

# From Formal to Informal Markets

A study of market-exchange  
for TV programs in Africa

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# A Series of Trade Fairs in Sub-Saharan Africa

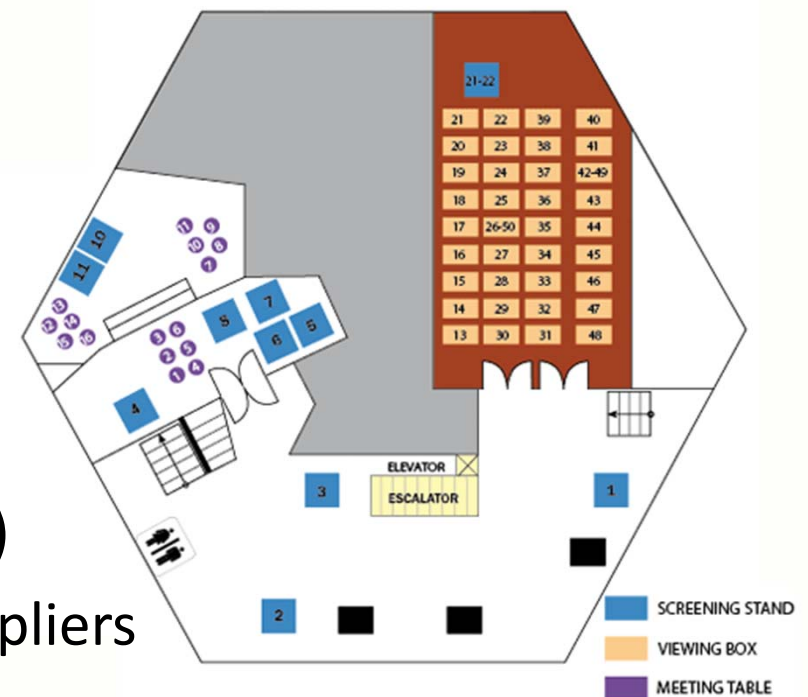
- International distributors and African TV channels

- **Informal** information exchange

- Exchange of
  - Experiences
  - Opportunities
  - Reliability of other actors...

- **Formal** matchmaking system (Web)

- Identify potential clients or suppliers



# Schedule meetings before event




I'm looking for

of

in

from

representing

- CONTENT SUPPLIER 
- CONTENT ACQUISITIONS 
- ASSOCIATED SERVICES 

DISCOP EAST 18 participants only

Group by Company

First Name

Last Name

Company Name

[Click here to see full participants list](#)

# Global problematic

- This meeting platform is supposed to be a performative tool to create a market logic: *Joining and matching Supply and demand*
- Is the network created by this platform really driven by market rules?
- Can we also observe social and structural processes in this formal market?

# Hypotheses

- H1: There is a strong matching effect in terms of supply and demand in the meetings
  - I meet buyers who are looking for the same portfolio
- H2: Companies have different roles
  - I seek meetings with companies who have a different role
  - If I am a buyer I try to meet sellers
- H3: A meeting is a way to get informal information about other prospects
  - The person with whom I have a meeting will bring me information on other companies, that I will meet in the next trade show

# Data construction

- Aggregate by organisation
- 5 waves, but very unstable
  - Dakar, Nairobi, Dakar, Nairobi, Accra
    - 54 organisations present in 3 waves
- Modelled Network:
  - 3 waves
  - 54 actors

periods	0 => 0	0 => 1	1 => 0	1 => 1	Distance	Jaccard	Missing
1 ==> 2	2453	159	194	56	353	0.137	0 (0%)
2 ==> 3	2498	149	131	84	280	0.231	0 (0%)

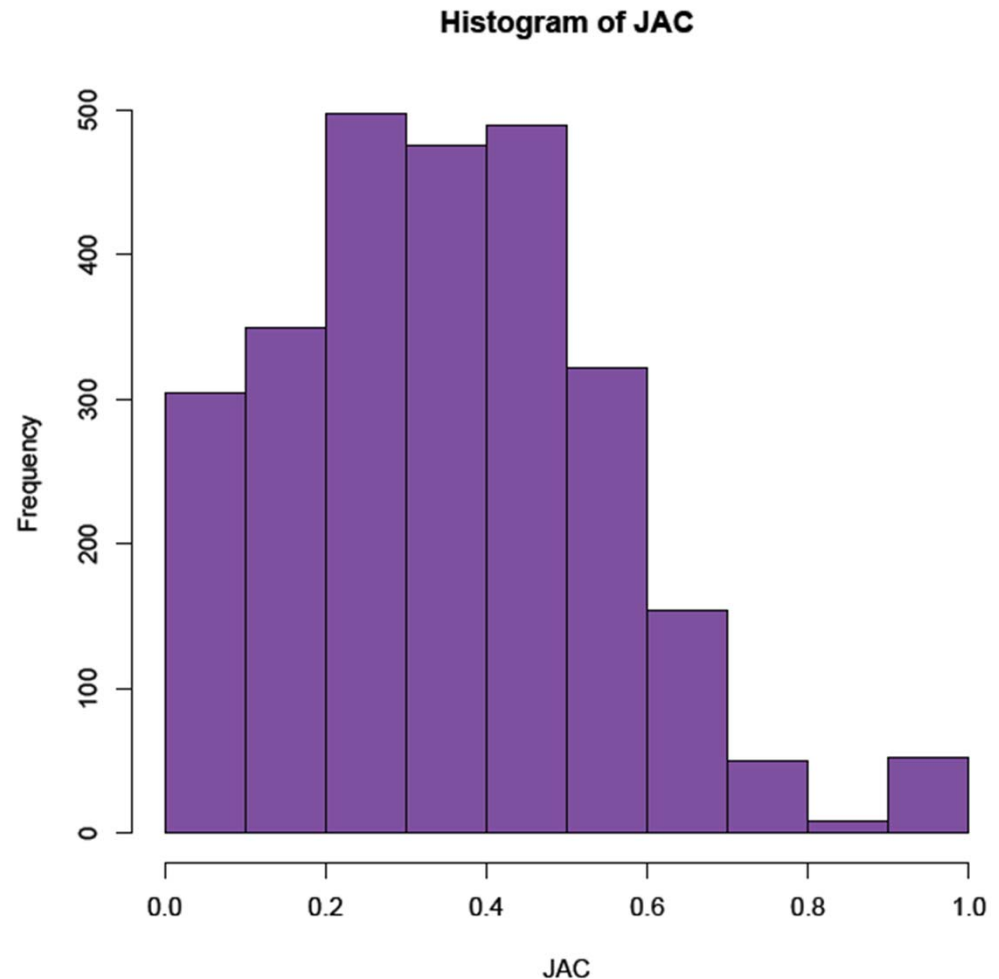
# Variables

- Independent Variables:
  - REGION (6 modalities)
  - STATUS (4 modalities)

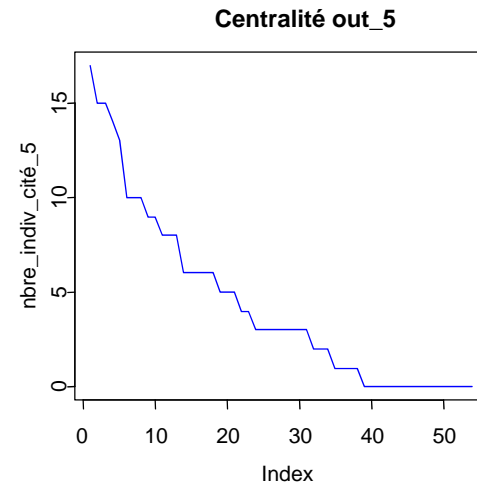
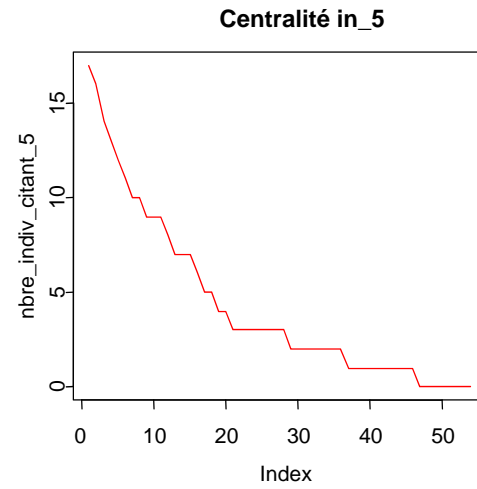
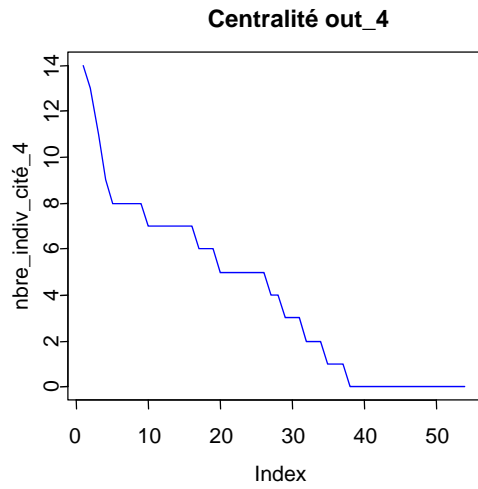
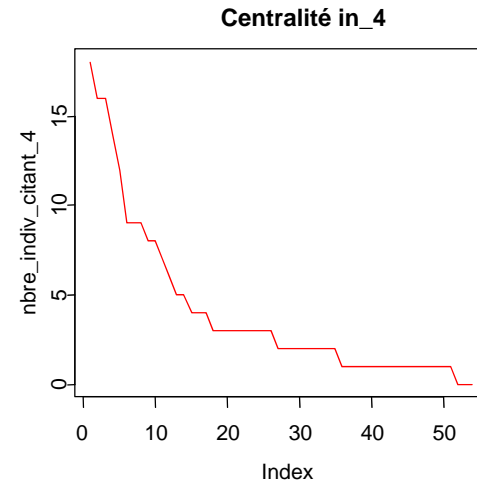
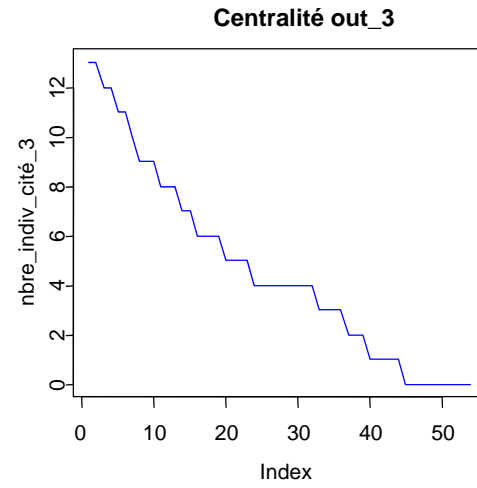
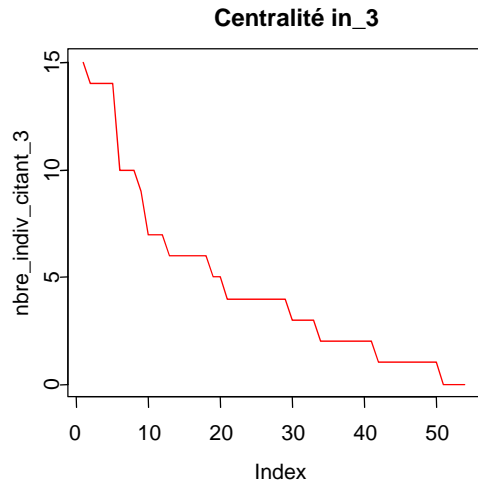
Row Labels	B	B&S	O	S	Total
EMERG_COUNTRY	0	2	0	1	<b>3</b>
ENG_AFRICA	10	7	0	2	<b>19</b>
EUROPE	1	9	1	9	<b>20</b>
FR_AFRICA	3	3	0	0	<b>6</b>
N_AMERICA	0	3	0	2	<b>5</b>
<b>Total</b>	<b>14</b>	<b>24</b>	<b>1</b>	<b>14</b>	<b>54</b>

# Variables

- Constant Dyadic Covariate
- JAC: Index of Similarity of Product Portfolio
  - Combines 40 binary attributes
  - Based on Jaccard Index
  - (none) 0.0 -> 1.0 (exact)







	Wave 1	Wave 2	Wave 3
Density	<b>0.0873515</b>	<b>0.07512229</b>	<b>0.0814116</b>

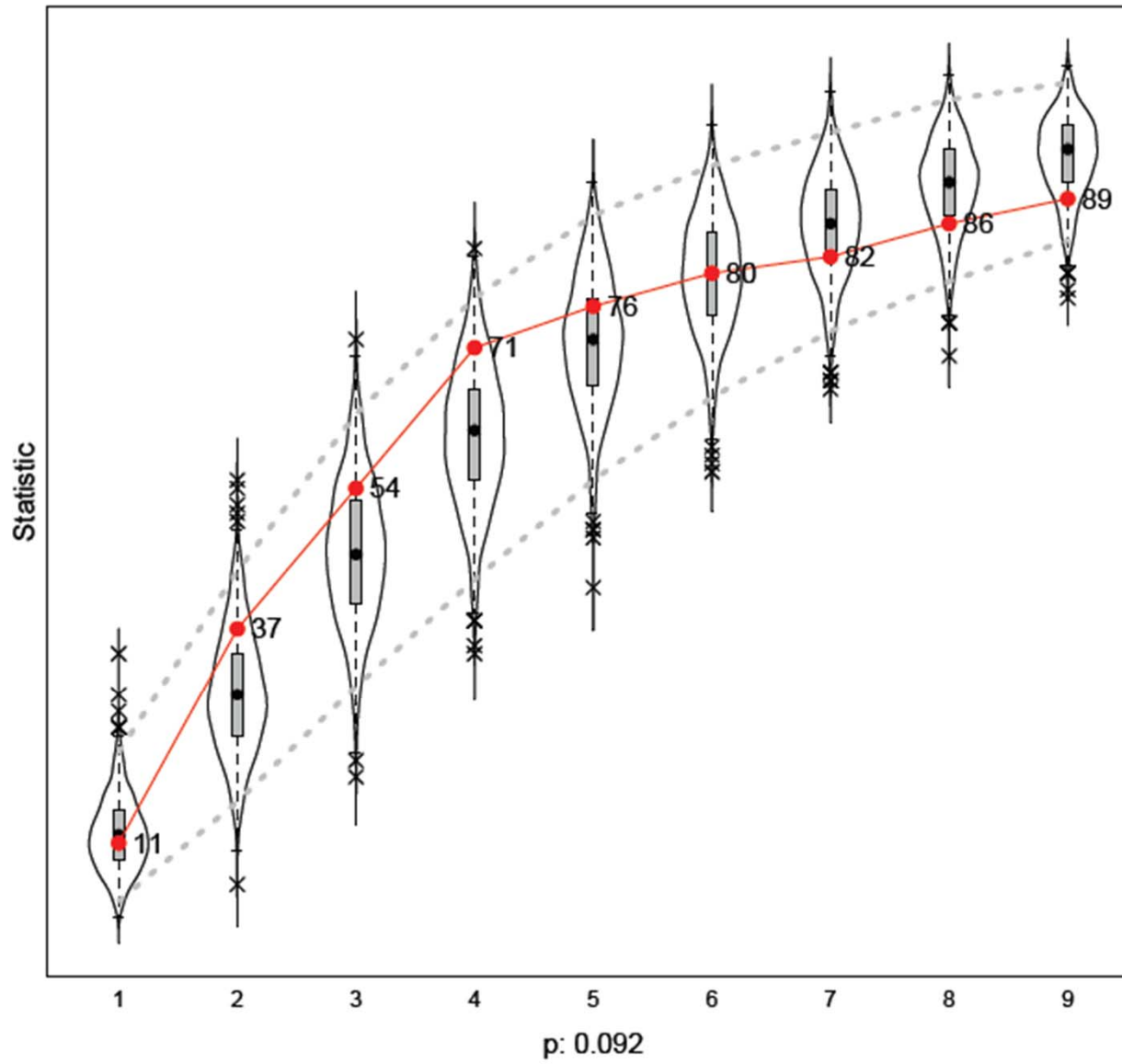
# Results for Model

	Estimate	Standard Error	
1. rate constant meeting rate (period 1)	22.6247	( 5.6431 )	
2. rate constant meeting rate (period 2)	17.9509	( 4.6563 )	
3. eval outdegree (density)	-2.4696	( 0.1656 )	
4. eval reciprocity	-1.3215	( 0.4790 )	
5. eval balance	-0.0598	( 0.0054 )	
→ 6. eval number of actors at distance 2	<b>-0.0926</b>	<b>( 0.0234 )</b>	H3 (-) sign
7. eval indegree - popularity (sqrt)	0.5293	( 0.0471 )	
→ 8. eval JAC	<b>-0.2067</b>	<b>( 0.1790 )</b>	H1 N.S.
9. eval same REGION	-0.6540	( 0.1078 )	
→ 10. eval same STATUS	<b>-0.3795</b>	<b>( 0.0917 )</b>	H2 (-) sign

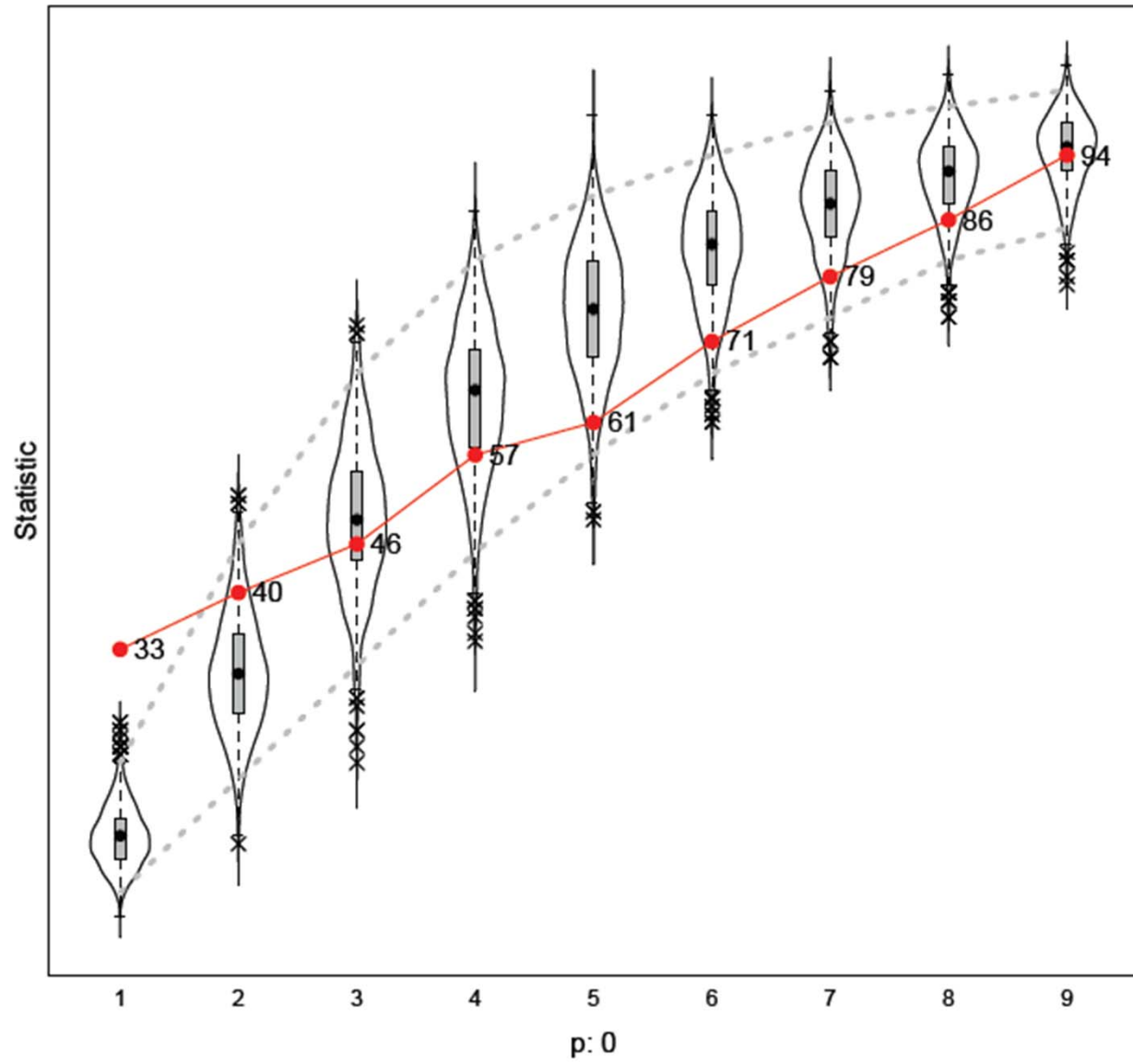
# Goodness of Fit

- Indegree
- Outdegree
- GeodesicDistribution

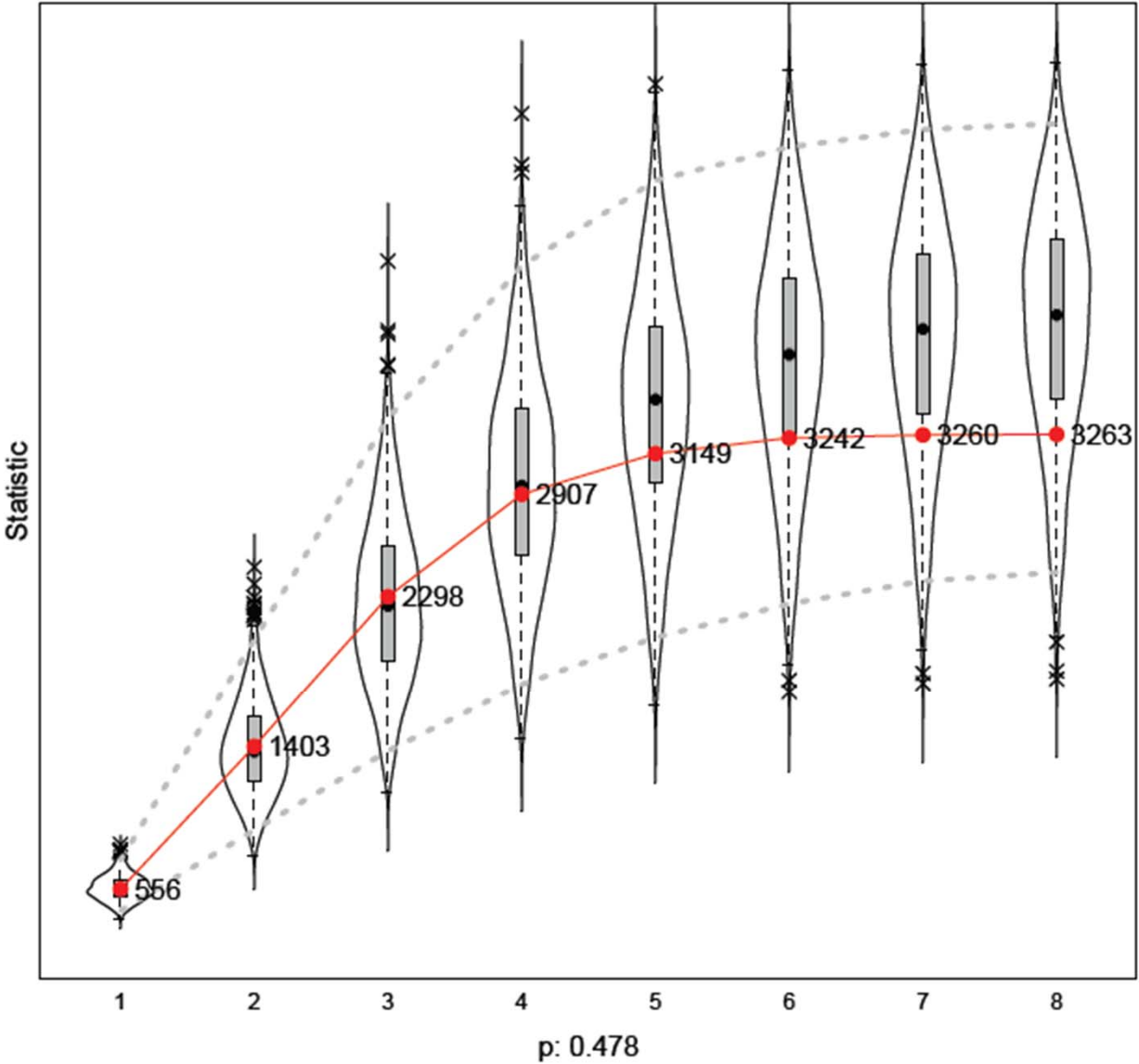
### Goodness of Fit of IndegreeDistribution



### Goodness of Fit of OutdegreeDistribution



# Goodness of Fit of GeodesicDistribution



# Discussion

