

Accepted Manuscript

Vertical Integration in the TV Market: Exclusive Provision and Program Quality

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PII: S0167-7187(17)30290-4
DOI: [10.1016/j.ijindorg.2017.05.002](https://doi.org/10.1016/j.ijindorg.2017.05.002)
Reference: INDOR 2368



To appear in: *International Journal of Industrial Organization*

Received date: 30 June 2014
Revised date: 19 April 2017
Accepted date: 6 May 2017

Please cite this article as: Anna D'Annunzio, Vertical Integration in the TV Market: Exclusive Provision and Program Quality, *International Journal of Industrial Organization* (2017), doi: [10.1016/j.ijindorg.2017.05.002](https://doi.org/10.1016/j.ijindorg.2017.05.002)

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Highlights

- We study a merger in a media market among a content provider and a platform
- The vertical merger does not affect the distribution of premium content
- The merger affects the investment in the content, lowering the quality produced
- Consumer and total surplus decrease after the merger
- Imposing non-exclusivity may have adverse effects on consumer and total surplus

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