

Motivation

- Effect of banning advertising in public TV night slot on prices and quantities in other slots are rivals
- Using exogenous ban of advertising in the 20:00-6:00 slot in France as an instrument

Quantity night

VARIABLES	(1) public_night	(2) private_night	(3) aerial_night
bann	-627.4*** (74.26)	-24.00 (51.23)	-325.7*** (58.88)
Constant	-56.33 (57.29)	95.64** (39.52)	19.65 (45.43)
Observations	126	126	252
R-squared	0.365	0.002	0.109

Quantity day

VARIABLES	(1) public_day	(2) private_day	(3) aerial_day
bann	560.8*** (75.99)	-134.9 (110.0)	212.9*** (70.26)
Constant	-445.0*** (58.63)	-101.5 (84.85)	-273.2*** (54.20)
Observations	126	126	252
R-squared	0.305	0.012	0.035

Quantity overall

VARIABLES	(1) public	(2) private
bann	-66.69 (98.56)	-158.9 (150.0)
Constant	-501.3*** (76.04)	-5.894 (115.7)
Observations	126	126
R-squared	0.004	0.009

Comments

- Is quality fixed?
- Short vs. long run?
- Price per rating point of public goes up significantly. Why no substitution? No multihoming? Long term contracts? Per channel budgeting?
- Role of cable (large effects, big expansion, price increases) and other media? Market definition?

