

# Endogenous Product Characteristics in Empirical Industrial Organization

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Grant Reference: RES-062-23-2586

## Datasets

### 1 Introduction

This file describes the datasets used in the analysis in this grant and how to obtain access to them. Most are proprietary and require either a license agreement from the data provider and/or significant effort to obtain the data by hand from published sources. The remainder are readily available from the web as described below. As I cannot share the raw data due to licensing restrictions, I instead describe each dataset, describe how to get them from the web (for those that are publicly available) and/or provide contact information for anyone wishing to obtain them (for those that are not publicly available).

### 2 Data

#### 1. Cable System (Factbook) Data

The Television and Cable Factbook Electronic Edition provides data at the local cable market level on the composition of cable television bundles, their prices and market shares, cable system ownership, and other system characteristics. Factbook data is compiled and licensed by Warren Communications, LLC. We use Factbook data from 1998-2011.

Factbook data is made available in two forms: (1) electronically and (2) in annual printed publications. The electronic version is a snapshot of the information maintained in Warren Communications database at the time of access. Unfortunately, Warren does not keep or license historical information about cable systems. The only way we know to access historical information about cable systems is to digitize the information contained in the annual printed Factbooks.

Those interested in obtaining access to current Factbook data may contact their representative below.

Brook Mowry  
Account Manager  
Warren Communications News  
2115 Ward Court, NW  
Washington, DC 20037  
202-872-9202, ext. 206  
bmowry@warren-news.com  
www.warren-news.com

## 2. Satellite Data

Information about the composition of (national) satellite service bundles and their prices were collected by hand using information published by individual satellite companies (DirecTV and Dish Network). These were accessed using the Wayback Machine at the Internet Archive (<http://archive.org>).

We then matched this to aggregate satellite cable market data at the Designated Market Area (DMA) level using data on market shares provided on “Alternative Delivery Systems” (ADSs) by DMA published by the Television Advertising Bureau (<http://www.tvb.org>).<sup>1</sup> As of December 2013, TVB maintains ADS market shares by DMA back to February 2000. The ultimate source of this data is Nielsen Media Research and can surely also be obtained directly from them. We provide contact information for Nielsen Media Research below.

## 3. Cable Channel Data

Information about national (across-system) average license fees paid to individual cable networks was obtained from the SNL Kagan. Current and historical information about cable network license fees are now available with an annual subscription to a variety of SNL Kagan media and communications databases.

Those interested in obtaining access to SNL Kagan data may contact one of their sales representatives (of which there are many). We list one with whom we have worked below.

Michael Bengel  
SNL Kagan  
Sales Executive  
212.542.8030  
[www.snl.com/media\\_comm](http://www.snl.com/media_comm)

## 4. Aggregate Viewing Data

Current and historical information about average ratings (viewing) of individual television channels (or, indeed, individual television programs) across DMAs and/or time can be ob-

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<sup>1</sup>For example, see [http://www.tvb.org/media\\_comparisons/4729/ads\\_cable\\_dma](http://www.tvb.org/media_comparisons/4729/ads_cable_dma).

tained from Nielsen Media Research.

Those interested in obtaining access to Nielsen Media Research data may contact their representative listed below.

Kate Barnett  
Client Service Associate  
The Nielsen Company  
646-654-4743  
kate.barnett@nielsen.com

## 5. Census Data

Current and historical information about demographic information across space and time is available for free from the U.S. Census. We used information from the 2000 Census Summary Data File 3, available using the “Data Ferrett” tool at <http://www.census.gov>. We linked this information to the cable systems in the Factbook by linking the community names served by each cable system to the zip codes served by that community and averaging across all the zip codes served by that system.

## 3 Conclusion

If anyone has any questions or comments, they should feel free to contact me using the contact information below. Please note that while the grant covered work while I was at the University of Warwick, I have since moved to the University of Zurich

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