

## **Data Description for *Fighting Bundles***

There are 11 files included in this zipped folder, including this Readme. The description of each file appears below. If the Stata working directory is changed to the zipped folder, all code should run immediately. All data is publicly available, except for those which provide zipcode-level information about Verizon's availability but which can be acquired through purchase from SNL Kagan (Media).

The SNL Kagan data identifies the footprints of Comcast and Verizon. For this footprint, 10 addresses were randomly drawn for each zipcode through the website Zillow, and those addresses were entered into both the Comcast and Verizon websites to obtain price menus (though not any purchasing decisions made by the household). At the request of the AEA data editor, the addresses themselves have been anonymized in the data we have provided.

### Code

Internet.do	.do file for all results related to broadband
TV.do	.do file for all results related to television
Mixed.do	.do file for all results related to mixed bundles
ChannelQuality.do	.do file for results related to TV quality measured by viewership

### Data

Internet.xlsx	Raw broadband data (scraped) for broadband only. Shows whether a household is a Comcast subscriber, and the different plan options and associated terms.
TV.xlsx	Raw television package data (scraped) for TV only. Shows whether a household is a Comcast subscriber, and the different plan options and associated terms.
Mixed.xlsx	Raw package data (scraped) for bundles of broadband and TV. Shows whether a household is a Comcast subscriber, and the different plan options and associated terms.
BellGTEzipcode.dta	Zipcode-level Bell or GTE ownership, weighted by share of county, originally from Goldfarb and Xiao (2011).
ChannelLineupsWithViewership.xlsx	Channels included in each bundle and metrics of their viewership
Zipincome.dta	Zipcode-level income data, from American Community Survey (2016).

VerizonHHsubs.dta Zipcode-household level data on whether household is a Verizon subscriber. (Not provided due to data agreement with SNL Kagan).