

Appendix C

Tables C1 through C4 report additional statistics corresponding to Tables 3 through 6. Each table represents numerical experiments for a given assumption about costs. Each cell in the table reports the 1st, 50th, and 99th percentile of profits (as a ratio of BSP profits) for the corresponding taste distribution and number of products (K).

Table C1. Profits relative to BSP, zero marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Exponential	2	0.809	0.875	0.994	1.000
		0.866	0.887	1.000	1.000
		0.887	0.986	1.000	1.024
	3	0.700	0.802	0.997	1.000
		0.782	0.831	1.000	1.002
		0.816	0.954	1.000	1.041
	4	0.648	0.762	0.996	1.000
		0.735	0.789	1.000	1.002
		0.770	0.907	1.000	1.044
	5	0.601	0.723	0.998	1.000
		0.698	0.754	1.000	1.002
		0.734	0.870	1.000	1.046
Logit	2	0.685	0.924	0.952	1.000
		0.878	0.940	0.986	1.000
		0.972	0.988	1.000	1.017
	3	0.576	0.884	0.957	1.000
		0.793	0.908	0.987	1.003
		0.931	0.968	1.000	1.019
	4	0.547	0.854	0.967	1.000
		0.758	0.885	0.989	1.004
		0.906	0.949	1.000	1.019
	5	0.513	0.831	0.972	1.000
		0.730	0.870	0.991	1.004
		0.888	0.936	0.999	1.020
Lognormal	2	0.727	0.859	1.000	1.000
		0.810	0.876	1.000	1.000
		0.875	0.957	1.000	1.000
	3	0.591	0.799	1.000	1.000
		0.721	0.825	1.000	1.000
		0.800	0.911	1.000	1.001
	4	0.399	0.759	1.000	1.000
		0.668	0.789	1.000	1.000
		0.759	0.876	1.000	1.002
	5	0.350	0.729	0.999	1.000
		0.633	0.763	1.000	1.000
		0.733	0.849	1.000	1.004

Table C1, continued. Profits relative to BSP, zero marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Lognormal(+)	2	0.771	0.934	0.999	1.000
		0.852	0.941	1.000	1.000
		0.935	0.979	1.000	1.000
	3	0.650	0.911	0.999	1.000
		0.806	0.920	1.000	1.000
		0.911	0.957	1.000	1.000
	4	0.436	0.899	0.999	1.000
		0.772	0.908	1.000	1.000
		0.900	0.941	1.000	1.001
	5	0.386	0.890	0.998	1.000
		0.751	0.900	1.000	1.000
		0.891	0.931	1.000	1.001
Lognormal(-)	2	0.514	0.549	0.985	1.000
		0.555	0.611	1.000	1.000
		0.845	0.924	1.000	1.035
	3	0.469	0.547	1.000	1.000
		0.543	0.635	1.000	1.000
		0.707	0.857	1.000	1.031
	4	0.381	0.542	1.000	1.000
		0.530	0.639	1.000	1.000
		0.671	0.810	1.000	1.028
	5	0.324	0.540	0.999	1.000
		0.521	0.633	1.000	1.000
		0.646	0.784	1.000	1.027
Normal	2	0.739	0.899	0.969	1.000
		0.920	0.960	0.998	1.000
		0.989	1.055	1.000	1.055
	3	0.667	0.852	0.973	1.000
		0.851	0.907	0.994	1.000
		0.976	1.000	1.000	1.041
	4	0.623	0.820	0.976	1.000
		0.805	0.879	0.995	1.001
		0.960	0.986	1.000	1.042
	5	0.580	0.795	0.976	1.000
		0.776	0.857	0.995	1.001
		0.945	0.981	1.000	1.021

Table C1, continued. Profits relative to BSP, zero marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(+)	2	0.794	0.955	0.936	1.000
		0.957	0.986	0.987	1.000
		0.996	1.004	1.000	1.012
	3	0.724	0.940	0.918	1.000
		0.914	0.966	0.975	1.000
		0.986	1.015	1.000	1.142
	4	0.680	0.932	0.901	1.000
		0.887	0.957	0.976	1.001
		0.977	1.034	1.000	1.065
	5	0.649	0.928	0.890	1.000
		0.869	0.949	0.976	1.001
		0.964	1.041	1.000	1.089
Normal(-)	2	0.521	0.543	0.858	1.000
		0.675	0.706	1.000	1.000
		0.992	1.061	1.000	1.075
	3	0.459	0.542	0.995	1.000
		0.695	0.765	1.000	1.000
		0.972	1.056	1.000	1.117
	4	0.457	0.544	0.996	1.000
		0.674	0.756	1.000	1.000
		0.947	1.001	1.000	1.045
	5	0.441	0.549	0.983	1.000
		0.655	0.740	1.000	1.000
		0.926	0.974	1.000	1.024
Normal(v)	2	0.916	0.954	0.964	1.000
		0.955	0.969	0.983	1.013
		0.961	1.056	0.998	1.095
	3	0.884	0.928	0.956	1.000
		0.920	0.944	0.971	1.017
		0.931	1.025	0.997	1.098
	4	0.853	0.896	0.957	1.001
		0.890	0.919	0.969	1.024
		0.897	0.981	0.994	1.089
	5	0.831	0.871	0.950	1.004
		0.864	0.898	0.969	1.030
		0.873	0.960	0.993	1.091

Table C1, continued. Profits relative to BSP, zero marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(v+)	2	0.906	0.982	0.937	1.000
		0.981	0.991	0.946	1.010
		0.983	1.046	0.988	1.067
	3	0.899	0.969	0.910	1.001
		0.960	0.981	0.921	1.014
		0.969	1.027	0.968	1.061
	4	0.872	0.964	0.899	1.002
		0.942	0.978	0.920	1.017
		0.964	1.018	0.952	1.058
	5	0.870	0.956	0.877	1.004
		0.933	0.973	0.904	1.022
		0.956	1.011	0.945	1.057
Normal(v-)	2	0.920	0.936	1.000	1.000
		0.945	0.959	1.000	1.000
		0.983	1.090	1.000	1.121
	3	0.855	0.867	0.991	1.000
		0.885	0.910	1.000	1.018
		0.904	0.990	1.000	1.092
	4	0.780	0.793	0.986	1.000
		0.796	0.842	1.000	1.014
		0.870	0.934	1.000	1.075
	5	0.741	0.758	0.985	1.000
		0.758	0.807	1.000	1.013
		0.842	0.892	1.000	1.077
Normal(+/-)	2	0.739	0.899	0.969	1.000
		0.920	0.960	0.998	1.000
		0.989	1.055	1.000	1.055
	3	0.647	0.817	0.953	1.000
		0.808	0.859	0.997	1.001
		0.973	1.003	1.000	1.039
	4	0.594	0.801	0.963	1.000
		0.767	0.831	0.994	1.001
		0.952	0.980	1.000	1.040
	5	0.564	0.786	0.962	1.000
		0.748	0.826	0.992	1.002
		0.928	0.973	1.000	1.024

Table C1, continued. Profits relative to BSP, zero marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Uniform	2	0.501	0.916	0.989	1.000
		0.889	0.953	0.994	1.029
		0.919	1.004	1.000	1.050
	3	0.419	0.861	0.982	1.000
		0.806	0.901	0.999	1.022
		0.869	0.993	1.000	1.067
	4	0.433	0.824	0.980	1.001
		0.762	0.863	0.998	1.022
		0.826	0.971	1.000	1.074
	5	0.383	0.795	0.986	1.002
		0.730	0.835	0.998	1.022
		0.799	0.952	1.000	1.083

Table C2. Profits relative to BSP, positive and equal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Exponential	2	0.858	0.891	0.859	1.000
		0.891	0.922	0.985	1.002
		0.960	1.005	0.995	1.026
	3	0.777	0.832	0.832	1.000
		0.829	0.875	0.976	1.003
		0.918	1.006	0.993	1.043
	4	0.740	0.792	0.809	1.001
		0.789	0.837	0.970	1.005
		0.868	0.995	0.990	1.048
	5	0.708	0.753	0.773	1.001
		0.757	0.804	0.968	1.006
		0.828	0.984	0.989	1.054
Logit	2	0.693	0.924	0.447	1.000
		0.899	0.945	0.955	1.000
		0.995	1.000	0.995	1.017
	3	0.595	0.882	0.445	1.000
		0.812	0.917	0.958	1.003
		0.987	0.996	0.994	1.021
	4	0.568	0.855	0.459	1.000
		0.773	0.891	0.959	1.004
		0.977	0.992	0.993	1.021
	5	0.540	0.834	0.434	1.000
		0.746	0.872	0.961	1.004
		0.971	0.989	0.995	1.018
Lognormal	2	0.758	0.858	0.892	1.000
		0.853	0.905	0.997	1.000
		0.950	0.978	1.000	1.002
	3	0.645	0.795	0.864	1.000
		0.765	0.845	0.995	1.000
		0.897	0.955	1.000	1.003
	4	0.578	0.755	0.851	1.000
		0.718	0.802	0.994	1.000
		0.846	0.930	1.000	1.003
	5	0.539	0.724	0.833	1.000
		0.684	0.774	0.994	1.000
		0.815	0.909	1.000	1.010

Table C2, continued. Profits relative to BSP, positive and equal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Lognormal(+)	2	0.808	0.934	0.932	1.000
		0.907	0.958	0.996	1.000
		0.971	0.995	1.000	1.002
	3	0.715	0.912	0.907	1.000
		0.851	0.933	0.992	1.000
		0.942	0.986	1.000	1.002
	4	0.661	0.899	0.890	1.000
		0.826	0.920	0.990	1.000
		0.924	0.979	1.000	1.003
	5	0.625	0.890	0.873	1.000
		0.806	0.911	0.989	1.000
		0.905	0.974	1.000	1.004
Lognormal(-)	2	0.514	0.534	0.835	1.000
		0.568	0.625	0.999	1.000
		0.932	0.960	1.000	1.031
	3	0.485	0.527	0.878	1.000
		0.575	0.650	0.998	1.000
		0.872	0.928	1.000	1.025
	4	0.462	0.518	0.887	1.000
		0.560	0.647	0.998	1.000
		0.803	0.888	1.000	1.018
	5	0.447	0.518	0.879	1.000
		0.548	0.638	0.997	1.000
		0.755	0.854	1.000	1.018
Normal	2	0.766	0.900	0.636	1.000
		0.946	0.978	0.932	1.000
		1.000	1.000	1.000	1.008
	3	0.682	0.853	0.412	1.000
		0.868	0.918	0.921	1.001
		0.999	1.001	1.000	1.009
	4	0.640	0.822	0.329	1.000
		0.819	0.890	0.928	1.001
		0.996	1.000	0.999	1.011
	5	0.625	0.796	0.263	1.000
		0.789	0.863	0.931	1.001
		0.997	1.000	0.999	1.012

Table C2, continued. Profits relative to BSP, positive and equal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(+)	2	0.808	0.956	0.608	1.000
		0.967	0.992	0.908	1.000
		1.000	1.002	0.999	1.005
	3	0.745	0.941	0.481	1.000
		0.927	0.971	0.895	1.000
		0.999	1.000	0.999	1.007
	4	0.705	0.935	0.423	1.000
		0.897	0.960	0.896	1.000
		0.998	1.000	0.998	1.008
	5	0.687	0.928	0.364	1.000
		0.880	0.953	0.892	1.000
		0.995	1.000	0.997	1.010
Normal(-)	2	0.522	0.539	0.600	1.000
		0.729	0.757	0.974	1.000
		1.000	1.029	1.000	1.029
	3	0.472	0.543	0.380	1.000
		0.758	0.791	0.972	1.000
		1.000	1.014	1.000	1.020
	4	0.460	0.543	0.323	1.000
		0.706	0.768	0.968	1.000
		0.998	1.000	1.000	1.018
	5	0.453	0.542	0.247	1.000
		0.683	0.755	0.968	1.000
		0.994	1.000	0.999	1.021
Normal(v)	2	0.929	0.967	0.794	1.000
		0.964	0.976	0.885	1.007
		0.972	1.065	0.910	1.091
	3	0.903	0.941	0.718	1.000
		0.929	0.957	0.828	1.015
		0.944	1.056	0.861	1.109
	4	0.875	0.910	0.676	1.002
		0.907	0.943	0.794	1.027
		0.921	1.028	0.825	1.103
	5	0.854	0.890	0.645	1.004
		0.885	0.922	0.775	1.031
		0.904	1.006	0.802	1.101

Table C2, continued. Profits relative to BSP, positive and equal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(v+)	2	0.898	0.984	0.819	1.000
		0.978	0.989	0.874	1.005
		0.986	1.033	0.931	1.045
	3	0.884	0.970	0.780	1.000
		0.954	0.985	0.844	1.013
		0.975	1.035	0.875	1.063
	4	0.874	0.964	0.756	1.003
		0.944	0.988	0.817	1.025
		0.966	1.024	0.845	1.056
	5	0.856	0.956	0.750	1.006
		0.936	0.980	0.802	1.028
		0.957	1.019	0.825	1.061
Normal(v-)	2	0.950	0.950	0.808	1.000
		0.960	0.997	0.897	1.010
		1.000	1.119	0.925	1.129
	3	0.903	0.905	0.720	1.000
		0.921	0.946	0.843	1.023
		0.936	1.057	0.874	1.117
	4	0.854	0.855	0.648	1.002
		0.879	0.913	0.806	1.032
		0.903	1.030	0.853	1.126
	5	0.819	0.827	0.610	1.004
		0.841	0.879	0.793	1.029
		0.877	0.993	0.843	1.121
Normal(+/-)	2	0.766	0.900	0.636	1.000
		0.946	0.978	0.932	1.000
		1.000	1.000	1.000	1.008
	3	0.656	0.818	0.408	1.000
		0.824	0.862	0.911	1.001
		1.000	1.007	0.999	1.014
	4	0.614	0.799	0.320	1.000
		0.779	0.832	0.920	1.001
		0.997	1.000	0.998	1.016
	5	0.590	0.787	0.240	1.000
		0.761	0.825	0.916	1.002
		0.997	0.999	0.998	1.020

Table C2, continued. Profits relative to BSP, positive and equal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Uniform	2	0.724	0.925	0.746	1.000
		0.911	0.982	0.970	1.023
		0.971	1.027	0.994	1.072
	3	0.648	0.875	0.782	1.000
		0.847	0.933	0.970	1.029
		0.948	1.043	0.989	1.099
	4	0.589	0.838	0.790	1.001
		0.805	0.897	0.965	1.032
		0.906	1.009	0.982	1.083
	5	0.540	0.814	0.772	1.002
		0.775	0.872	0.968	1.033
		0.883	1.005	0.981	1.086

Table C3. Profits relative to BSP, positive and unequal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Exponential	2	0.835	0.936	0.908	1.000
		0.915	0.974	0.934	1.031
		0.941	1.038	0.992	1.079
	3	0.717	0.888	0.863	1.001
		0.859	0.950	0.916	1.050
		0.910	1.050	0.981	1.127
	4	0.646	0.855	0.830	1.002
		0.828	0.923	0.890	1.058
		0.879	1.060	0.969	1.161
	5	0.606	0.819	0.807	1.003
		0.801	0.902	0.875	1.075
		0.864	1.068	0.964	1.192
Logit	2	0.606	0.923	0.829	1.000
		0.829	0.947	0.952	1.005
		0.960	1.003	0.993	1.047
	3	0.477	0.881	0.836	1.000
		0.733	0.915	0.948	1.013
		0.918	0.989	0.984	1.058
	4	0.415	0.850	0.832	1.000
		0.686	0.886	0.948	1.016
		0.888	0.969	0.983	1.074
	5	0.342	0.828	0.832	1.001
		0.650	0.863	0.953	1.018
		0.859	0.957	0.984	1.078
Lognormal	2	0.737	0.911	0.964	1.000
		0.813	0.945	0.989	1.005
		0.911	0.996	0.997	1.031
	3	0.583	0.836	0.957	1.000
		0.740	0.904	0.989	1.032
		0.860	0.982	0.997	1.053
	4	0.490	0.789	0.957	1.001
		0.683	0.865	0.989	1.037
		0.814	0.961	0.996	1.073
	5	0.435	0.758	0.950	1.003
		0.644	0.835	0.989	1.045
		0.777	0.950	0.996	1.085

Table C3, continued. Profits relative to BSP, positive and unequal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Lognormal(+)	2	0.760	0.958	0.971	1.000
		0.851	0.976	0.992	1.000
		0.960	0.995	1.000	1.015
	3	0.620	0.931	0.973	1.001
		0.792	0.960	0.992	1.015
		0.936	0.984	0.999	1.022
	4	0.534	0.920	0.972	1.001
		0.739	0.950	0.991	1.020
		0.922	0.981	0.997	1.028
	5	0.497	0.911	0.967	1.003
		0.721	0.945	0.990	1.023
		0.912	0.975	0.998	1.031
Lognormal(-)	2	0.511	0.540	0.949	1.000
		0.583	0.674	0.989	1.012
		0.944	1.055	1.000	1.185
	3	0.442	0.528	0.979	1.000
		0.566	0.758	0.993	1.048
		0.814	0.997	0.998	1.189
	4	0.401	0.523	0.981	1.000
		0.536	0.726	0.995	1.049
		0.767	0.972	0.999	1.211
	5	0.333	0.514	0.981	1.000
		0.515	0.699	0.995	1.049
		0.724	0.944	0.999	1.230
Normal	2	0.686	0.901	0.863	1.000
		0.909	0.969	0.966	1.002
		0.987	1.135	1.000	1.198
	3	0.571	0.852	0.838	1.000
		0.820	0.922	0.949	1.008
		0.968	1.093	1.000	1.129
	4	0.509	0.818	0.825	1.000
		0.760	0.889	0.946	1.011
		0.953	1.030	1.000	1.076
	5	0.438	0.788	0.001	1.000
		0.718	0.859	0.946	1.013
		0.950	1.049	1.000	1.107

Table C3, continued. Profits relative to BSP, positive and unequal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(+)	2	0.726	0.958	0.878	1.000
		0.944	0.988	0.955	1.000
		0.995	1.021	1.000	1.158
	3	0.623	0.941	0.828	1.000
		0.866	0.971	0.932	1.003
		0.982	1.023	1.000	1.160
	4	0.001	0.934	0.809	1.000
		0.827	0.958	0.926	1.004
		0.976	1.044	1.000	1.088
	5	0.000	0.927	0.778	1.000
		0.765	0.952	0.924	1.006
		0.964	1.022	0.999	1.090
Normal(-)	2	0.423	0.534	0.805	1.000
		0.691	0.772	0.992	1.004
		1.000	1.163	1.000	1.163
	3	0.351	0.526	0.865	1.000
		0.688	0.825	0.988	1.005
		0.963	1.082	1.000	1.127
	4	0.000	0.523	0.825	1.000
		0.620	0.774	0.986	1.007
		0.934	1.038	1.000	1.098
	5	0.303	0.514	0.858	1.000
		0.601	0.747	0.980	1.009
		0.918	1.021	1.000	1.095
Normal(v)	2	0.897	0.968	0.876	1.000
		0.961	0.979	0.884	1.011
		0.969	1.107	0.951	1.135
	3	0.875	0.942	0.810	1.000
		0.924	0.966	0.830	1.024
		0.942	1.096	0.905	1.154
	4	0.842	0.911	0.772	1.002
		0.902	0.952	0.802	1.042
		0.916	1.060	0.875	1.151
	5	0.821	0.892	0.758	1.004
		0.877	0.933	0.790	1.046
		0.892	1.034	0.859	1.148

Table C3, continued. Profits relative to BSP, positive and unequal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(v+)	2	0.857	0.985	0.855	1.000
		0.978	0.992	0.873	1.006
		0.986	1.060	0.965	1.072
	3	0.847	0.973	0.822	1.001
		0.950	0.993	0.852	1.020
		0.973	1.062	0.920	1.088
	4	0.841	0.964	0.793	1.004
		0.939	0.999	0.827	1.039
		0.965	1.056	0.891	1.092
	5	0.820	0.956	0.784	1.006
		0.928	0.994	0.815	1.045
		0.956	1.050	0.875	1.097
Normal(v-)	2	0.936	0.953	0.879	1.000
		0.956	1.000	0.901	1.015
		1.000	1.178	0.956	1.202
	3	0.879	0.914	0.821	1.001
		0.916	0.951	0.849	1.032
		0.926	1.097	0.895	1.180
	4	0.842	0.863	0.796	1.002
		0.865	0.919	0.819	1.045
		0.896	1.052	0.864	1.184
	5	0.798	0.830	0.776	1.003
		0.826	0.889	0.810	1.045
		0.869	1.014	0.847	1.184
Normal(+/-)	2	0.686	0.901	0.863	1.000
		0.909	0.969	0.966	1.002
		0.987	1.135	1.000	1.198
	3	0.543	0.814	0.807	1.000
		0.780	0.870	0.943	1.005
		0.971	1.026	1.000	1.060
	4	0.000	0.798	0.768	1.000
		0.720	0.827	0.934	1.009
		0.949	1.010	1.000	1.064
	5	0.000	0.784	0.002	1.000
		0.674	0.812	0.930	1.013
		0.941	1.000	1.000	1.095

Table C3, continued. Profits relative to BSP, positive and unequal marginal costs

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Uniform	2	0.682	0.945	0.835	1.000
		0.896	1.034	0.953	1.073
		0.947	1.067	0.993	1.122
	3	0.524	0.904	0.805	1.000
		0.837	1.005	0.892	1.098
		0.919	1.084	0.983	1.176
	4	0.438	0.872	0.795	1.001
		0.797	0.995	0.892	1.116
		0.890	1.091	0.978	1.204
	5	0.418	0.851	0.783	1.003
		0.774	0.967	0.883	1.120
		0.872	1.101	0.981	1.250

Table C4. Profits relative to BSP, zero marginal costs with capacity constraints

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Exponential	2	0.750	0.909	0.660	1.000
		0.894	0.989	0.899	1.030
		1.267	1.277	1.000	1.298
	3	0.377	0.863	0.681	1.000
		0.855	0.943	0.855	1.073
		1.128	1.159	1.000	1.281
	4	0.422	0.828	0.616	1.000
		0.850	0.929	0.842	1.072
		1.078	1.154	1.000	1.305
	5	0.455	0.802	0.650	1.000
		0.842	0.931	0.841	1.089
		1.098	1.197	1.000	1.303
Logit	2	0.479	0.910	0.773	1.000
		0.854	0.957	0.985	1.000
		1.000	1.039	1.000	1.045
	3	0.436	0.892	0.719	1.000
		0.779	0.925	0.985	1.005
		0.995	1.016	1.000	1.074
	4	0.408	0.868	0.795	1.000
		0.745	0.910	0.985	1.004
		0.980	0.999	1.000	1.057
	5	0.457	0.848	0.856	1.000
		0.716	0.896	0.989	1.006
		0.979	0.989	1.000	1.083
Lognormal	2	0.667	0.843	0.848	1.000
		0.795	0.894	1.000	1.000
		0.953	0.986	1.000	1.016
	3	0.353	0.805	0.869	1.000
		0.714	0.841	1.000	1.000
		0.871	0.920	1.000	1.042
	4	0.334	0.773	0.884	1.000
		0.667	0.809	1.000	1.000
		0.858	0.941	1.000	1.065
	5	0.330	0.743	0.868	1.000
		0.634	0.789	1.000	1.000
		0.828	0.919	1.000	1.070

Table C4, continued. Profits relative to BSP, zero marginal costs with capacity constraints

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Lognormal(+)	2	0.698	0.846	0.877	1.000
		0.839	0.940	1.000	1.000
		0.975	0.975	1.000	1.005
	3	0.344	0.880	0.887	1.000
		0.777	0.920	1.000	1.000
		0.938	0.950	1.000	1.030
	4	0.344	0.878	0.885	1.000
		0.753	0.910	1.000	1.000
		0.934	0.977	1.000	1.068
	5	0.353	0.843	0.850	1.000
		0.730	0.901	1.000	1.000
		0.919	0.946	1.000	1.041
Lognormal(-)	2	0.593	0.731	0.895	1.000
		0.720	0.794	1.000	1.000
		0.926	0.992	1.000	1.073
	3	0.380	0.675	0.837	1.000
		0.639	0.767	0.978	1.001
		0.816	0.977	1.000	1.132
	4	0.321	0.643	0.864	1.000
		0.602	0.742	0.968	1.001
		0.801	0.913	1.000	1.075
	5	0.313	0.628	0.860	1.000
		0.579	0.724	0.970	1.000
		0.782	0.859	1.000	1.053
Normal	2	0.673	0.888	0.741	1.000
		0.924	0.960	0.992	1.000
		1.040	1.062	1.000	1.082
	3	0.609	0.868	0.631	1.000
		0.850	0.924	0.986	1.003
		0.998	1.012	1.000	1.054
	4	0.589	0.835	0.666	1.000
		0.804	0.903	0.986	1.001
		0.996	1.026	1.000	1.143
	5	0.535	0.813	0.643	1.000
		0.773	0.883	0.984	1.000
		0.994	1.001	1.000	1.085

Table C4, continued. Profits relative to BSP, zero marginal costs with capacity constraints

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(+)	2	0.701	0.900	0.757	1.000
		0.944	0.981	0.978	1.000
		1.008	1.044	1.000	1.056
	3	0.650	0.918	0.739	1.000
		0.893	0.968	0.969	1.000
		0.998	1.018	1.000	1.060
	4	0.597	0.916	0.687	1.000
		0.856	0.960	0.968	1.000
		1.005	1.020	1.000	1.032
	5	0.590	0.900	0.679	1.000
		0.833	0.953	0.968	1.000
		0.996	1.010	1.000	1.044
Normal(-)	2	0.565	0.725	0.854	1.000
		0.884	0.930	0.996	1.000
		1.003	1.068	1.000	1.099
	3	0.504	0.682	0.728	1.000
		0.799	0.878	0.987	1.030
		1.000	1.044	1.000	1.120
	4	0.482	0.671	0.712	1.000
		0.749	0.846	0.990	1.005
		0.998	1.012	1.000	1.129
	5	0.464	0.657	0.670	1.000
		0.719	0.827	0.988	1.008
		0.988	1.001	1.000	1.146
Normal(v)	2	0.827	0.962	0.716	1.000
		0.934	0.996	0.835	1.006
		1.166	1.166	1.000	1.166
	3	0.868	0.953	0.591	1.000
		0.928	0.985	0.706	1.034
		0.992	1.050	0.900	1.118
	4	0.858	0.919	0.523	1.000
		0.910	0.962	0.667	1.032
		0.938	1.029	0.890	1.135
	5	0.843	0.918	0.484	1.000
		0.896	0.951	0.622	1.031
		0.935	1.002	0.921	1.130

Table C4, continued. Profits relative to BSP, zero marginal costs with capacity constraints

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Normal(v+)	2	0.805	0.973	0.710	1.000
		0.962	0.992	0.838	1.000
		0.992	1.046	0.987	1.067
	3	0.868	0.964	0.602	1.000
		0.948	1.002	0.890	1.033
		1.001	1.041	0.972	1.070
	4	0.850	0.955	0.671	1.000
		0.938	0.999	0.874	1.035
		0.995	1.042	0.952	1.084
	5	0.855	0.961	0.616	1.000
		0.934	0.993	0.856	1.036
		0.998	1.029	0.945	1.068
Normal(v-)	2	0.837	0.959	0.815	1.000
		0.970	1.014	0.918	1.021
		1.063	1.154	1.000	1.177
	3	0.886	0.934	0.572	1.000
		0.932	0.980	0.720	1.054
		0.986	1.116	0.960	1.191
	4	0.860	0.882	0.547	1.000
		0.898	0.953	0.715	1.021
		0.958	1.111	0.939	1.266
	5	0.831	0.886	0.468	1.000
		0.874	0.929	0.591	1.026
		0.933	1.077	0.822	1.251
Normal(+/-)	2	0.673	0.888	0.741	1.000
		0.924	0.960	0.992	1.000
		1.040	1.062	1.000	1.082
	3	0.614	0.850	0.714	1.000
		0.837	0.904	0.978	1.010
		1.003	1.025	1.000	1.091
	4	0.568	0.829	0.691	1.000
		0.779	0.877	0.980	1.004
		0.987	1.009	1.000	1.087
	5	0.534	0.803	0.665	1.000
		0.753	0.867	0.979	1.004
		0.986	0.997	1.000	1.108

Table C4, continued. Profits relative to BSP, zero marginal costs with capacity constraints

Taste Distribution	K	Pricing Schemes			
		UP	CP	PB	MB
Uniform	2	0.279	0.928	0.726	1.000
		0.880	0.979	0.885	1.027
		1.076	1.197	1.000	1.248
	3	0.391	0.915	0.726	1.000
		0.848	0.985	0.910	1.067
		1.158	1.197	1.000	1.245
	4	0.413	0.881	0.758	1.009
		0.843	0.979	0.910	1.080
		1.108	1.192	1.000	1.304
	5	0.336	0.855	0.775	1.009
		0.821	0.962	0.920	1.092
		1.136	1.198	1.000	1.285