

# MARKETING COLLOQUIA

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**Thursday, March 30, 2023**

**Where:** 741 JMHH

**When:** 12:00 PM to 1:20 PM

## **THE CONSUMPTION OF SERIAL MEDIA PRODUCTS AND THE OPTIMAL RELEASE STRATEGY**

### *ABSTRACT:*

A digital publishing platform may choose to release serialized media content, such as chapters of a book or episodes of a drama, either simultaneously (all at once) or sequentially (over time). These alternative release strategies lead to different platform visiting and content consumption behavior: whereas a simultaneous release may induce binge consumption, a sequential release may generate increased platform visits and explorations of other books. To disentangle these opposing effects, we develop a structural model of consumers' serial purchases. We then estimate the model using data from an online book platform in China. Our estimation results confirm the hypothesized binge consumption effect of a faster release and the product exploration effect of a slower release. We also perform a counterfactual analysis to assess other forms of serial release strategies. We find that compared to the existing sequential release strategy, the platform is worse off with a simultaneous release strategy, but it could improve its sales revenue by implementing an optimized hybrid release strategy in which it releases some of a book's chapters simultaneously and the rest sequentially. Interestingly, a properly designed hybrid release can turn the binge consumption and product exploration effects into complementary forces.