
2. Read section 3 slowly and carefully. Write down the equations for the net viewing benefit, \( a_d(P, V) \), Write down the equation for \( P(a, v) \) given in the last paragraph on pg. 951. For each of these, label each part of the equation to make sure you understand what they mean.

3. Read section 4.1 to understand the graph in Figure 1. Draw that graph but put all the labels in English.

4. Read section 4.2 to understand the graph in Figure 3. Draw that graph but put all the labels in English.

5. Read section 4.3 to understand Proposition 1 for the case of one programme. Explain with reference to your graphs how it could be that the one programme could have too few advertisements.

6. Read section 7.2 and section 8.