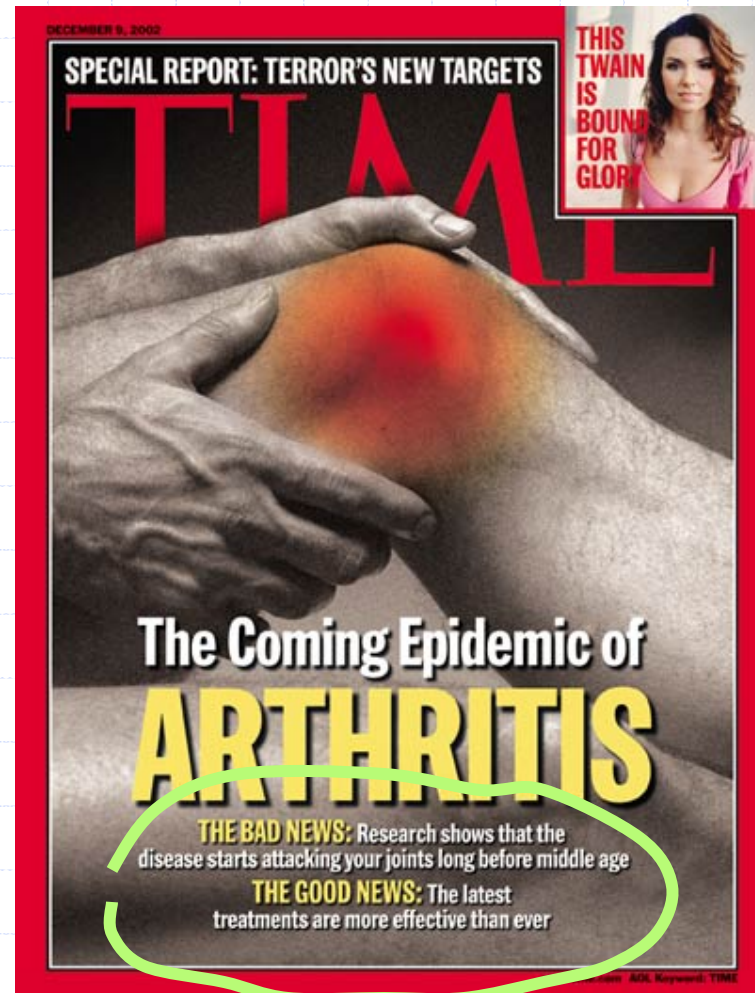
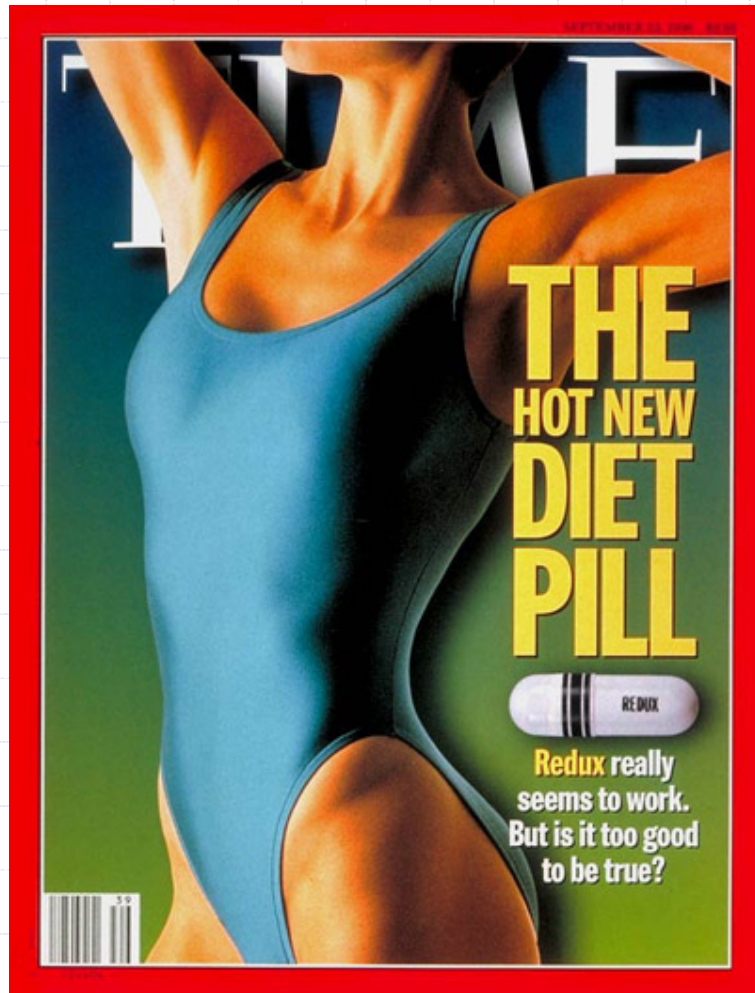
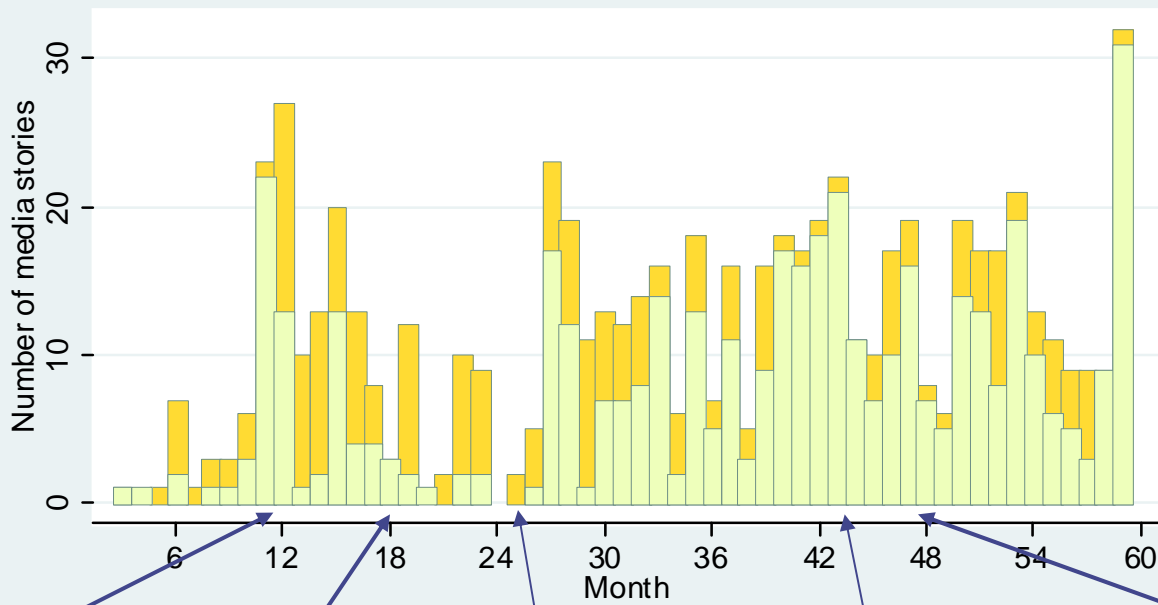


Media can be an important source of information about Rx drugs.



Tone of media coverage for Cox-2 inhibitors All markets



Favorable media
 Negative media

Note: myr 1 is January 1998

Celebrex launch

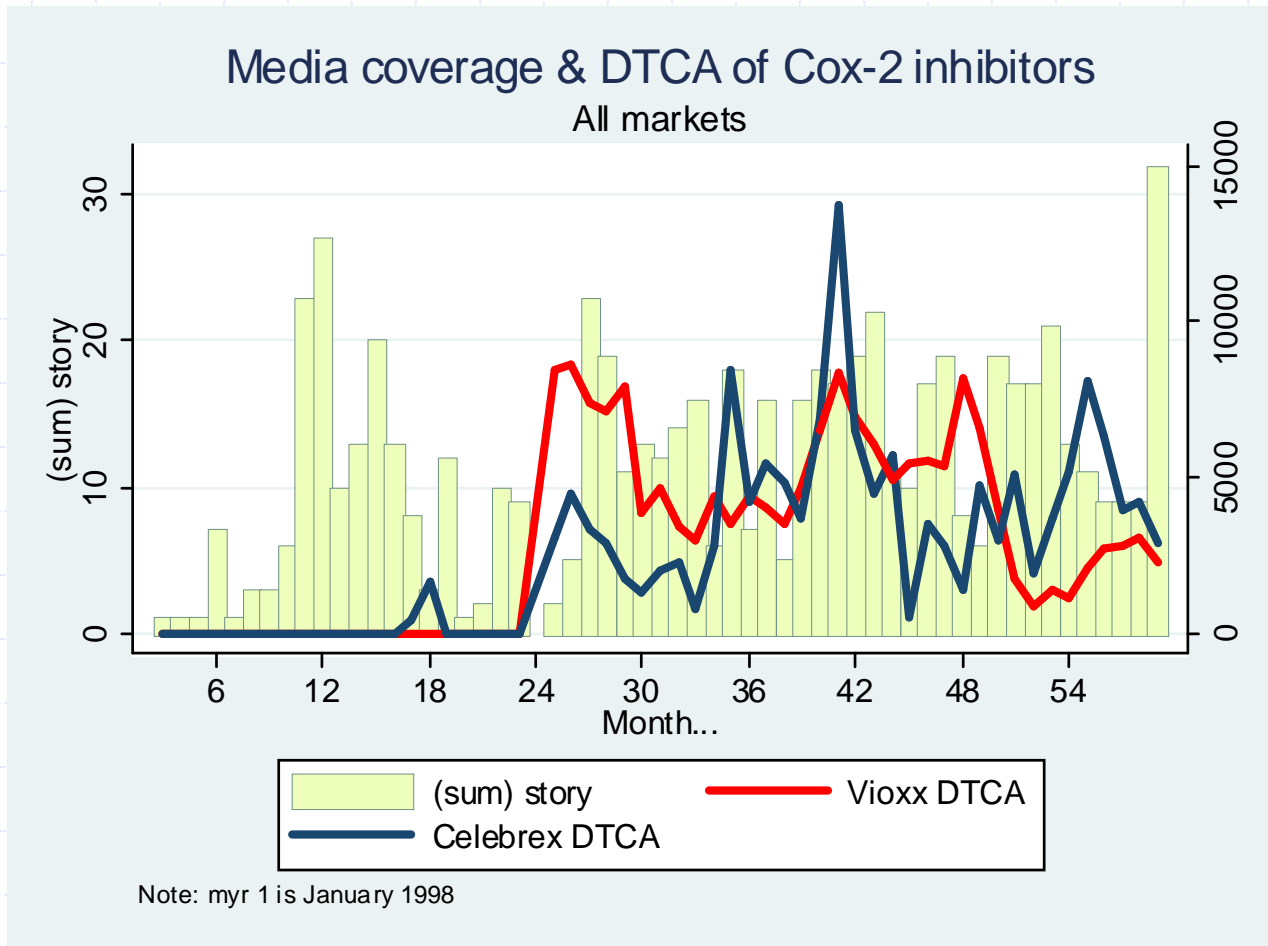
Vioxx launch

first heavy DTCA

JAMA paper

Bextra launch

DTCA does not seem to respond to variations and type of media coverage.



DTCA and media coverage drive primary demand but have little effect on share.

- Story tone does matter
 - Positive stories and negative stories increase visits
 - Magnitudes of these effects vary by user status
- Publicity effect is non-negligible
 - 1 positive story = \$2M DTCA = 1.3% increase in visits
- Pharmaceutical companies respond to publicity
 - DTCA estimate not affected by media
 - Physician marketing seems to respond (increase) when negative media coverage is high
- No discernable effect of DTCA and media coverage on market share