

# 1 TV-Magazines

## 1.1 Large Sample

The sample contains monthly data from August 2004 to August 2016. All variables, but circulation TV Movie are  $I(0)$ .

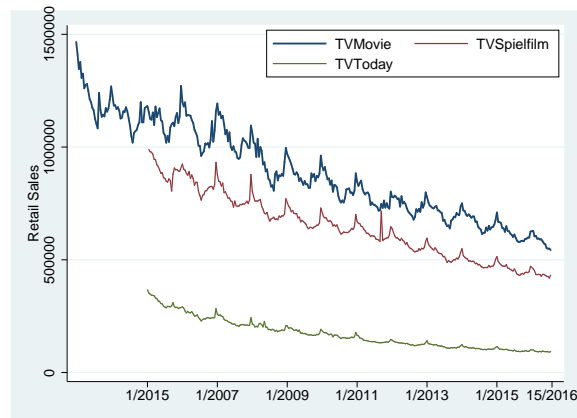


Figure 1.1: Reader Market

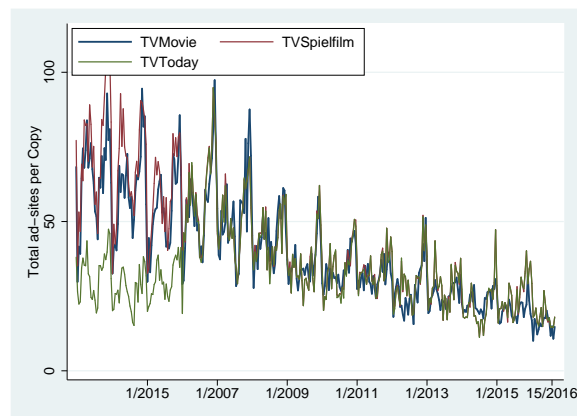


Figure 1.2: Ad Market

Table 1.1: Sample 2003-2016

Lags	Sales			Ad-sites		
	TVMovie/ TVSpielfilm	TVMovie/ TVToday	TVToday/ TVSpielfilm	TVMovie/ TVSpielfilm	TVMovie/ TVToday	TVToday/ TVSpielfilm
<b>1. ARIMA(1,1,0)</b>						
-6	-0.040	0.040	-0.008	0.134	-0.085	0.097
-5	0.086	-0.052	0.000	-0.018	0.056	0.075
-4	-0.036	-0.049	0.062	-0.046	0.009	-0.029
-3	-0.039	0.080	0.025	-0.008	0.031	-0.003
-2	0.151	0.033	0.124	-0.022	0.008	-0.104
-1	0.162	0.022	-0.043	0.072	0.036	0.178
0	-0.276	-0.289	<b>-0.548</b>	<b>-0.399</b>	-0.030	<b>-0.760</b>
1	-0.065	0.107	0.184	0.307	0.037	0.190
2	0.096	-0.053	0.110	-0.010	-0.018	-0.093
3	0.076	-0.022	-0.078	0.038	-0.003	-0.030
4	0.128	-0.130	-0.048	-0.062	-0.003	-0.024
5	-0.077	0.076	0.151	0.056	0.011	0.068
6	0.064	-0.009	-0.017	0.033	0.013	0.093
<b>2. Linear Trend Model</b>						
-6	-0.026	0.088	-0.019	0.150	-0.151	0.178
-5	0.211	-0.124	0.013	-0.056	0.077	0.096
-4	-0.104	0.036	0.051	-0.045	0.023	0.006
-3	0.012	0.050	0.010	-0.010	-0.008	0.016
-2	0.007	-0.006	0.095	0.032	-0.045	-0.043
-1	0.197	0.052	0.157	0.212	0.035	0.197
0	-0.184	-0.177	<b>-0.624</b>	<b>-0.379</b>	0.048	<b>-0.760</b>
1	-0.085	0.230	0.319	0.218	0.028	0.209
2	0.127	-0.197	0.005	0.026	-0.051	-0.033
3	-0.102	0.122	-0.020	0.056	-0.017	-0.010
4	0.199	-0.209	-0.082	-0.107	-0.001	0.020
5	-0.177	0.163	0.184	-0.005	-0.007	0.089
6	0.076	-0.112	-0.097	-0.029	0.018	0.180

### 1.1.1 Residuals ARMA

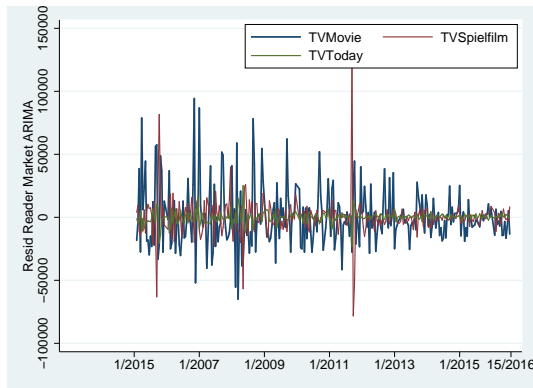


Figure 1.3: Reader Market

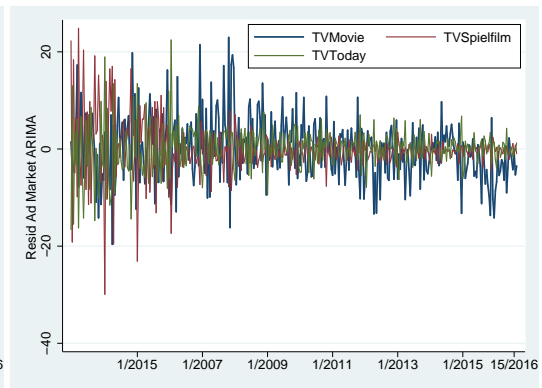


Figure 1.4: Ad Market

### 1.1.2 Residuals OLS

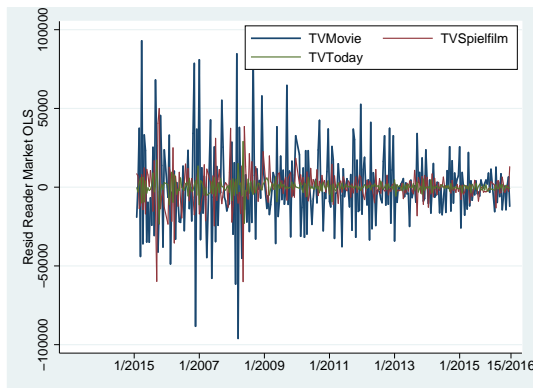


Figure 1.5: Reader Market

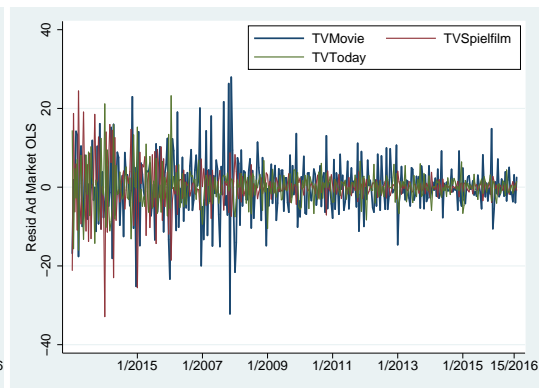


Figure 1.6: Ad Market

## 1.2 Small Sample

The sample contains 2-weekly data from January 2014 to Juli 2016. Variables on the reader market are  $I(1)$ .

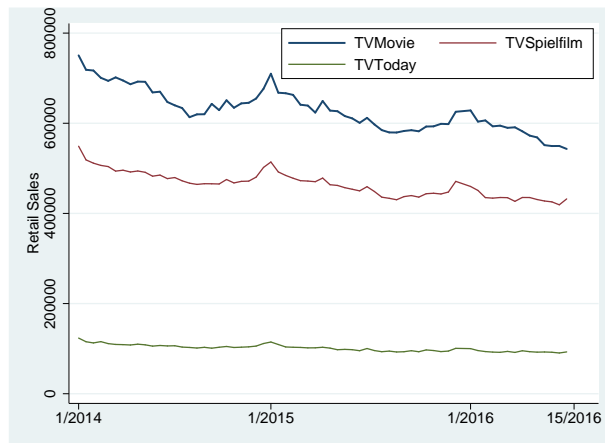


Figure 1.7: Reader Market

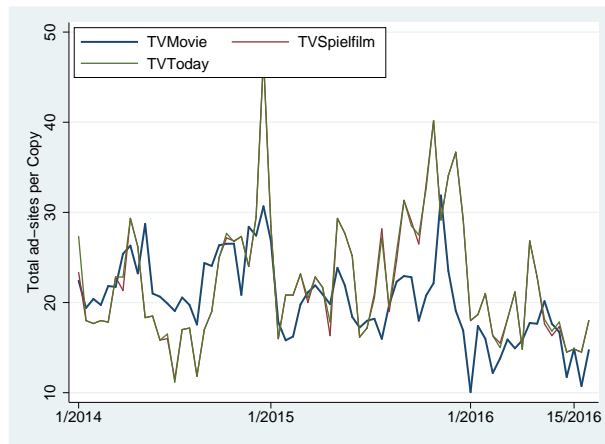


Figure 1.8: Ad Market

Table 1.2: Sample 2014-2016

Lags	Sales			Ad-sites		
	TVMovie/ TVSpielfilm	TVMovie/ TVToday	TVToday/ TVSpielfilm	TVMovie/ TVSpielfilm	TVMovie/ TVToday	TVToday/ TVSpielfilm
<b>1. ARIMA (1,1,0)</b>						
-6	-0.101	0.069	0.072	-0.190	0.170	-0.166
-5	0.119	-0.044	-0.159	-0.024	-0.010	0.031
-4	-0.003	-0.017	0.005	0.093	-0.114	0.023
-3	-0.097	0.021	-0.152	-0.093	0.068	0.026
-2	0.015	0.033	0.250	0.081	-0.099	0.075
-1	0.169	-0.161	0.054	-0.065	0.072	-0.057
0	<b>-0.547</b>	0.091	<b>-0.797</b>	0.056	-0.091	<b>-0.995</b>
1	-0.070	0.118	0.266	-0.016	0.012	-0.058
2	0.275	-0.277	0.132	0.050	-0.043	0.070
3	-0.139	0.090	-0.035	-0.006	0.005	0.010
4	0.035	-0.009	-0.035	-0.030	0.025	0.015
5	0.138	-0.057	-0.104	0.082	-0.085	0.028
6	0.042	-0.038	0.151	0.096	-0.100	-0.184
<b>2. Linear Trend Model</b>						
-6	-0.139	0.029	0.090	-0.161	0.172	-0.202
-5	0.190	-0.034	-0.181	0.096	-0.120	0.191
-4	-0.105	0.022	0.125	0.168	-0.157	-0.013
-3	0.067	-0.059	-0.116	-0.189	0.174	-0.033
-2	-0.092	0.137	0.022	0.188	-0.187	0.043
-1	0.303	-0.178	0.320	-0.148	0.176	0.258
0	<b>-0.544</b>	0.140	<b>-0.745</b>	0.067	-0.095	<b>-0.992</b>
1	0.073	0.128	0.502	-0.065	0.097	0.268
2	0.200	-0.296	-0.124	0.056	-0.047	0.053
3	-0.258	0.280	0.013	-0.058	0.046	-0.053
4	0.095	-0.108	0.007	-0.027	0.016	-0.014
5	0.107	-0.039	-0.107	0.094	-0.082	0.211
6	-0.107	0.082	0.159	0.000	0.000	-0.222

## 1.2.1 Residuals ARMA

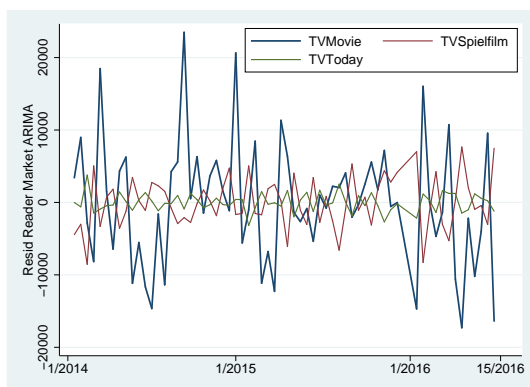


Figure 1.9: Reader Market

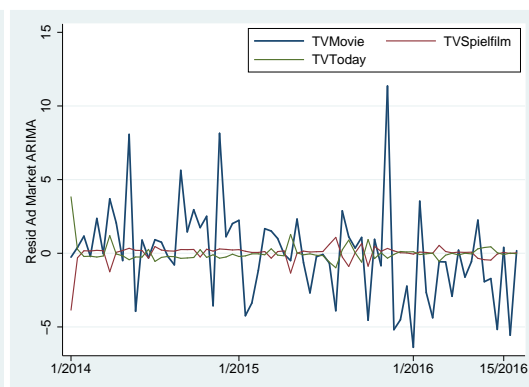


Figure 1.10: Ad Market

## 1.2.2 Residuals OLS

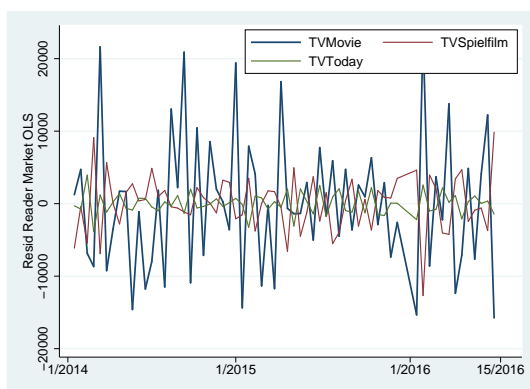


Figure 1.11: Reader Market

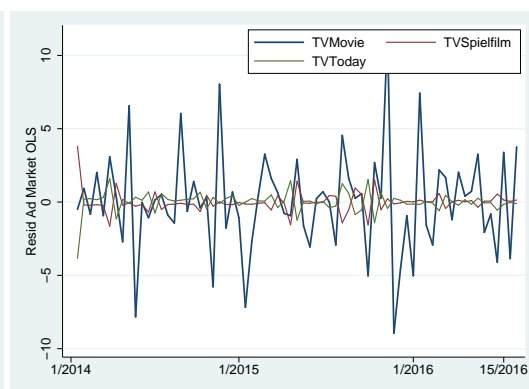


Figure 1.12: Ad Market