Monopoly power is Monopoly power is is advantageous. disadvantageous. neutral. 1 ρ $\widetilde{\rho}(A,\beta,\pi)$ 0

 \leftarrow Citizen preference parameter, β . \longrightarrow

ρ

Figure 1: The Suspicion Effect: When is Monopoly Advantageous Relative to Competition?

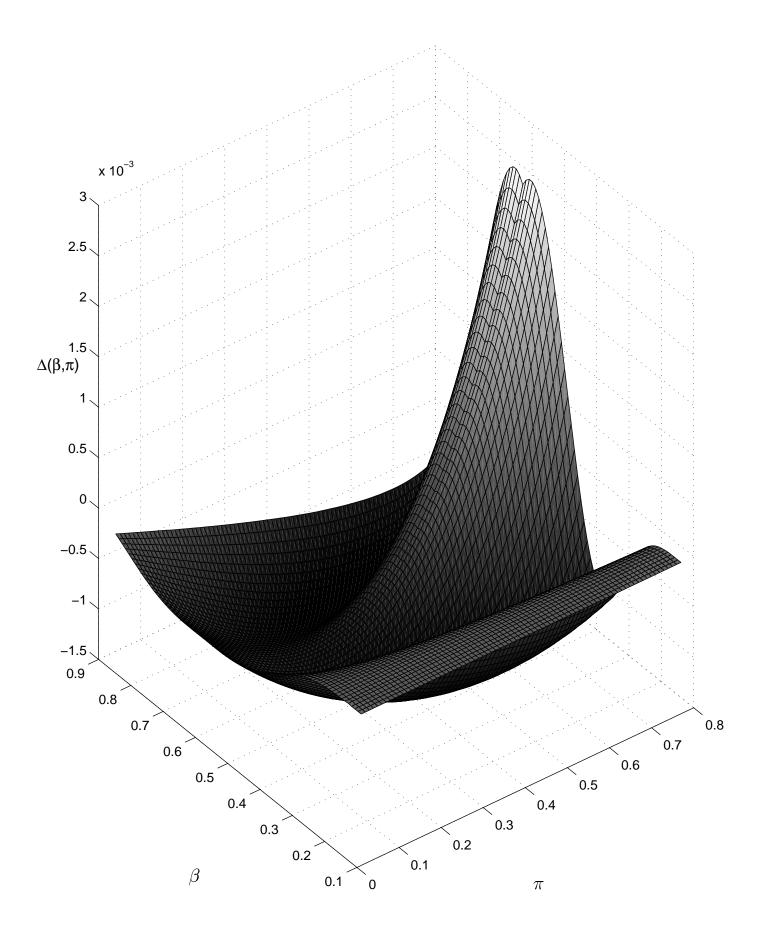


Figure 2: The Publisher's Bargainning Surplus

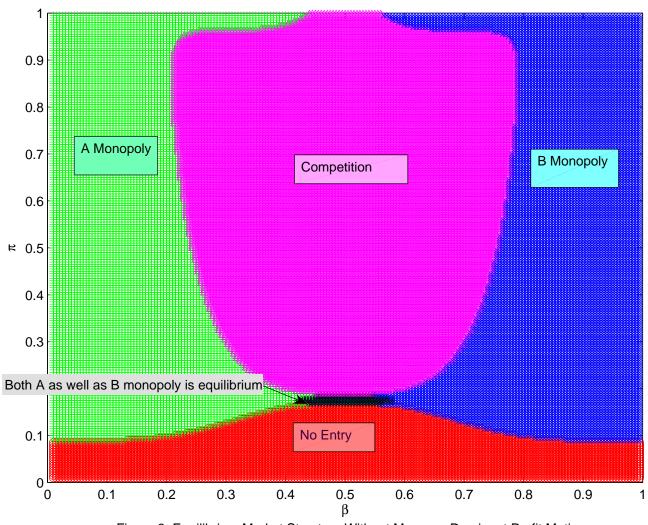


Figure 3: Equilibrium Market Structure Without Mergers-Dominant Profit Motive

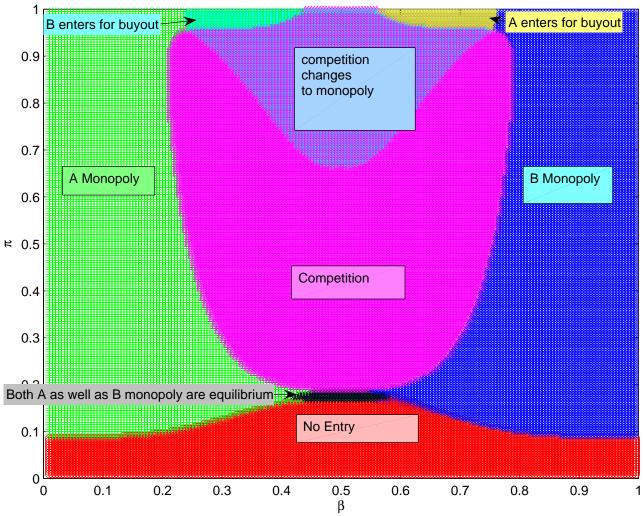


Figure 4: Equilibrium Market Structure Allowing Mergers- Dominant Profit Motive

