

Appendix

Table A.1: Mark-ups and Quality

	Log Mark-up (1)	Log Mark-up (2)
Indicator for Match/Training Ball	0.54 *** (0.10)	0.46 *** (0.05)
Constant	2.77 *** (0.07)	2.81 *** (0.04)
Firm Fixed Effects?	no	yes
R-squared	0.14	0.88
Observations	206	206

Notes: Table reports regressions of (log) mark-ups on an indicator if the ball type is a match/training ball. The second column includes firm fixed effects. Significance * .10; ** .05; *** .01.

Table A.2: Mark-up, Costs and Production Share Elasticities: Output

	Weighted Averages		Log (Std. Ball Cost)	Promotional Ball		Match/Training Ball		Share of Match/Training (8)
	Log (Mark-up) (1)	Log (Cost) (2)	Cost (3)	Log (Mark-up) (4)	Log (Cost) (5)	Log (Mark-up) (6)	Log (Cost) (7)	
Log Output	0.25 *** (0.05)	0.11 *** (0.03)	0.03 (0.03)	0.18 *** (0.04)	0.03 (0.02)	0.22 *** (0.05)	0.12 *** (0.02)	6.08 *** (1.83)
Constant	0.78 * (0.44)	4.73 *** (0.24)	5.03 *** (0.27)	1.15 *** (0.41)	5.15 *** (0.19)	1.19 ** (0.46)	4.85 *** (0.21)	-93.80 *** (17.68)
R-squared	0.25	0.17	0.03	0.18	0.02	0.19	0.23	0.09
Observations	93	93	42	83	83	100	100	117

Notes: Table reports the elasticities of mark-ups, costs and production shares with respect to output. Columns 1-2 are constructed using weighted average mark-ups and costs. Column 3 uses the standardized ball cost. Columns 4-5 are constructed using promotional balls, and columns 6-7 are constructed using match/training balls. Column 7 uses the share of production on match/training balls. Significance * .10; ** .05; *** .01.

Table A.3: Correlation Matrix between Mark-ups, Costs, Standardized Ball Costs, and Employment

	Average Mark-up (1)	Average Cost (2)	Standardized Ball Cost (3)	Employment (4)
Average Mark-up	1	-	-	-
Average Cost	0.54	1	-	-
Standardized Ball Cost	-0.03	0.23	1	-
Employment	0.30	0.52	0.09	1

Notes: The table reports the correlation matrix between the four main outcomes discussed in the text.

Figure A.1: Standardized Ball Cost versus Firm Size

