

The paper analyzes the importance of network effects on location decisions when there is a mismatch between consumers and networks regarding the product space. Using a game theory approach under the Hotelling model framework the author characterizes the optimal location decisions for different network effects intensity. In particular the author concludes that when the network effects are strong only the leader network will be in the market.

The paper is interesting and gives a relevant contribution for the study of network effects. I recommend the publication of the paper with some minor revisions.

**Minor revisions:**

1. Abstract: the author should write the abstract always using the same form. Then, the last sentence should be "Finally, the paper concludes ..." and not "Finally, the author concludes ..."
2. The sentence "moreover, there are industrial states where firms are positioned but without residential use such that important aspects of land use planning lack for better clarification." on page 3, and the example described should be clarified, in particular the meaning of "industrial states". Also, the console example should be described more clearly regarding the explanation of the different product space of consoles and players.
3. Appendix 6.1 should be in the main text as it contains important information to follow the exposition on section 3, page 6.
4. References 14 and 15, on page 35, should be removed.