

iPods and iTunes songs are complement goods

Price of iPod decreases

What will happen to
demand for iTunes?

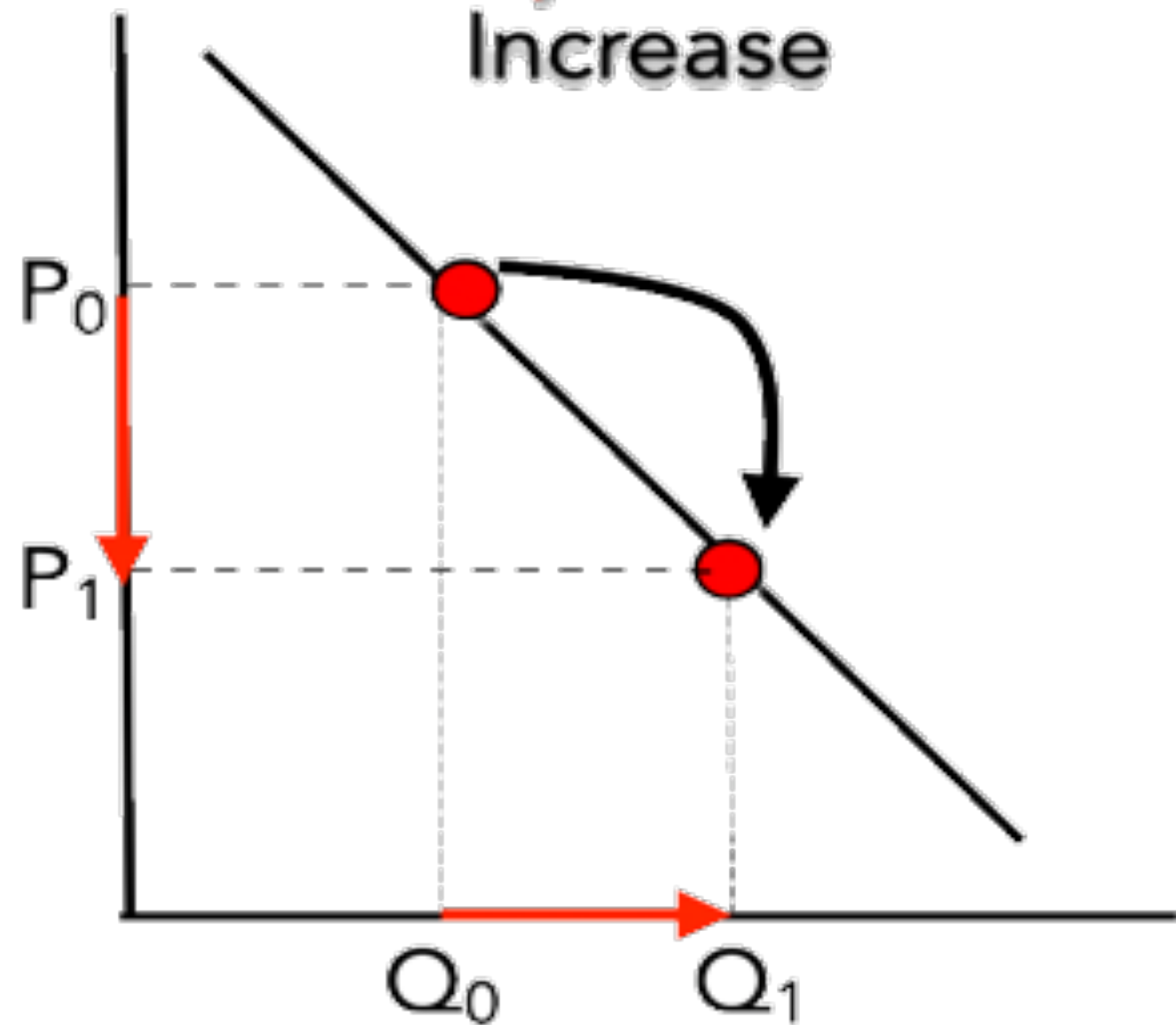
What will happen to
demand for iPods?

What will happen to the
quantity demanded for
iPods?

No shift

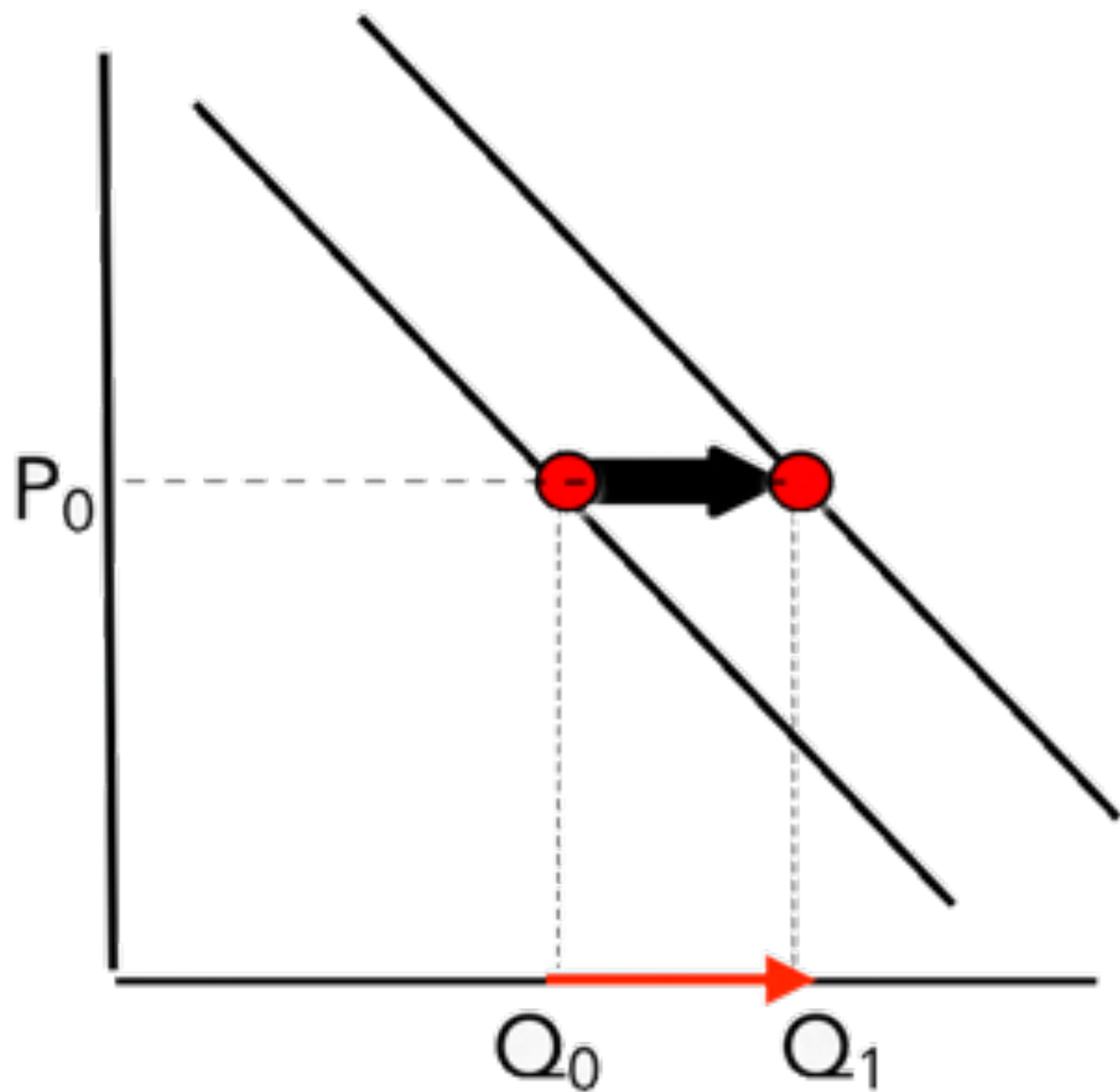
No change

Quantity Demanded
Increase



Caused by Price drop

Demand Increase



Caused by change in the price of a complement

iPods and iTunes songs are complement goods

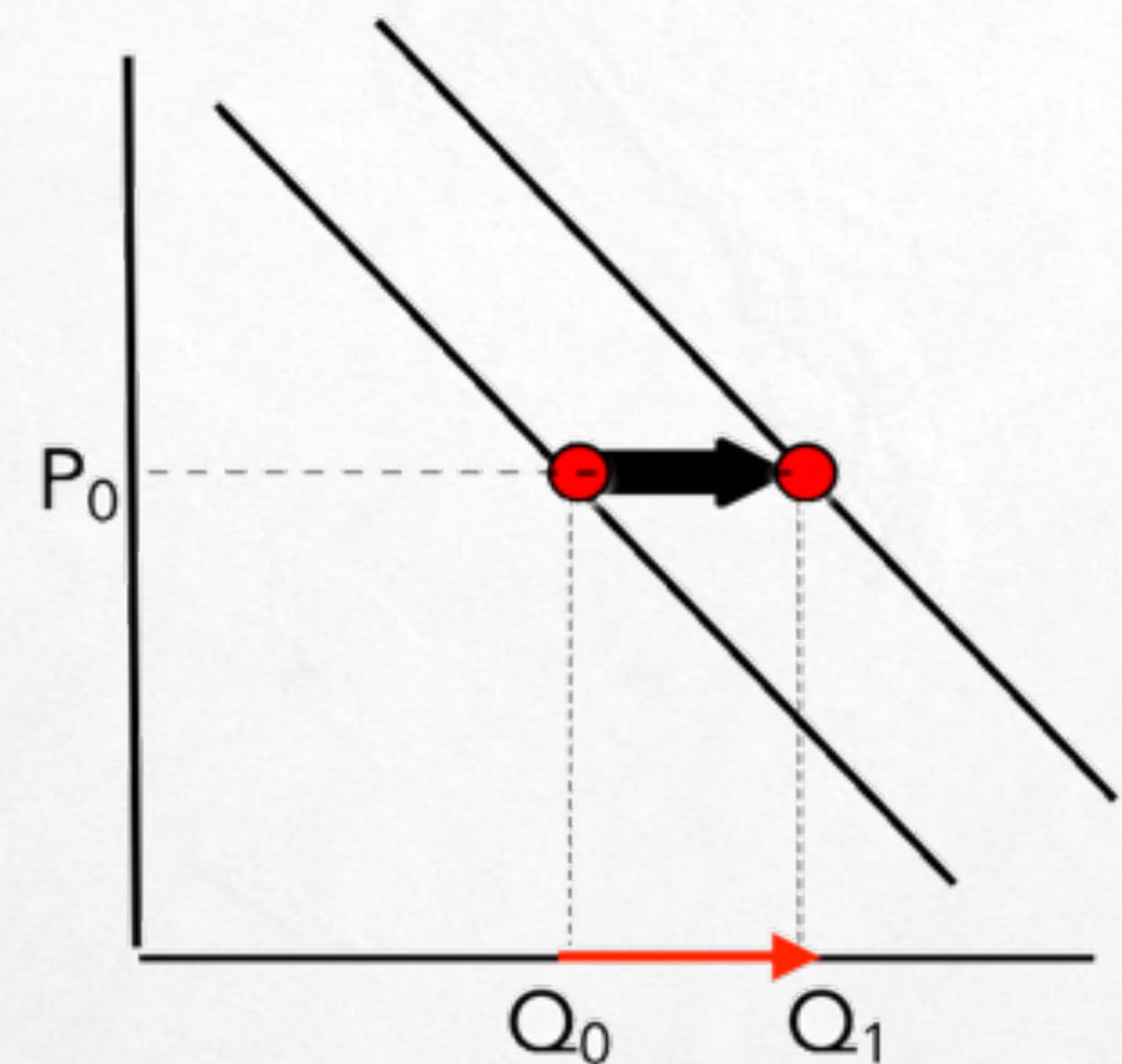
Price of iPod decrease

No change

No shift

What will happen to demand for iTunes?

Demand Increase



Caused by change in the price of a complement

What will happen to demand for iPods?

What will happen to the quantity demanded for iPods?

