“But defining a relevant market on the basis of demand considerations alone is erroneous. A reasonable market definition must also be based on ‘supply elasticity.’”

*Rebel Oil*, 51 F.3d 1421, 1436 (9th Cir. 1995) (citations omitted)
"A ‘market’ is any grouping of sales whose sellers, if unified by a monopolist or hypothetical cartel, would have market power in dealing with any group of buyers.

If the sales of other producers substantially constrain the price-increasing ability of the monopolist or hypothetical cartel, these other producers must be included in the market.”

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_Rebel Oil, 51 F.3d 1421, 1434 (9th Cir. 1995) (citations omitted)_
"If producers of X can readily shift their production facilities to produce product &amp; then the sales of both should be included in the relevant market.

The affidavit of Rebel’s expert fails to account for the fact that sellers of full-serve gasoline can easily convert their full-serve pumps, at virtually no cost, into self-serve, cash-only pumps, expanding output and thus constraining any attempt by ARCO to charge supracompetitive prices for self-serve gasoline."

*Rebel Oil*, 51 F.3d 1421, 1436 (9th Cir. 1995) (citations omitted)
Q. Dr. Shehadeh, why would Mr. Hurt be concerned about PowerReviews being acquired by a well-capitalized social firm if your view of the world is correct that entry into the ratings and reviews market is very easy, and that these firms are already, essentially, rapid entrants into that market?

A. Because that would turn them from rapid entrants into actual day-to-day competitors immediately.

Trial Tr. 1972:4-10
16 Q Has the acquisition of PowerReviews by Bazaarvoice harmed Footlocker?

17 A No.

Foot Locker (GX 136) 47:16-19
7 Q Okay. Mr. Lokes, have you given any
8 thought to the acquisition of PowerReviews by
9 Bazaarvoice?
10 A Not really.

1 Q Do you have any reason -- or do you believe
2 that there are other ratings and review providers
3 out there besides Bazaarvoice and PowerReviews?
4 A Again, I don't have direct knowledge. It's
5 not something that I spend a lot of time on.