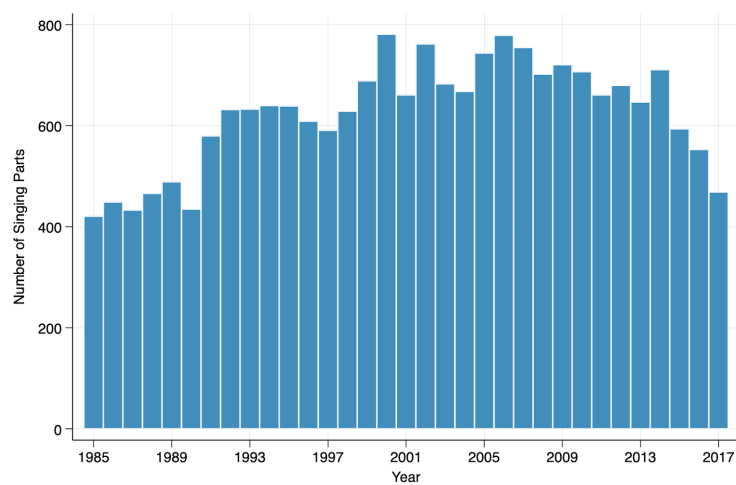
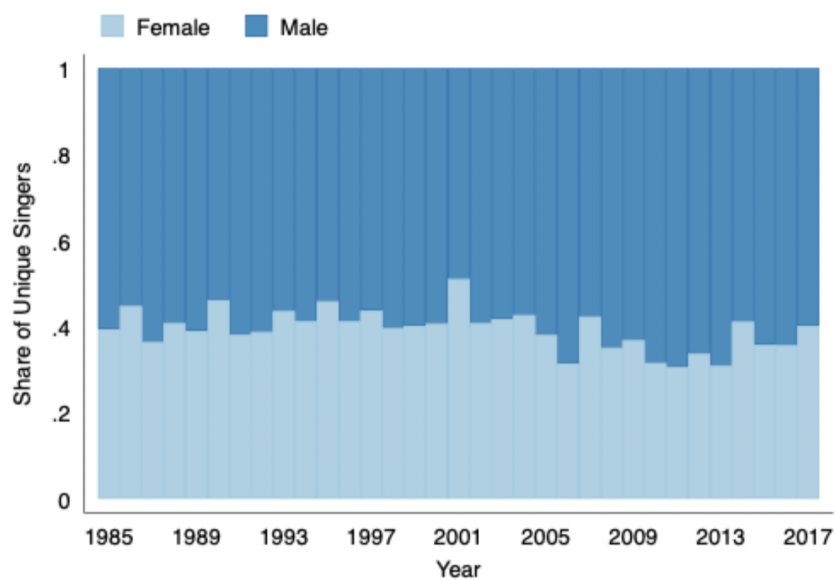


## Figures and Tables for Response Letter for ASQ 22-0538.R1

**Figure R1. Number of singing parts from 1985-2017.**



**Figure R2. Gender composition of singers in the sample.**



**Table R1: Number of quotes referenced by singer/recording-type.**

	Analog	Digital	Both
Men Singers	3	8	10
Women Singers	3	7	5
Composers/Critic (Men)	1	14	6

**Table R2: Modified Table 4 with controls for singer experience.**

	Same Region			From Mumbai		
	No (1)	Yes (2)	All (3)	No (4)	Yes (5)	All (6)
Digital	0.102*** (0.0144)	0.109** (0.0386)	0.0503*** (0.0137)	0.129*** (0.0161)	0.0412* (0.0193)	-0.00564 (0.0148)
Woman	0.184*** (0.0162)	-0.131*** (0.0327)	0.188*** (0.0161)	0.205*** (0.0194)	-0.00964 (0.0190)	0.210*** (0.0194)
Digital x Woman	-0.240*** (0.0188)	-0.107* (0.0456)	-0.241*** (0.0188)	-0.346*** (0.0232)	-0.00120 (0.0255)	-0.349*** (0.0232)
Indicator			0.0472 (0.0314)			-0.332*** (0.0197)
Digital x Indicator			0.271*** (0.0433)			0.310*** (0.0256)
Woman x Indicator			-0.335*** (0.0408)			-0.251*** (0.0306)
Digital x Woman x Indicator			0.122* (0.0540)			0.378*** (0.0377)
Year FE	Yes	Yes	Yes	Yes	Yes	Yes
Composer FE	Yes	Yes	Yes	Yes	Yes	Yes
Actor/Genre Controls	Yes	Yes	Yes	Yes	Yes	Yes
N	3141630	757437	3899067	2510690	1206361	3717051

Note: Actor/Genre controls include two additional controls for years since the first song and number of gigs.

**Table R3: Modified Table 3 excluding year fixed effects.**

	Likelihood of Getting Gig			IV
	(1)	(2)	(3)	(4)
Digital	-0.116*** (0.00534)	-0.110*** (0.00548)	-0.0338*** (0.00681)	-0.326 (0.0902)
Woman	0.104*** (0.00575)	0.104*** (0.00576)	0.0988*** (0.00583)	0.152*** (0.0344)
Digital x Woman	-0.0991*** (0.00727)	-0.0988*** (0.00727)	-0.0943*** (0.00732)	-0.196*** (0.0584)
Debut		-0.0897*** (0.0140)	0.0925*** (0.0140)	0.102*** (0.0149)
Year FE	No	No	No	No
Composer FE	No	No	Yes	No
Actor/Genre Controls	No	Yes	Yes	Yes
N	8557956	8557956	8557956	8557956

**Table R4: Effect of digital cultural production for women by extent of self-promotion.**

	(1) All
Digital	0.0845*** (0.0182)
Woman	0.514*** (0.0414)
Digital x Woman	-0.389*** (0.0456)
Q2	0.0851*** (0.0217)
Q3	0.127*** (0.0246)
Q4	0.0302* (0.0142)
Digital x Q2	0.0693* (0.0284)
Digital x Q3	0.0976** (0.0328)
Digital x Q4	-0.0814*** (0.0188)
Woman x Q2	0.117 (0.0757)
Woman x Q3	-0.633*** (0.0497)
Woman x Q4	-0.530*** (0.0431)
Digital x Woman x Q2	-0.164* (0.0833)
Digital x Woman x Q3	0.396*** (0.0605)
Digital x Woman x Q4	0.392*** (0.0475)
Year FE	Yes
Composer FE	Yes
Actor/Genre Controls	Yes
N	5784473

*Note:* Q refers to quartile of uploads. Standard errors are clustered at the film level. \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table R5. Locations of auditions for Indian Idol Season 13.**

Date	Name of the city
08-July-2022	Jaipur
10-July-2022	Bhubaneshwar
12-July-2022	Guwahati
14-July-2022	Patna
17-July-2022	Kolkata
19-July-2022	Indore
21-July-2022	Lucknow
24-July-2022	Mumbai
26-July-2022	Chandigarh
28-July-2022	Dehradun
30-July-2022	Delhi
31-July-2022	Delhi

**Table R6: Effect of digital cultural production for women by extent of self-promotion.**

	(1) Low	(2) High	(3) Both
Digital	0.195*** (0.0227)	0.0636* (0.0278)	0.254*** (0.0203)
Woman	0.491*** (0.0310)	0.0636 (0.0338)	0.490*** (0.0313)
Digital x Woman	-0.416*** (0.0345)	-0.133*** (0.0381)	-0.415*** (0.0348)
Number of Uploads <sup>2</sup>	0.0000183 (0.0000168)	-5.03e-08*** (1.11e-08)	-4.63e-08*** (1.10e-08)
High Video Uploads			0.379*** (0.0224)
Digital x High Video Uploads			-0.255*** (0.0273)
Woman x High Video Uploads			-0.440*** (0.0482)
Digital x Woman x High Video Uploads			0.292*** (0.0549)
Year FE	Yes	Yes	Yes
Composer FE	Yes	Yes	Yes
Actor/Genre Controls	Yes	Yes	Yes
N	1330327	1247771	2578098

*Note:* Standard errors are clustered at the film level. \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table R7: Modified Table 3 with caste fixed effects**

	Likelihood of Getting Gig			IV
	(1)	(2)	(3)	(4)
Digital	0.0910*** (0.0117)	0.0901*** (0.0115)	0.0942*** (0.0109)	-0.397 (0.248)
Woman	0.194*** (0.0123)	0.193*** (0.0123)	0.193*** (0.0123)	0.293*** (0.0633)
Digital x Woman	-0.211*** (0.0147)	-0.210*** (0.0147)	-0.210*** (0.0147)	-0.393*** (0.115)
Debut		-0.121*** (0.0248)	-0.121*** (0.0248)	-0.119*** (0.0249)
Year FE	Yes	Yes	Yes	Yes
Composer FE	No	No	Yes	No
Actor/Genre Controls	No	Yes	Yes	Yes
Caste FE	Yes	Yes	Yes	Yes
N	3896010	3896010	3896010	3896010

*Note:* This table provides OLS (1-3) and IV (4) estimates of the likelihood that a woman singer will be hired for a singing gig after digital cultural production. The sample is at the singer-gig level, by calendar year; the main outcome variable is *GotGig*. *Digital* and *Woman* are dummy variables that equal one if either the gig is for a digital soundtrack or the singer is a woman. *Debut* indicates the first year a singer becomes active. Actor/Genre Controls control for the count of men and women actors in the cast and the genre of the song (e.g., pop or classical). Column 4 provides IV estimates where *Digital* is instrumented with *AfterFire* and *Digital x Woman* is instrumented with *AfterFire x Woman*. *AfterFire* is set to one for composers after the analog studio they relied on is affected by a fire. Standard errors are clustered at the film level. \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table R8: Modified Table 3 excluding year fixed effects.**

	Likelihood of Getting Gig			IV
	(1)	(2)	(3)	(4)
Digital	-0.116*** (0.00534)	-0.110*** (0.00548)	-0.0338*** (0.00681)	-0.326 (0.0902)
Woman	0.104*** (0.00575)	0.104*** (0.00576)	0.0988*** (0.00583)	0.152*** (0.0344)
Digital x Woman	-0.0991*** (0.00727)	-0.0988*** (0.00727)	-0.0943*** (0.00732)	-0.196*** (0.0584)
Debut		-0.0897*** (0.0140)	0.0925*** (0.0140)	0.102*** (0.0149)
Year FE	No	No	No	No
Composer FE	No	No	Yes	No
Actor/Genre Controls	No	Yes	Yes	Yes
N	8557956	8557956	8557956	8557956

*Note:* This table provides OLS (1-3) and IV (4) estimates of the likelihood that a woman singer will be hired for a singing gig after digital cultural production. The sample is at the singer-gig level by calendar year and excludes movies after 2010; the main outcome variable is *GotGig*. *Digital* and *Woman* are dummy variables that equal one if either the gig is for a digital soundtrack or the singer is a woman. *Debut* indicates the first year a singer becomes active. Actor/Genre Controls control for the count of men and women actors in the cast and the genre of the song (e.g., pop or classical). Column 4 provides IV estimates where *Digital* is instrumented with *AfterFire* and *Digital x Woman* is instrumented with *AfterFire x Woman*. *AfterFire* is set to one for composers after the analog studio they relied on is affected by a fire. Standard errors are clustered at the film level. \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$