Abbé-Decarroux, F: 208, 209–10
Abbing, H. 467
abundance
and information economy 265–6
and the Internet 278–9
access costs, copyright protection
133–4
access, information economy 263–5
access protection, digital networks
220–22
accessibility of culture, and Internet
277–9
Acheson, K. 175
adaptation rights 136–7
Adler, M. 73, 433, 435
Adorno, T.W. 170, 419–20
advertising
and broadcasting financing 104,
459–60
and television audience 461–2
aesthetics see taste formation
age
artists 72–3
and arts participation 210, 359
agents, talent 308
aims see goals
Allen, Woody, film budgets 116
allocative efficiency 155
altruism
 corporate sponsorship 146–7
and gift-giving 246
America see USA
Anderson, R.L. 17–18
anthropology of art 15–18
antitrust regulation, music industry
328
applied tradition, media economics 302
Arrow, K. 478
art
appreciation see taste formation
auctions 32–8, 61
dealers 194–9
galleries see galleries, art
market 40–50, 470–71
and prices 61
museums, visitors 363
see also galleries, art
prices 57–62
as public good 391
artistic deficit 97–8
artistic freedom 64–7
artists
and art market 470
and art prices 47–9, 57–9
as consumers 442
as dealers 196
and galleries 472–3
labour markets 69–74
and online music market 328–9
property rights 74, 76–9
support for 437–42
arts
effect on culture 466
management 12, 287–92
and market transactions 467–8
marketing 293–300
public spending on see public
funding
Ashenfelter, O. 36
auctions 32–8
and art prices 61
recording artists 325–6
audiences
arts 295–6
performing arts 209
payment for broadcasting 104
television, and advertising 461–2
audiovisual sector, and international
trade 252–3
autarky, cultural 251
authenticity, and art prices 57–9
authorship and copyright 139–40
Auvinen, T. 346
awards 81–4
Bailey, J.P. 283
ballet 85–9, 363
Banos-Pino, J.F. 209
consumer market, arts 295–6
see also audiences; consumption;
participation in the arts
consumer short-sightedness and taste
formation 448–9
consumption
and culture 181–2
and taste formation 445–9
value, cultural assets 224
contemporary art galleries see galleries, art
contingent valuation 119–29
contracts
and employment patterns 70–71
publishing 400–401
contractual networks 373–4
copying
fair use 137–8
information goods 265–6
protection against 136
copyright 76–7, 132–41, 264–5
and artistic freedom 65–6
and digital technology 215, 218–22
duration 140–41
licensing 27–30
corporate arts sponsorship see sponsorship
corporate productivity model, sponsorship
cost benefit analysis 8
cost disease see Baumol’s cost disease
cost efficiency 155
cost function, productivity of orchestras 157
Cost of Producing Symphony Orchestra Services, The 351
costs
copyright protection 133–4
heritage regulation 411
opera 342, 345, 346
production 152–9, 172
publishing 402
tax concessions 453–4
Cowen, T. 70, 170, 175
Cox, R. 434
creative industries 170–76
creativity, and corporate sponsorship 145
critical tradition, media economics 302
criticism 161–5, 374
cross-subsidization, publishing companies 403–5
cultural capital 166–9
cultural clusters 12
Cultural Development Index 180
cultural discount, foreign art 270
cultural globalization 248–53, 426–7
cultural identity 175, 466
cultural indicators 177–9
cultural industries 170–76
cultural policy see policy, government
cultural sociology 12, 415–29
cultural statistics 177–82
cultural sustainability 183–6
cultural tourism 187–92
-cultural values 425–8
CV (contingent valuation) 119–29
dance 363
see also ballet
Darbel, A. 17
Darby, M.R. 81
de La Barre, N. 61
De Vany, A. 118, 204, 309, 311
De Gustibus non est Disputandum 446
dealers 194–9, 472–3
demand 201–11
ballet 88–9
books 406–7
cinema 114–15
festivals 232–3
historic buildings 257
influence of critics 162
market failures 390–92
museums 316–17
democracy and heritage regulation 412–13
derivative works right 136–7
deterministic paradigm 421–3
devolution, and heritage regulation 412
differentialism 427–8
digital subscription models 217–18
digitalization 214–22
and music industry 326–9
and television 463–4
direct democracy instruments 383–4
direct public spending on the arts 389–90
directors, arts organisations 289–91
discontinuous production, arts 288
disintermediation, and Internet 277–8
Disney corporation and copyright 137, 140
distribution
  cultural services 248–51
  earnings 71–2
  films 248–9, 309–12
  market 295
diversity
  broadcast programming 106–7, 109–10
  cultural 185
donor price discrimination 334
  see also gifts
double-bounded elicitation technique 122
downloading files 216
droit de suite 79
dual labour market 71
duplication  see copying
Durand-Ruel, P. 198
duration of copyright 140–41
Durkheim, E. 417–18, 420
earnings, artists 71–2
  effect of receiving awards 83, 84
  see also income
earnings gap 95–7
economic impact
  of the arts 224–30
  museums 319
  of regulation 410–11
economic impact models (EIM) 226–30
economic value of culture 465, 466
economic welfare, ballet 89
Economics of Superstars, The 431
Economics of Welfare 478
economies of scale 350–51
  record industry 322–3
  economies of scope 350–51
education, and arts participation 359
  efficiency 44–5, 154–5
  frontiers 369
  performing arts 157–8
  efficient component-pricing rule (ECPR) 28–30
EIM (economic impact models) 226–30
Ek, G. 158–9
electronic commerce 284–5
elicitation techniques, CV 121–2
employment, artists 69–74, 472–3
Engle, R.F. 43
English auctions  see auctions 32–8
environment, and cultural marketing 296
Epstein, D. 383
equal opportunities and arts funding 21
Ernst, price of paintings 47–9
error-correction model and the art market 41–3
ethical model, corporate sponsorship 146–7
ethnography of artists 18
Europe
  museum visits 315
  and resale price maintenance 240
  tax and gifts 452–3, 455–6
exchange flows, arts sector 373–4
existence value, historic buildings 257
exogeneity and art market 43–4
experts, and policy-making 382–3
export restriction 274
expression, protection of 135–6
externalities
  artistic activity 21–2
  cultural heritage 256
fair use 137–8
  and artistic freedom 65–6
digital technology 221
Feld, A. 451, 452
Felton, M.V. 96, 157, 209, 349–50, 351–2
Fernández-Blanco, V. 202, 209
festivals 232–5
  opera 344
Filer, R.K. 71
films 306–12
  and cinema industry 114
  distribution 248–9, 309–12, 462
  international trade 273, 274
  production process 307–12
  structural change 174
  see also cinema
finance  see funding
fixation, and copyright 132
fixed book price 237–41
fixed costs, ballet 87–8
flexibility of working patterns 70–71
Framery, N.E. 163
France, social security scheme 73–4
free supply, Internet 276
freedom of expression 64–7
see also copyright
Frey, B.S. 335, 336, 382, 384
friendship schemes, ballet 89
funding
  broadcasting 104–5
  of culture 5–7, 467–8
  films 116–18, 308–9
  heritage 260–61
  Internet 276–7
  museums 318–19
  orchestras 353
  sponsorship 143–50
  television 459–60
  visual arts 471–2
see also public funding; subsidies
fundraising, orchestras 353
galleries, art 196–7, 472–4
  and art prices 61, 197–8
  visitors 363
Gapinski, J.H. 157, 209
gate-keeping 173, 471
GATT and cultural trade 252–3
gender, and arts participation 295–6, 360
geographic distribution, public funding 6
Gerard-Varet, L.A. 60
Germany, opera 343
gifts 243–7
  as price discrimination 334
  and tax concessions 451–6
Gimpel, R. 198
global governance, cultural trade 252–3
globalization 18, 248–53, 426–7
Globerman, S. 157
goals 375–6
  orchestras 353
  publishing companies 402
Godfrey, C. 335
government
  buyouts of intellectual property 25–6
  funding see public funding
  intervention, international trade in cultural goods 274
  policy see policy, government and television 463
Graham, D.A. 33
Grampp, W. 335
Granger, C.W.J. 43
grants see public funding; sponsorship; subsidies
Greffe, X. 256
Gresham’s Law of Philistinism 163
Grin, F. 208, 210
Grossman, S.J. 76
Gurgand, M. 74
Halle, D. 17
Hamilton, M. 67
Hamlen, W.A. 204, 433, 434
Hansmann, H.B. 155, 333, 334, 349, 351, 353
hard regulations, heritage 409
Hart, O.D. 76
Heckscher, A. 95
Heider, K. 16
Heilbrun, J. 345
heritage 255–61
  contingent valuation 119, 124–9
  regulation 409–14
see also cultural capital
Hicks, J. 477–8
Hirschmann, E. 162
holism 15
Holtman, A.G. 156
homogeneity, cultural 251
honesty, auction valuation 37–8
Horkheimer 170
Hoskins, C. 118
Hudson, K. 317
human capital 166
human resources management, arts 288
humdrum inputs, cultural production 173–4
Humphreys, B.R. 230
Hutter, M. 332
identification of heritage 409–10
immateriality, art work 288–9
implied consent, copying 137–8
import restriction 274
inalienability rule, rights protection 78–9
incentives 376–7
for festivals 233–4
publishing 401
see also goals
income
art galleries 474
artists 71–2, 437–42
and awards 83, 84
and cultural activity 179–82, 359
gap, orchestras 349–50
generation, arts organisations 395
superstars 431–2
Income Provision of Artists, Netherlands, Law for the 441
indirect subsidy 4, 389–90
see also tax
individualism 418, 423–4
indivisibility, cultural heritage 256
industries, cultural 170–76
infant cultural enterprises and public funding 22
information
and auction valuation 37–8
distribution, arts sector 374–5
economics 263–8
infringement of copyright 139
institutional economics 10–11
intangible cultural capital 168
intellectual property rights 264–5
see also copyright; property rights
interactionist paradigm 421–3
interactive streaming 216
interdependence, and cultural sustainability 185–6
intergenerational equity 183–5
intermediation, and the Internet 277–8
intermittency status 73–4
international trade 269–74
internationalization of dealers 197
distribution networks 279
Internet
and book publishing 407
copying 285
and critical information 164–5
and culture 276–80
economics 281–6
and museum visits 317
marketing, music industry 327–9
pricing 283
and television 463–4
see also digitalization
intertemporal distributive justice 183–4
intervention, state see public funding
intragenerational equity, and cultural sustainability 185
investment profitability of art works 60
involuntary gift-giving 245
Ito, T. 202
Jackson, P.M. 370
Jackson, R. 157, 158
jazz participation 362
Johnson, P. 229
Jyrämä, A. 58
Kahnemann, D. 120
Kaldor, N. 477–8
Karni, E. 81
Keynes, J.M. 226
Klamer, A. 256
Kling, R.W. 259
Krebs, S. 345, 346
Kremer, M. 25
Krieg, W. 400
Kurabayashi, Y. 202
labour markets, artists’ 69–74
Lalo, C. 418
Lancaster, K.O. 114, 479–80
Landes, W.M. 60, 76
Lange, M. 157, 158, 350, 351, 352, 353
language and culture 175, 428
Law for the Income Provision of Artists, Netherlands 441
Lazarus, P.N. 308
learning by consuming 206–8
Lehmann, E. 435
Leontief, W. 226
Lévi-Strauss, C. 428
Levy, B. 412
Lévy-Garboua, L. 210
liability rule, rights protection 77–8
libraries and book publishing 406–7
licence fees, copyright 27–30
licensing 27–30, 77
broadcasting 109, 463
and digital copyright 221–2
Lipsy, R. 479–80
listing, historic buildings 258–9
live performing arts see performing arts
lobbying 380–81
lotteries, artists’ labour markets as 72
Luksetich, W. 350, 351, 352, 353

Macaulay v. Schroeder 78
MacDonald, G.M. 73, 204, 432, 435
macroeconomic growth theory 9–10
Madden, C. 438
Mairesse, P. 158
Major record companies 322, 323–4
management of the arts 287–92
    opera 346–7
market failure 390–93
    broadcasting 106–8
market value, historic buildings 257–9
marketing
    arts 293–300
    books 406
marketing information system 296
markets
    and critics 161–5
    and culture 181–2, 467–8
    publishing 401–2
Marshall, A. 269
Marshall, R.C. 33
Marx, K. 416–17, 420
Maskin, E. 37
Maule, C. 175
Maus, M. 246
McCain, R. 446
McKee, M. 208
McKnight, W. 283
McLuhan, M. 164
media economics 301–5
    see also broadcasting; films; television
Melamed, D.A. 77, 78
Menger, K. 446
Menger, P.M. 74
mergers, distribution networks 279
Merges, R.P. 77
merit goods
    broadcasting 108
    and public funding 22–3, 392
microeconomic analysis 7
Milgrom, P.R. 35
Miró, price of paintings 47–9
MIS (marketing information system) 296
modernism 425
monopoly
    broadcasting 111
    cinema industry 115
    information economy 265–6
Montmarquette, C. 210
moral rights 77, 79
Mossetto, G. 259
motion pictures see films
motivation
    art dealers 198–9
    corporate arts sponsorship 144–50
Moynihan, R. 58
Moureau, N. 58
movies see films
multiculturalism 178–9
Murphy, K.M. 204, 448
museums 315–19, 363, 471
    non-profit 335–6, 338
music
    festivals 232–5
    industry 321–9
    participation 362–3
    see also orchestras
MusicNet 217

naive economic impact models 227
Napster 215, 217, 218–19
natural capital 166
natural monopoly, and information economy 265–6
negative pickup deal 308–9
NEIM (naive economic impact models) 227
neoclassical model, corporate sponsorship 146
Netherlands, subsidies for artists 440–41
networks
    broadcasting 111, 460
    economics 283
    and information economy 266–7
    see also Internet
Netzer, D. 260
niche advertising, television 461–2
non-commercial broadcasting see public broadcasting
non-interactive streaming 216
non-market demand 391
non-monetary rewards 438–9
non-profit organizations 331–40
non-zero pricing 24
normative public choice 384–6

Oakland, W.H. 155
objectives see goals
occupational culture 428
O’Halloran, S. 383
online activities see Internet
openness, cultural trade 251
opera 342–7, 362–3
opportunity costs, ballet 88
option value, historic buildings 257
orchestras 349–54
productivity 93, 157
organizational creativity, movement of 250
original cultural goods trade 271
originality 163–4
and copyright 132–3
Oscars, impact on earnings 84
Our Cultural Diversity 177–8
outcomes, cultural activities 367–8
output
cultural activities 367–8
museums 315–17
restriction, cinema industry 115–16
oversupply of artists 73
ownership separation, copyright 134–5

Paramount case 174
Pareto, V. 477
Pareto optimality 476–9
parity principle 28–30
parody 65–6, 76–7, 138
participation in the arts 356–64
see also audiences
patent buyouts 25–6
Paulus, O. 157, 158
payment see funding
Peacock, A. 255, 260, 261, 335, 346, 382, 409, 411, 412
performance
costs 93–5
indicators 366–71
opera 343–4
performing arts
costs 91–100
demand for 208–10
non-profit 338
see also ballet; dance; music; opera;
theatre
Performing Arts: the Economic Dilemma 9, 91, 349
Pesando, J.E. 61
Peters, M.G. 95, 96
Petrakis, E. 156
Picasso, price of paintings 47–9
Pierce, J. 345
Pieros, A. 162
Pietro-Rodriguez, J. 202
Pigou, A.C. 476, 478
Pigovian welfare economics 476, 479–81
piracy, television 462
place
and arts participation 358–9
and cultural products 298
of sale, and art prices 60–61
Plattner, S. 17
plays see theatre
policy, government 3–5, 379–86
cultural industries 174–5
heritage regulation 412–13
see also public funding
political economy approach 11
political model, corporate sponsorship 147–8
politicians, and support for arts 395–6
Pommerehne, W.W. 336, 345, 346, 384
Porter, P. 229–30
positive addiction 269–70
Posner, R.A. 64, 65–6, 76
post-industrialization, and corporate sponsorship 150
potential Pareto improvements (PPI) 478
poverty, artists 439–40
Powell, M.K. 214
Prado effect 319
Praise of Commercial Culture, In 170
precautionary principle, and sustainability 185
preservation of heritage 259–60, 410–11
Pressplay 217
price discrimination 26–7, 334
Index

and digital copyright 221
opera 345
orchestras 351–2
price efficiency 155
price elasticity
orchestras 351–2
performing arts 209–10
price mechanism and resource allocation 2–3
pricing
art 46–50, 179–8
ballet 88
books 237–41
cinema industry 116
copyright licensing 27–30
cultural products 298
Internet 283
opera 345
orchestra services 351–2
primary art market 470
principal-agent relationships 373–7
public broadcasting 110
public choice 379–80
Principle of Minimum Differentiation, and broadcasting 107
*Principles of Economics* 446
private finance 5
cultural heritage 261
product standards, broadcasting 111
production
costs 152–9, 172
risks, television 461–2
productivity
benefits, cultural assets 224–5
calculation 154
lag
performing arts 91–100
and public support 394–5
orchestras 93
products, and cultural marketing 297–8
profitability of investment on art works 60
profit-maximising publishing companies 402–3
promotion, cultural products 299
property rights
artists’ 74
economics 10
and historic buildings 259
prospect theory 120–21
protection
against copying 136
cultural trade 251–2
of expression 135–6
of rights 77–9
public broadcasting 110, 112, 460
USA 338–9
public choice 11, 379–86
public funding 5–7, 20–23, 336, 389–97
art galleries 474
and artistic freedom 66–7
and artists’ rights 79
broadcasting 104
cultural heritage 260
museums 318
orchestras 353
visual arts 471–2
see also subsidies
public good
cultural activity 22
heritage 256–7, 259
public libraries, and book publishing 406–7
public ownership, cultural facilities 4
public participation
in the arts 356–64
and heritage regulation 412–13
Public Participation in the Arts, Surveys of (SPPAs) 356
public support see public funding publishing 399–407
and resale price maintenance 238
quality, Internet, and economics 282–3
quantity constraints, auction markets 36–7
race, and arts participation 360
Rasmussen, E. 64
rate of return on art works 60
rational addiction 204–6, 448
reciprocity of gifts 243–7
record industry 321–9
referenda 383–4
regional variations, arts funding 6, 149–50
regulation 4, 174–5, 408–14
cultural trade 252–3
heritage 258–60, 409–14
labour markets 73–4
religion and culture 428
Rengers, M. 438
repertoire, opera 344–5
reproducible cultural goods 270–71, 272–3
reputation, record companies 323
resale price maintenance 237–41
reserve prices, auctions 32–4
resource allocation, cultural goods 2–3
restoration, historic buildings 259–60
see also conservation
returns, and art market 44–5
Réunion des Musées Nationaux 332
revenue see income
rewards, artists 437–42
rights of adaptation 136–7
Riley, J.C. 33, 37
risk aversion, auction markets 36–7
risks
  cultural marketing 297–8
  cultural tourism 191
  film production 309
  television production 461–2
Robbins, L. 445
Ronte, D. 58
Rose-Ackerman, S. 78
Rosen, S. 72, 204, 328, 431–2
Rosselli, J. 343
Rouget, B. 58
Rushton, M. 66, 79
Sable, K.A. 259
Sagot-Duvaouroux, D. 58
Samuelson, W.F. 33
Santagata, W. 127
satellite broadcasting 103
Sax, J.L. 78
scale economies 350–51
Schimmelpfennig, J. 210
Schulze, G. 272, 435
Schuster, J.M. 332, 370
Schwarz, S. 95, 96
scope economies 350–51
Scorcu, A.E. 61
Seaman, B.A. 334, 352
search costs, online music market 328–9
secondary art market 470–71
SEIM (sophisticated economic impact models) 226–7
Seligman, J. 197, 198
seller’s commission, auctions 35
separation of ownership, copyright 134–5
Shephard 154
short-run spending impact 228
short-sightedness of consumers, and taste formation 448–9
Shum, M. 61
Signorello, G. 127
Simmel, G. 419–20
Simon, J. 451
Simultaneous Model of Symphony Orchestra Behaviour, A 352
single-bounded elicitation technique 122
Smith, A. 20, 72
social contagion effect, and information economy 267
social effect of broadcasting 107–8
social security and artists 73–4
social structure and art 423–4
social value of culture 465
socially optimal pricing 26–7
sociology of art 12, 415–29
Solow, J.L. 79
Sony Corp. v. Universal City Studios 218
sophisticated economic impact models (SEIM) 226–7
Sorokin, P.A. 424
Sotheby’s 34, 35–6
souvenir market 195–6
special interest politics 380–81
specific consumption capital 204–6
spectrum allocation, broadcasting 108–9
spending, public see public funding
Spiller, P.T. 412
sponsorship 143–50, 294–5
sports events, economic impact 229–30
SPPA (Surveys of Public Participation in the Arts) 356
SRS (short-run spending impact) 228
stagione, opera 343–4
stakeholder model, corporate sponsorship 148–50
standards, Internet 283
Stanley, D. 229
Stardom and Talent 433
Index 493

stars 118, 431–5
state
  broadcasting see public broadcasting
  and cultural market 294
  funding see public funding
  and non-profit organisations 331–2
  ownership, cultural facilities 4
  theatres 337
  see also government
Steinberg, R. 353
Stigler, G.J. 204, 206, 446
streaming 216
  effect on television 463
studio domination, film industry 306–7
subsidies 4
  art galleries 474
  artists, effects of 439–41
  books 241
  broadcasting 104
  museums 318
  theatre 336–7
  see also public funding
sunk costs 216–5
superstars 431–5
supply
  cultural goods 270–71
  festivals 233–4
  government policies 381–3
supply side market failure 392–3
support for artists 437–42
  see also subsidies
Surveys of Public Participation in the
  Arts 356
survival constraint 437
sustainability, cultural 183–6
symphony orchestras see orchestras
syndication and television funding 460

Taalas, M. 156, 157, 158
talent, and superstar success 433–4
talent agents, and film casting 308
tangible cultural capital 167–8
Tarde, G. de 424
taste formation 202–8, 445–9
  role of critics 163
tax
  and broadcasting funding 104
  concessions 337–8, 451–6
  and international trade 274
  technical efficiency 155
technology
  impact on music industry 326–9
  and publishing 405–6
  television, and player relationships 460–61
  see also digitalization; Internet
television 102–13, 458–64
  impact on film production 307
  and performing arts income 98–9
term of copyright 140–41
theatre
  funding 336–7
  participation 363
theoretical tradition, media economics 301–2
third-world culture 16–17
Thomas, B. 229
Thompson, E.C. 229
Throsby, D. 71, 157, 204, 256, 258, 334,
  336, 349, 408, 409, 437, 438
total factor productivity 154
tourism, cultural 187–92
Towse, R. 73, 435
trade diversion, record industry 325–6
trade, international 269–74
transaction costs
  and artists’ rights 76–7
  and arts funding 67
Trebilcock, M. 78
tribal culture 16
trust, and non-profit organisations 332–3
Tversky, A. 120
uncompensated poverty 441–2
unconstitutional conditions, and
  artists’ rights 79
unions 73
unique art, trade in 271, 272
unit costs, performing arts 93–5
universality of cultures 426–7
urban development, role of arts 12
Urrutia, D. 210
USA
  art 17–18
  art dealers 194–5
  mass media income for performing
    arts 98–9
  tax policy and gifts 337–8, 451, 452,
    454–5
Useem, M. 150

Ruth Towse · 9781781008003
Downloaded from PubFactory at 09/15/2023 05:35:08PM
via free access
value, cultural 425–8, 465–8
value-added tax concessions, Europe 455–6
Veblen, T. 470
veil of ignorance, and copyright 138
video recording 460–61
Vilar, A.W. 250
Virginia school and lobbying 380
visitors, museums 316–17
see also demand
Visual Artists’ Scheme, Netherlands 440–41
visual arts 470–74
Vogel, H.L. 309
voice quality, and superstardom 433–4
Volpe, J. 350, 351
volunteers, museums 317

Waldron, J. 77
Walls, W.D. 118, 204, 309, 311
Walras 476–7
Wealth of Nations, The 20, 72
wealth
and arts participation 359
bias, cultural statistics 179–82
Weber, M. 420–21
Weber, R.J. 35
Weil, S. 451
Weinstein, M. 308
welfare analysis and public funding of arts 20–23
welfare economics 7–9, 20–30, 476–81
ballet 89
of broadcasting regulation 105–10
West, E.G. 208, 333
Western culture 17–18
Wet Inkomensvoorziening Kunstenaars 441
Whitney Museum 147–8
Whitt, J.A. 148
willingness-to-accept (WTA) 120
willingness-to-pay (WTP) 120–23, 126–7
Willis, K.G. 127
Withers, G.A. 74, 209
work-for-hire 140
working patterns, artists 70–71
World Culture Reports 177–8
WTA (willingness-to-accept) 120
WTP (willingness-to-pay) 120–23, 126–7
Wyatt, J. 311
zero pricing 24