



iPods and iTunes songs

**Price of iPod decreases**

**What will happen  
to demand for  
iTunes?**

What will happen to  
demand for iPods?

What will happen  
to the **quantity**  
**demand**ed for  
**iPods**?

**No shift**

**Complements**





No change

**Increases**

**Movement **Down** Along  
D for iPods**

**increases**

**DiffordTunes Shifts Right**

**iPods** and **iTunes** songs **Complements**

Price of **iPod** decrease

What will happen to  
**demand** for **iPods**?

**No shift**

**No change**

What will happen  
to the **quantity**  
**demand**ed for  
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**Increase**

Movement **Down** Along  
D for iPods

What will happen  
to **demand** for  
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**Increase**

D for iTunes **Shifts** Right