

Newspapers Facing Immense Difficulty:*

A Reproduction of “Newspapers in Times of Low Advertising Revenues” by Charles Angelucci and Julia Cagé

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Abstract

The goal of this paper is to reproduce the findings of Charles Angelucci and Julia Cagé within "Newspapers in Times of Low Advertising Revenues." In doing so, I work with their "unique[ly] [created] dataset on French newspapers between 1960 and 1974." {Angelucci and Cagé [2019a]} This data is significant because of its ability to demonstrate the isolated effects that television advertising's introduction had on newspapers. One of such effects is that, in comparison to local newspapers, national newspapers faced decreased advertising revenue.

0.1 Introduction

{R Core Team [2020]}

{Alexander [2020]}

{Angelucci and Cagé [2019b]}

{Wickham and Miller [2020]}

0.2 Data

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References

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Charles Angelucci and Julia Cagé. Newspapers in times of low advertising revenues. *American Economic Journal: Microeconomics*, 11(3):319–64, August 2019a. doi: 10.1257/mic.20170306. URL <https://www.aeaweb.org/articles?id=10.1257/mic.20170306>.

Charles Angelucci and Julia Cagé. Replication data for: Newspapers in times of low advertising revenues, Aug 2019b. URL <https://www.openicpsr.org/openicpsr/project/116438/version/V1/view>.

R Core Team. *R: A Language and Environment for Statistical Computing*. R Foundation for Statistical Computing, Vienna, Austria, 2020. URL <https://www.R-project.org/>.

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*Code and data are available at: https://github.com/camfryer/final_paper