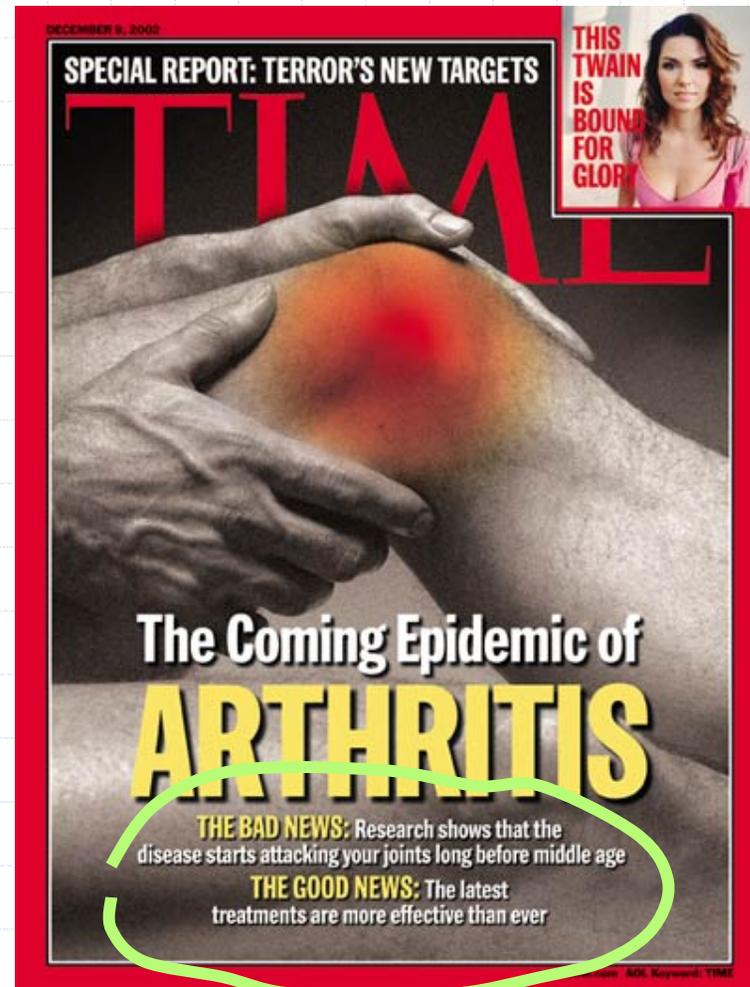
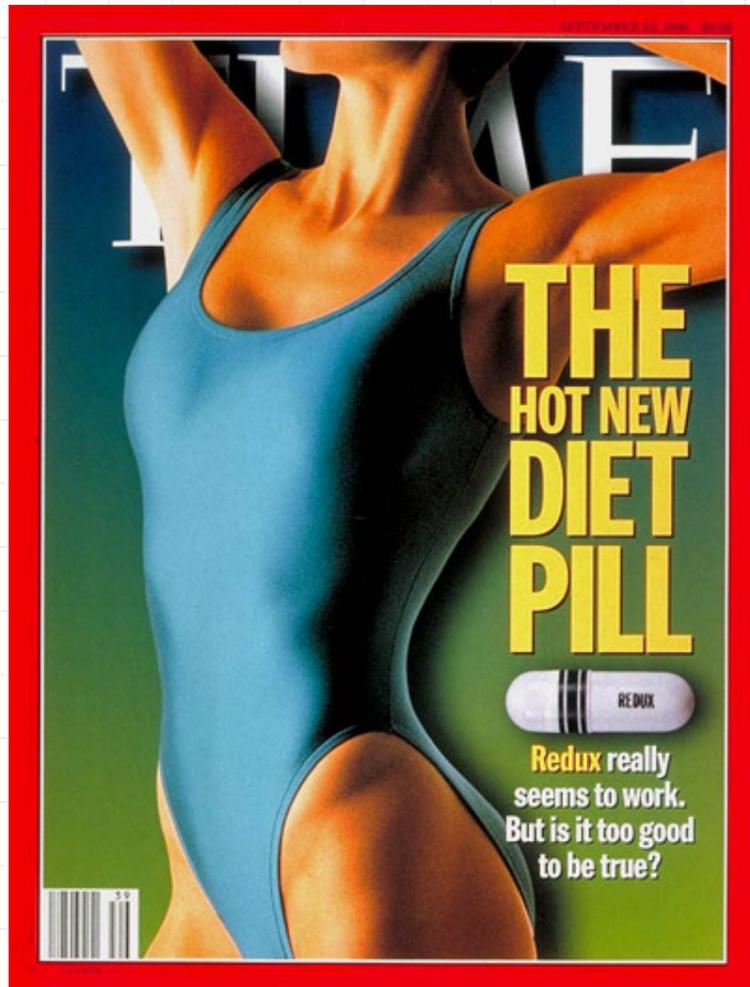
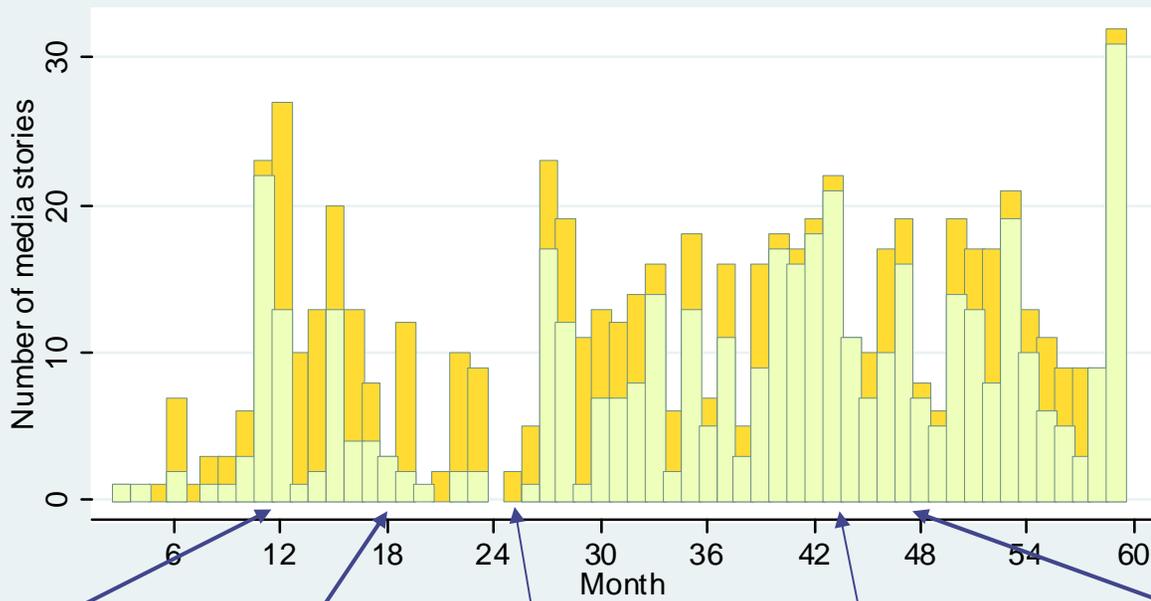


Media can be an important source of information about Rx drugs.



## Tone of media coverage for Cox-2 inhibitors All markets



Favorable media
  Negative media

Note: myr 1 is January 1998

Celebrex launch

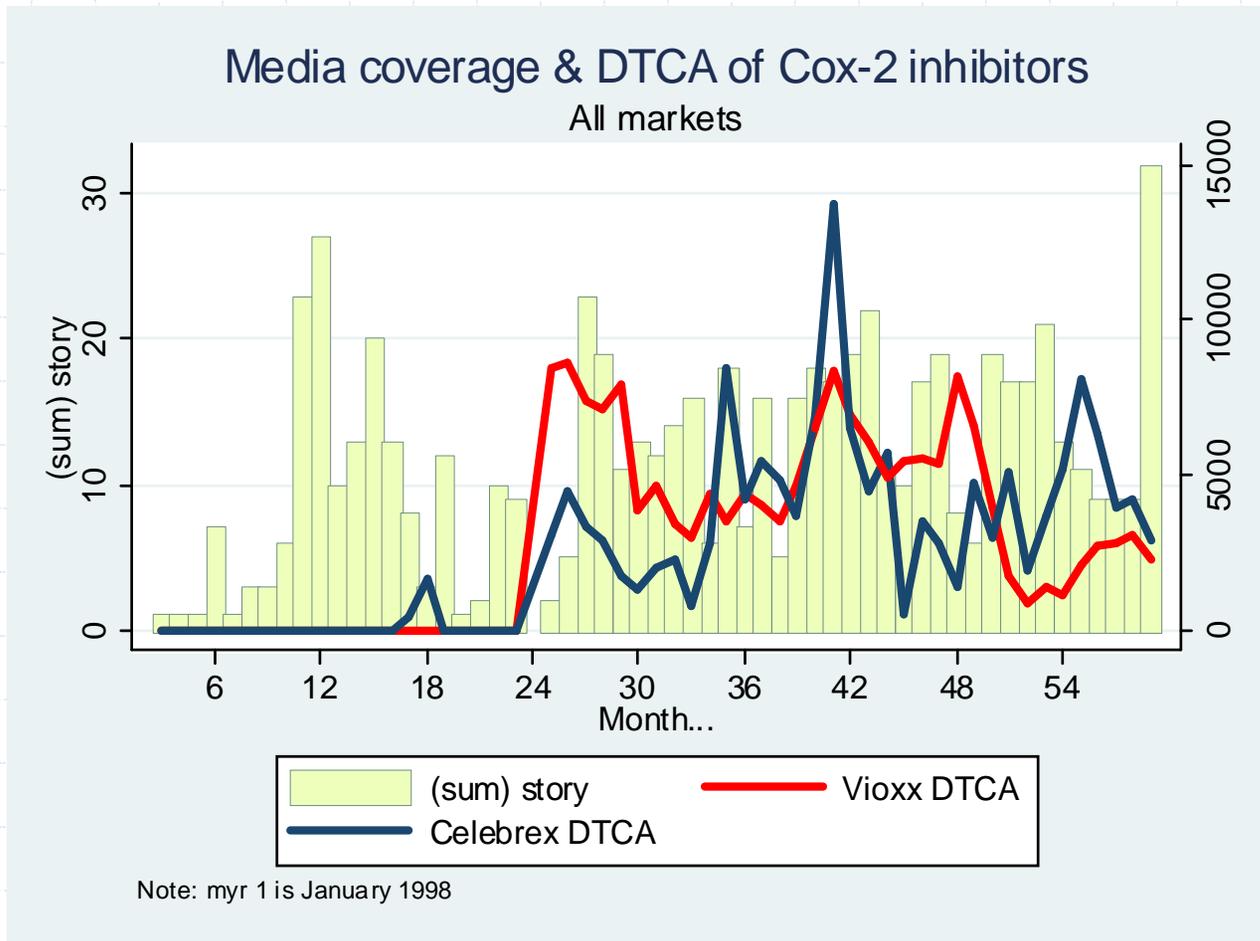
Vioxx launch

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