66 Cite this article ▶ https://doi.org/10.1080/13504851.2016.1217301



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ABSTRACT

We examine data from video rental kiosks for clues about how changes in the video rental industry have altered competition. Traditional video stores competed in availability, with consumer search costs determining the optimal probability of stockouts. We find evidence that Redbox, the only major renter of physical discs in today's market, competes in either availability (depth) or variety (breadth) depending on the mix of moratorium versus day-and-date titles released each week. Moratorium titles are

those for which Redhox has agreed to wait a month or more hevond the street release

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Q KEYWORDS: Competition depth competition breadth multichannel distribution market segmentation video rental industry

Q 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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