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TELEVISION AND COMMUNICATIONS POLICY (1980–2004)

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ABSTRACTS

MONOGRAPH/REPORTS

MR-102-RC Telephone Company Entry into Cable Television: Competition, Regulation, and Public Policy. L. L. Johnson. 1992.

This study explores the potential consequences of recent decisions by the Federal Communications Commission to permit local telephone companies to compete with cable television operators and other video suppliers in providing video service. The goal of the study is to provide inputs useful to policymakers in their continuing deliberations about the rules under which telephone companies should be permitted to participate in a video marketplace characterized by striking technological advances, rapidly evolving market structures, and changing social needs. The report focuses on the likely consequences of the FCC decision and the recommendation that local exchange carriers (LECs) be permitted to go beyond provision of video dial tone. It is especially concerned with the prospects for competition with cable operators, the role for existing or new regulatory safeguards, and issues of public policy. To explore the potential for competition, the study describes four scenarios involving a hypothetical LEC and a hypothetical cable company operating in the LEC's territory. The scenarios, set later in this decade and into the next century, describe how the two entities behave in response to alternative regulatory, economic, and technological conditions.

MR-366-OSD/A/AF Beyond Consolidation: U.S. Government International Broadcasting in the Post-Cold War Era. J. E. Tedstrom. 1994.

This report examines the debate on the future of Voice of America (VOA) and Radio Free Europe/Radio Liberty (RFE/RL). These organizations enjoyed broad support until their value and purpose were called into question by recent developments abroad and at home: the spread of communications technologies worldwide, the spread of democracy in Eastern Europe and the former Soviet Union, and the tightening of the U.S. budget. This report builds on existing literature and the results of a conference RAND sponsored in April 1993. The author supports a downsizing of RFE/RL and its eventual consolidation with VOA; housing the new, consolidated broadcasting organization as an independent organization within the U.S. Information Agency; and scaling back broadcasting in Eastern Europe, while expanding services into Asia.

MR-436-EAC/WIK Utilization of the U.S. Telephone Network. B. M. Mitchell, T. Donyo. 1994.

The United States has experienced high and steadily increasing use of its national telephone network. A number of major influences have stimulated the growing use of telephone services: population growth; increases in real income; major technological changes increasing the range of services, including facsimile and personal computer use; rate restructuring and overall price reductions for long distance; and increased network access that includes nearly complete residential availability and the rapidly growing use of cellular and cordless telephones. Although residential telephone penetration is approaching saturation, network use continues to expand, as shown by the vigorous growth of wireless services. All these factors more strongly suggest that use of the U.S. telephone network will continue to intensify for some years to come.

MR-976-OSTP The Cyber-Posture of the National Information Infrastructure. W. H. Ware. 1998.

This report discusses the vulnerability of the nation's information infrastructure to external attacks and other kinds of disruptions. It assesses the extent of the data available for measuring this threat and concludes that energy supplies, telecommunications, and computer-based systems should be of first priority for attention and remedial action. Finally, it suggests steps to reduce national vulnerability. The information security posture in both government and the private sector needs immediate examination and attention. Analytic studies should be performed to establish such infrastructure features as sources of resilience and the characterization of normalcy, and to specify R&D requirements. In addition, the nation should establish a warning mechanism and a supporting coordination center.

REPORTS

R-2535-NSF Charging for Local Telephone Calls: How Household Characteristics Affect the Distribution of Calls in the GTE Illinois Experiment. R. E. Park, B. M. Mitchell, B. M. Wetzel, J. H. Alleman. 1981.

When the billing of local telephone service is changed from flat rate to measured service, the distribution of monthly calling rates is altered. This report models the distribution of flat-rate telephone usage in terms of demographic variables and stochastic components; the shift to measured service affects both the systematic and stochastic parameters. The model is fitted by maximum likelihood to data for interviewed households participating

in General Telephone's local measured service experiment in Illinois. Households tend to make more calls if they are larger (more people), older, or include teenagers. They tend to reduce calling proportionately more in response to usage charges if they average many calls under flat rate for any of the above reasons or for other, unexplained reasons. There is substantial variation in telephone usage by households with similar demographic characteristics. Consequently, the benefits and costs of local measured service will tend to be diffused across demographic groups.

R-2627 The Media and Intra-Elite Communication in Poland: Summary Report. J. L. Curry, A. R. Johnson. 1980.

Summarizes the major features of the Polish media system, describes the specific roles and editorial processes of major types of media, and analyzes the relationship between divergences of view that appear in the media and intra-elite discussion, debate, and controversy. Conclusions are presented for Western analysts, whose understanding of Polish affairs is based at least partly on a reading of the open Polish media. The report emphasizes the process by which politically significant material appears in the media of a Communist country, in contrast to earlier studies, which are generally based on content analysis. The principal data source is information obtained from extensive interviews with emigres formerly involved in the media process, as writers, journalists, editors, censors, and government and Party officials. Detailed analyses and documentation of the research are presented in companion Notes N-1514/1, N-1514/2, N-1514/3, N-1514/4, N-1514/5.

R-2869 The Media and Intra-Elite Communication in the USSR. L. Dzirkals, T. Gustafson, A. R. Johnson. 1982.

This report tests basic assumptions used by Western analysts in interpreting the Soviet media by bringing to bear new information, derived from emigre interviews, about the structure and inner workings of Soviet media and the political mechanisms by which the media are controlled. Section II reviews the mechanism of Party and state control over Soviet media, in which formal censorship in fact plays a secondary role. Section III looks at the crucial role of the chief editor and the editorial processes he presides over. Section IV analyzes types of discussions, debates, and controversies in Soviet media and considers their relationship to institutional, personal, and policy conflict. Appendix A contains a fuller description of the study approach. Appendix B provides a selective review of media-related assumptions in a variety of Western Sovietological writings. Appendix C examines a presumptive "doctored photograph" incident. Appendix

D provides a profile of one of the seemingly unorthodox Soviet journals, *Literaturnaia Gazeta*.

R-2989-MF An Economic Analysis of Mandatory Leased Channel Access for Cable Television. S. M. Besen, L. L. Johnson. 1982.

This report is an economic analysis of mandated leased access. Section II briefly discusses past regulation of the cable industry, including the regulation of access. Section III examines the existing relationship between cable systems and service packagers. Section IV provides an economic analysis of the effects of various types of mandated leased access arrangements on the service offerings and prices available to cable subscribers. Finally, Sec. V analyzes problems that would be faced by government regulators in implementing a leased access requirement.

R-3206-MF Regulation of Media Ownership by the Federal Communications Commission: An Assessment. S. M. Besen, L. L. Johnson. 1984.

This report assesses the state of current knowledge about the likely effects of the Federal Communications Commission's (FCC's) restrictions on the ownership of broadcasting stations and cable TV systems, to reach judgments about the desirability of modifying or eliminating existing FCC ownership regulations. It examines the evidence on the effects of group ownership of broadcast stations, concentrated regional ownership, common ownership of broadcast stations within a local market, television station-cable system cross-ownership, and telephone-cable cross-ownership. The report reaches four broad conclusions: (1) Concentrated broadcast station ownership leads neither to large operating efficiencies nor to anticompetitive behavior; (2) there is little or no basis for the FCC's group ownership rules, some support exists for rules limiting regional concentration, and stronger support exists for rules that limit cross-ownership within narrow geographic areas; (3) there is no compelling basis for lifting the telephone-cable system cross-ownership ban; and (4) present FCC rules, and many of the proposals for their repeal or modification, are often deficient because they fail to take into account actual competitive conditions.

R-3422-CPB Evaluating Student Outcomes from Telecourse Instruction: A Feasibility Study. R. J. Shavelson, C. Stasz, S. L. Schlossman, S. Goldstein, J. Y. Hotta, N. M. Webb. 1986.

Telecourses provide instruction primarily to diverse populations of students off campus, most notably through television, but via other media as well. A single telecourse varies widely depending on features of its implementation at different sites or by different instructors. For this and

other reasons, the educational value of telecourses remains in dispute, and evaluations have not established that students in telecourses and equivalent traditional courses acquire the same knowledge, skills, and attitudes. This study examines the feasibility of evaluating the impact of telecourses on students' acquisition of subject-matter knowledge, skills, and attitudes. More specifically, it (1) examines alternative evaluation designs to assess student outcomes; (2) provides preliminary data on student outcomes for two telecourses (The Constitution: That Delicate Balance and The New Literacy); and (3) makes recommendations regarding the feasibility of evaluating student outcomes within time, institutional, and methodological constraints.

R-3453-NSF Compatibility Standards, Competition, and Innovation in the Broadcasting Industry. S. M. Besen, L. L. Johnson. 1986.

This study surveys the theoretical literature dealing with the economics of compatibility standard setting and, using that literature as an analytic framework, it investigates a number of cases of standard setting in the broadcasting industry. These cases include both point-to-multipoint services (e.g. broadcast television) and point-to-point services (e.g. cellular radio). The goal is a better understanding of (1) the conditions under which compatibility standards are likely to be established through market forces, (2) the role that government agencies should play in mandating standards or in other ways encouraging standard setting, and (3) the conditions under which compatibility among technologies is economically efficient. Among its conclusions are that formal standard setting, either by government or private bodies, may be especially important where users lack knowledge of the preferences of others and where no technology is clearly preferred, and that mandatory standard setting should be avoided during the times when the technologies in question are rapidly changing. In addition, the justification for mandatory standards is weakest in cases where a particular technology has widely varying uses.

R-3453/1-NSF Compatibility Standards, Competition, and Innovation in the Broadcasting Industry: Executive Summary. S. M. Besen, L. L. Johnson. 1986.

This report is an executive summary of R-3453, which analyzes the forces that affect the development of standards in the broadcasting industry, the nature of the standards that emerge, and the economic effects of those standards.

R-3921-CUSJR Development of High-Definition Television: A Study in U.S.-Japan Trade Relations = K_ohin'i Terebi No Kaihatsu: Bei-Nichi B_oeiki Kankei No Ichi Kenky_u. L. L. Johnson. 1990.

This study examines the development of high-definition television (HDTV) within the context of trade relations between the United States and Japan. For several reasons, the development of HDTV has been a source of both cooperation and conflict between the two countries. The author examines these reasons and suggests ways the continued development of HDTV could affect each country's economic interests.

R-4047-MF/RL Direct Broadcast Satellites: A Competitive Alternative to Cable Television? L. L. Johnson, D. R. Castleman, R. S. Leghorn. 1991.

This report presents an economic and engineering analysis of direct broadcast satellites' (DBS) prospects for competing with cable television systems in the United States and, hence, alleviating the need for extensive reregulation of cable. The authors examine relevant technologies, some implications of the technological advances that can reasonably be foreseen, and the comparative costs of DBS and cable systems. They also consider the prospects for second cable, wireless cable, satellite master antenna cable systems, and home satellite dish systems as alternatives to DBS systems to assess whether they hold more promise than DBS as competitors to cable. They then address a number of policy issues, including the effects on local broadcasting, whether cable operators should be permitted to buy into DBS systems, and the problems posed by access to programming. The findings suggest that high-power DBS systems are more likely than are the alternatives to provide widespread competition to cable. However, the outcome is dependent on several interrelated economic and technical factors, including the cost of earth terminals, the degree to which video compression reduces the per-channel cost of satellites, and the level of operating expenses including program acquisition.

R-4166-MF/RL Common Carrier Video Delivery by Telephone Companies. L. L. Johnson, R. S. Leghorn. 1992.

Much debate surrounds the question of whether to allow telephone companies to deliver video services to subscribers in their service areas. Such an arrangement would raise issues about whether telephone companies should operate as video common carriers, entities free to supply video services as cable operators do today, or hybrids that combine common carrier services with the carrier maintaining limited ownership interests in programming. Setting aside a complex set of legal considerations, this study evaluates the relative merits of these alternative ways to provide video services. The author assesses the appropriate role of government rate regulation (e.g., rate-of-return constraints or price caps) of video networks owned by local exchange carriers (LECs), and explores the applicability of common carriage, going

beyond the LECs, to cable operators and other video providers. Outcomes are evaluated in terms of their contribution to economic efficiency and information diversity. The author concludes that there is no sound basis for singling out the telephone companies for common carrier treatment if they choose to enter the video market. He suggests that the same treatment be accorded telephone companies and cable operators, regardless of whether they operate as video common carriers, hybrids, or unconstrained carriers.

NOTES

N-1514/1 The Media and Intra-Elite Communication in Poland: Organization and Control of the Media. J. L. Curry. 1980.

A review of the controls over and the internal organization and process of Polish media. The changing position of the media in the Polish Communist system during the Stalinist, 1956, Gomulka, and Gierek periods are described, along with related changes in the instruments of Party control. The instruments by which the Party exercises direct and indirect supervision over the media are examined, with the exception of formal censorship, which is discussed in detail in companion Note N-1514/2. Finally, the Note describes key elements of the internal organization and editorial process that affect the output of Polish media. It is shown that editorial details, e.g., publication deadlines and the system of remuneration, can affect media output as much as Central Committee directives or censorship. The Note draws extensively on field research in Poland, including a survey of 174 working journalists. This study is a portion of a broad study of Polish media, summarized in R-2627.

N-1514/2 The Media and Intra-Elite Communication in Poland: The System of Censorship. J. L. Curry. 1980.

A detailed documentation of the structure and operations of the formal censorship system in Poland. The Main Administration for Control of the Press, Publications, and Public Performances (GUKPPiW) is formally responsible for all censorship; it must monitor every public word from name cards and obituaries to mass media and artistic performances. This Note describes the censorship process and the ways in which GUKPPiW and other, informal controls determine what information is made public. It traces the evolution of the system through mid-1980. It is based on interviews with individuals who have worked in various parts of the Polish media, including the censorship office itself, and it also uses internal documents of the Krakow branch of GUKPPiW which have been published in the West. This study is a portion of a broad study of

Polish media, summarized in R-2627. Other parts of the study are reported in N-1514/1, N-1514/3, N-1514/4, and N-1514/5.

N-1514/3 The Media and Intra-Elite Communication in Poland: The Role of Military Journals. A. R. Johnson. 1980.

A detailed description of the structure and process of military publication in Poland. "Military media" include all publications issued by and addressed to officers and soldiers of the Polish armed forces. They range from highly classified General Staff bulletins to "official use" theoretical journals to a daily newspaper, and from the classified bulletins and journals directed at senior officers to an illustrated weekly for enlisted men. Military publications fall into two distinct categories: "professional" or "political." The audiences and functions of publications in each category are described, along with the editorial processes of different journals and the influences to which they are subjected from elements of the Polish military and from the political system at large. This study is one portion of a broad study of Polish media, summarized in R-2627. Other parts of the study are reported in N-1514/1, N-1514/2, N-1514/4, and N-1514/5.

N-1514/4 The Media and Intra-Elite Communication in Poland: The Role of "Special Bulletins". J. L. Curry. 1980.

A review of the important role played by limited-distribution bulletins in informing the Polish leadership about domestic and foreign affairs. These bulletins include translations of international wire service reports, transcripts of Western radio broadcasts into Poland, and reprints of articles censored from the mass media. Controls on what is published in these bulletins are looser and more indirect than those on the mass media; the leadership generally uses them for its own information but does not decide what should appear in them. While bulletins are not the only source of unpublished information in Poland, they do have a significant impact on policymaking and the thinking of political leaders. This study is a portion of a broad study of Polish media, summarized in R-2627. Other parts of the study are reported in N-1514/1, N-1514/2, N-1514/3, N-1514/5, and N-1514/6.

N-1514/5 The Media and Intra-Elite Communication in Poland: Case Studies of Controversy. J. L. Curry, A. R. Johnson. 1980.

Descriptions of six cases that are illustrative of discussion, debate, and controversy in Polish media: (1) the wide-ranging campaign during the March 1968 crisis, which was directly linked with internecine political struggle within the Polish United Workers' Party; (2) the Falkowska debate of 1964, when an esoteric discussion on

the proper role of journalism expanded into a veiled critique of the Polish Communist system; (3) the differentiated treatment of the German question in Polish media in the late 1960s; (4) the 1971 debate on a draft social parasite law that had been presented to the Parliament for adoption; (5) a 1976 controversy over amendments to the Polish constitution; and (6) the media discussions of 1977 and 1978 concerning decentralization and unemployment, economic issues which masked criticism of the political system. These cases are not unique; each represents a phenomenon that has occurred on other occasions. This study is a portion of a broad study of Polish media, summarized in R-2627.

N-1514/6 The Media and Intra-Elite Communication in Poland: The Role of Military Journals, Annex. M. Sadykiewicz. 1983.

This Annex supplements Sec. I, "Organization of Polish Military Media," of RAND Note N-1514/3, The Media and Intra-Elite Communication in Poland: The Role of Military Journals, December 1980. This Note discusses the typology of the Polish military press and the military press system, and lists members of the editorial committees of *Przegląd Wojsk Lądowych* and *Mysł Wojskowa*.

N-1526-FCC New Television Networks: An Update. R. E. Park. 1980.

A mathematical model of television network behavior, based on the assumption that networks choose their program expenditure so as to maximize their profits, is used to explore the prospects for alternative kinds of new networks. The prospects are considerably better now than they were at the time of an earlier RAND report on the subject, mostly because of a large increase in network advertising revenue per household. A fourth network that somehow competed on an equal footing with the existing three would almost certainly be viable. More realistically, a fourth network would suffer from coverage and UHF handicaps relative to the existing networks. However, as the number of UHF stations increases, the UHF handicap falls, cable penetration increases, and advertising revenues rise, we can expect to see renewed interest in forming a fourth television network.

N-1636-NSF Repression Effects of Mandatory Vs. Optional Measured Telephone Service. B. M. Mitchell, R. E. Park. 1981.

When all residential telephone subscribers in three Illinois communities are charged for local telephone calls (at the rate of 2.5 cents per call plus 1 cent per minute) telephone use is repressed (reduced) by some 15 percent. However, if subscribers are offered a choice between a measured rate and the customary flat rate, repression will be much less because households who choose measured rates tend to

make fewer than the average number of calls and to make smaller reductions in use. If 50 percent of the households selected the measured rate, the reduction in calling would be only 12 percent of the reduction if the rate were mandatory. To track the repression effects of optional rates, data systems must be carefully designed to account for substitution of calls between measured and flat-rate subscribers and to control for trends in use.

N-2097-MF An Analysis of the Federal Communications Commission's Group Ownership Rules. S. M. Besen, L. L. Johnson. 1984.

The Federal Communications Commission is presently reconsidering its Group Ownership Rules that prohibit anyone from owning more than seven television, seven AM radio, and seven FM stations in the United States. This study assesses the current state of knowledge about the effect of television station group ownership in order to assist the Commission in its deliberations. The study reaches four basic conclusions. First, there is little evidence that group-owned stations operate more efficiently than do singly owned stations and whatever efficiencies arise appear to be small. Second, there is no evidence to support the proposition that group-owned stations are able to bargain more effectively in their dealings with networks, advertisers, and program suppliers. Third, although the evidence is quite weak, little indication exists that group ownership facilitates collusion among stations. Fourth, the severely limited evidence suggests that no connection exists between group ownership and the diversity of fare available to the viewing public.

N-2207-NSF Private Copying, Reproduction Costs, and the Supply of Intellectual Property. S. M. Besen. 1984.

This Note develops an analytic model of the behavior of producers of intellectual property (e.g. books and journals, computer software, pre-recorded videocassettes) when a technology that permits private copying is introduced. The model, which focuses on changes in the price of originals in response to copying, is used to analyze the effect of private copying on the profits of producers and the welfare of consumers. Among the conclusions of the analysis are: (1) Copying can increase producer profits if the technology for producing copies is more efficient than that for producing originals. (2) Copying can reduce the welfare of consumers if the technology available to copiers is less efficient than that available to producers, and publishers find it profitable to raise the price of originals. (3) An inefficient copying technology can benefit consumers if it causes publishers to reduce the price of originals to discourage copying. The results of the analysis suggest that estimates of the harm that results from private copying may be overstated, and that the

effect of private copying will vary among types of intellectual property depending on the relative costs of producing originals and copies.

REPRINTS

RP-100 The Role of the ITU in Standardization: Pre-Eminence, Impotence or Rubber Stamp? S. M. Besen, J. Farrell. 1992.

This article, reprinted from *Telecommunications Policy*, argues that the historic preeminence of the International Telecommunications Union (ITU) in setting international standards is likely to be increasingly threatened by the regional standards organizations (RSOs) and by formal or informal coordination among the RSOs. The interests the RSOs represent are powerful enough that the ITU cannot ignore agreements among them, nor is it likely to be able to set standards if they cannot agree. At the same time their size, structure and procedures are likely to make them more effective at agreeing on standards than the ITU, despite the latter's attempts to improve its procedures. The authors conclude that, whether or not their participants intended it, RSOs threaten the ITU's pre-eminence in setting telecommunications standards. The RSOs are apt to be swifter and more successful in reaching agreement than is the ITU. Moreover, their participants have enough authority in the market to ensure that agreements among them can neither be ignored nor seriously disputed. Thus the ITU's attempt to retain its pre-eminence will probably fail. Originally published in *Telecommunications Policy*, Aug. 1991.

RP-194 Technology's Challenges to the First Amendment. W. S. Baer. 1993.

Freedom of speech, protected in the United States for 200 years by the First Amendment, is under stress as a result of the new information technologies. The author outlines the threats and opportunities offered by technological advances before examining more closely issues concerned with databanks and privacy, 'junk calls,' access to public information, and incipient censorship, both governmental and private. He argues that the First Amendment should be applied to all media, and that government regulation of information content should be used only as a last resort. Above all, the public must be fully informed of the challenges and opportunities offered by the new technologies. Originally published in *Telecommunications Policy*, Jan./Feb. 1993.

RP - 406 Government Investment in Telecommunications Infrastructure. W. S. Baer. 1995.

Originally published in *The Changing Nature of Telecommunications/Information Infrastructure*. National Academy Press, Washington, D.C., 1995.

RP-453 Telecommunications Infrastructure Competition: The Costs of Delay. W. S. Baer. 1995.

This paper examines the experience of the United States, the United Kingdom and other OECD countries that introduced infrastructure competition, principally for long-distance telephone service, during the 1980s. The results show that competition has generally brought lower prices, greater variety of service, faster innovation, higher usage and productivity gains, and increased output both in telecommunications and in other sectors of the economy. The evidence is now convincing that the economic benefits from competition outweigh the highly visible costs and disruptions to established organizations and relations. Other countries can learn from the pioneers' experience to reduce the uncertainties and costs resulting from the transition to competition. Originally published in *Telecommunications Policy*, v. 19, no. 5, 1995.

RP-603 Will the Global Information Infrastructure Need Transnational (Or Any) Governance? W. S. Baer. 1996.

Originally published in *National Information Infrastructure Initiatives: Vision and Policy Design*, Brian Kahin and Ernest J. Wilson, III, eds., Cambridge MA: The MIT Press, 1997.

PAPERS

P-6399 Audience Diversion Due to Cable Television: An Application of Nonlinear, Nondiagonally Weighted Generalized Least Squares. R. E. Park. 1980.

A model of television audience shares is estimated and applied to simulate the effect of cable TV carrying distant signals on local stations' audience shares. The model is nonlinear, with a complex error covariance matrix; transformations are used to obtain generalized least squares estimates using an ordinary nonlinear regression package. The conclusion: TV broadcasting will continue to prosper, despite increasing competition from cable.

P-6612 Choosing New Telecommunications Technologies: Tradeoffs Between Conflicting Goals. P. M. Dinneen. 1981.

This paper presents a general framework to explain how tradeoffs between conflicting goals may influence the choice of new telecommunications technologies. Six goals are considered: (1) economic efficiency, (2) security

and privacy, (3) reliability and quality of service, (4) industrial stability, (5) international comity, and (6) technological innovation. Results of a case study involving a new technology, communications satellites, and an old one, undersea cables, illustrate how the general framework can help explain the level, mix, and cost of new, relative to existing, technologies. Tradeoffs between goals are reflected in regulatory policies—which affect pricing and investment behavior—which in turn determines the level and mix of cables and satellites.

P-6617 Local Telephone Costs and the Design of Rate Structures. B. M. Mitchell. 1981.

Most of the variable costs of local telephone service are due to providing capacity sufficient to meet the maximum volume of calling which occurs during a small number of busy hours. As a result, a uniform average-cost price at all hours may be less efficient than a flat-rate tariff which charges nothing per call, even if metering were costless. Because capacity is distributed throughout the network and used jointly by different calls, optimal peak-load prices may be positive when demand is below the maximum level, and the highest rate need not occur at the hour of peak demand. Realistic rate structure can have only a limited number of separate prices. An efficient rate structure will combine hours and routes that have similar marginal costs and demand elasticities.

P-6650 Review of Barry R. Litman, *The Vertical Structure of the Television Broadcasting Industry: The Coalescence of Power*. S. M. Besen. 1981.

This review disputes Litman's contention that regulating contractual relationships between the television networks and their affiliates and program suppliers will improve industry performance. The various proposals offered by Litman would, at best, simply redistribute profits among industry participants. At worst, they would raise costs and lower the quality of viewing fare. The review argues that only structural changes—increasing the number of viewing outlets and wider use of direct viewer payments—are likely to improve the service the industry offers to viewers.

P-6698 The New Media and the Demand for Studio Production Facilities. J. N. Dertouzos, K. E. Thorpe. 1981.

The entertainment industry is in the midst of dramatic changes in its economic environment. New technologies and a relaxed regulatory atmosphere are likely to stimulate a period of growth unequalled since television's inception in the early 1950s. As a result, an increased demand for cable programming and the associated impacts on existing media will no doubt strain the capacity of firms to provide sound stages for the creation of new products. This paper

examines these changes and assess the probable consequences for the program supply industry as well as the derived demand for production facilities.

P-7095-RGI Cable Television, Market Power, and Regulation. K. E. Thorpe. 1985.

This paper endeavors to provide policy-relevant information that may be used in the continuing public debate regarding the "appropriate" government role in the expanding telecommunications industry. It argues that the debate over the need to regulate cable operators has been driven by the mistaken assumption that the distribution of television programming is a private good; that the debate has overlooked actual pricing behavior in the industry; and that policymakers have not recognized the policy implications resulting from the sunk cost nature of investment made by cable operators. An empirical section evaluates the effectiveness of current state and local regulations, and suggests that they do not appreciably affect the price-cost margins of cable operators, whereas competition from other sources of video programming does have an impact on the market power of cable firms.

P-7882 Standards and the National Information Infrastructure: Implications for Open Systems Standards in Manufacturing. C. S. Wagner, C. F. Cargill, A. Slomovic. 1994.

Government planners anticipate large efficiency gains for manufacturers from a national information infrastructure (NII). Standards of interoperability or interconnection are essential to providing open product data exchange for industry. Nevertheless, the process for providing the standards of interconnection that will support the NII is nearly nonexistent, in large part because the current voluntary standards process is driven by vendors who have little interest in creating open system standards. After many years of watching groups of vendors attempt but fail to provide open system standards based on technology links, users have begun a quiet revolution in standards setting by establishing cooperative groups to define open computing standards independent of the constraints of available technology. This cooperative, user-based activity may act as a model for supporting the development of standards for the NII.

P-7998 Information and State Power: Toward a Technosocial Approach. J. L. Bially. 1997.

DRAFTS

DRU-1330-1-OSD Cuban Telecommunications, Computer Networking, and U.S. Policy Implications. L. Press. 1996.

DRU-2009-RC How Competitive Are California's Local Phone Markets? W. S. Baer. 1998.

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LRP-200311-04 Entertainment Television as a Healthy Sex Educator: The Impact of Condom-Efficacy Information in an Episode of Friends. R. L. Collins, M. N. Elliott, S. H. Berry, D. E. Kanouse, S. B. Hunter.

CONTEXT: Television is often decried as a negative influence on the sexual attitudes and behavior of America's adolescents. However, television occasionally includes messages about the risks of having sex that may have a positive effect on youth. OBJECTIVE: To assess the impact of condom-efficacy messages in an episode of Friends on teens. DESIGN, SETTING, AND PARTICIPANTS: A national sample of 506 adolescents 12 to 17 years old who had been regular viewers of Friends the previous year were surveyed by telephone shortly after the episode aired. OUTCOME MEASURES: Viewership of the Friends episode, recall of the condom-efficacy message, beliefs about condoms, self-reported change in condom knowledge, and discussions of condom efficacy with parents. RESULTS: At least 27% of the sample saw the episode, and 65% of these viewers recalled its depiction of condom failure resulting in pregnancy. Forty percent of the viewers watched with an adult. Ten percent of viewers talked to an adult about condom efficacy as a result of the show. Compared with other viewers, youth who talked with an adult were more likely to report learning about condoms from the episode and appeared less likely to reduce their perceptions of condom efficacy after the episode. CONCLUSIONS: Entertainment television can serve as a healthy sex educator and can work in conjunction with parents to improve adolescent sexual knowledge. Published in *Pediatrics*, v. 112, no. 5, Nov. 2003, p. 1115–1121.

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