

Supplemental Materials for Neil Gandal, Shane Greenstein, and David Salant, “Adoptions and Orphans in the Early Microcomputer Market,” *The Journal of Industrial Economics* 47(1), March 1999, pp. 87-105

“OS” denotes advertisements for microcomputers running the relevant operating system, which we use as our proxy for operating system sales.

Table 1. CP/M: 1978:1 - 1986:4 Single Lag

Dependent Variable	Model 1			Model 2		Model 3	
	OS	Soft	Periph	OS	Soft	OS	Soft+Periph
Constant	-0.87 (0.79)	1.70* (0.94)	0.36 (0.54)	-0.69 (0.81)	1.67* (0.91)	-0.90 (0.78)	2.28* (1.26)
Lag OS	0.40** (0.16)	0.45** (0.19)	0.040 (0.11)	0.44** (0.16)	0.44** (0.18)	0.39** (0.15)	0.59** (0.25)
Lag Soft	0.32** (0.14)	0.61** (0.17)	0.28** (0.10)	0.42** (0.13)	0.58** (0.15)		
Lag Periph	0.46* (0.27)	-0.12 (0.31)	-0.067 (0.18)				
Lag Soft+Periph						0.36** (0.10)	0.57** (0.16)
Adjusted R ²	0.85	0.85	0.62	0.84	0.86	0.85	0.84
Durbin-Watson	1.78	1.80	2.07	2.11	1.79	2.03	1.82
Number of Obs	35	35	35	35	35	35	35

(Standard errors in parentheses)

* denotes significant at the 90% level.

** denotes significant at the 95% level.

Table 2. IBM/DOS: 1981:3 - 1986:1 Single Lag

Dependent Variable	Model 1			Model 2		Model 3	
	OS	Soft	Periph	OS	Soft	OS	Soft+Periph
Constant	0.88 (1.61)	1.31 (3.60)	4.74* (2.19)	1.61 (1.27)	4.43 (2.96)	-0.69 (1.74)	6.99* (3.81)
Lag OS	-0.25 (0.20)	0.092 (0.45)	-0.35 (0.28)	-0.18 (0.18)	0.40 (0.41)	-0.29 (0.22)	-0.23 (0.54)
Lag Soft	0.49** (0.09)	0.59** (0.20)	0.30** (0.12)	0.52** (0.08)	0.70** (0.19)		
Lag Periph	0.10 (0.14)	0.44 (0.31)	0.69 (0.19)				
Lag Soft+Periph						0.36** (0.068)	0.98** (0.16)
Adjusted R ²	0.83	0.79	0.81	0.84	0.78	0.80	0.88
Durbin-Watson	2.24	1.66	2.61	2.19	1.72	2.16	1.96
Number of Obs	22	22	22	22	22	22	22

(Standard errors in parentheses)

* denotes significant at the 90% level.

** denotes significant at the 95% level.

Table 3. Apple: 1978:1 - 1986:4

Dependent Variable	Model 1			Model 2		Model 3	
	OS	Soft	Periph	OS	Soft	OS	Soft+Periph
Constant	1.29** (0.57)	1.61* (0.95)	0.95 (1.32)	1.23** (0.56)	1.32 (1.02)	1.24 (0.53)	2.22* (1.86)
Lag OS	0.30 (0.19)	0.085 (0.31)	-0.074 (0.44)	0.33* (0.18)	0.25 (0.34)	0.30 (0.18)	0.021 (0.64)
Lag Soft	-0.0008 (0.11)	0.33 (0.18)	0.27 (0.25)	0.77 (0.067)	0.70** (0.12)		
Lag Periph	0.069 (0.74)	0.32** (0.12)	0.69** (0.17)				
Lag Soft+Periph						0.041 (0.29)	0.85 (0.10)
Adjusted R ²	0.14	0.63	0.68	0.15	0.55	0.17	0.75
Durbin-Watson	2.22	2.31	2.29	2.24	2.70	2.21	2.44
Number of Obs	35	35	35	35	35	35	35

(Standard errors in parentheses)

* denotes significant at the 90% level.

** denotes significant at the 95% level.