Appendix

Figure A.1: Digital TV channels by genre

Figure A.2: Google Trends: Ramsay vs Beckham
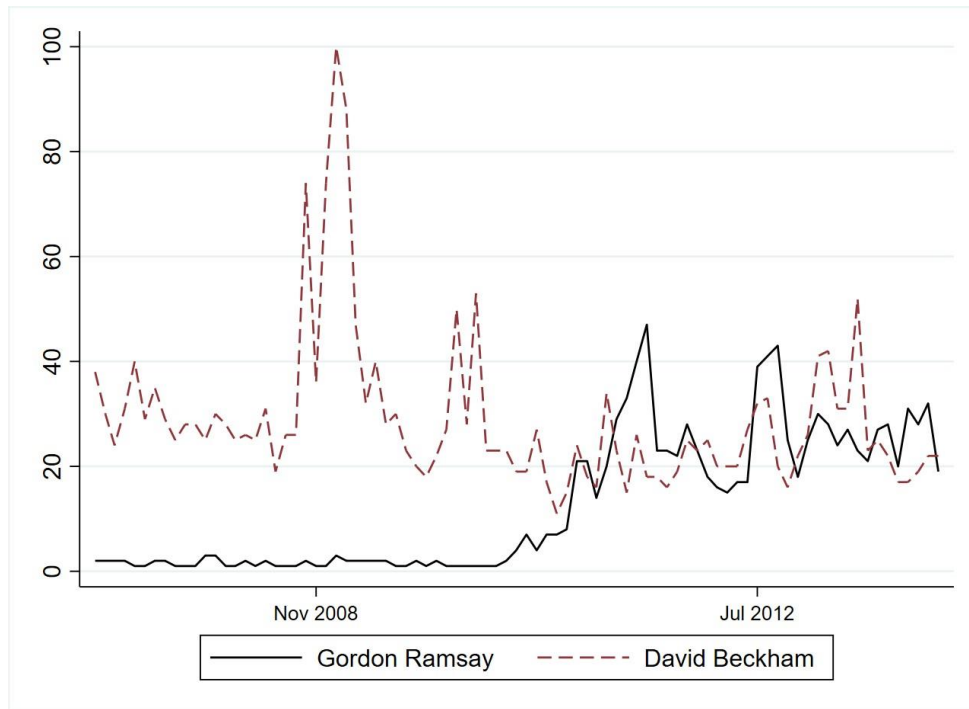
Notes: Google Trends for "Gordon Ramsay" and "David Beckham" in Italy, 2006–2014. Own elaboration on Google Trends data.
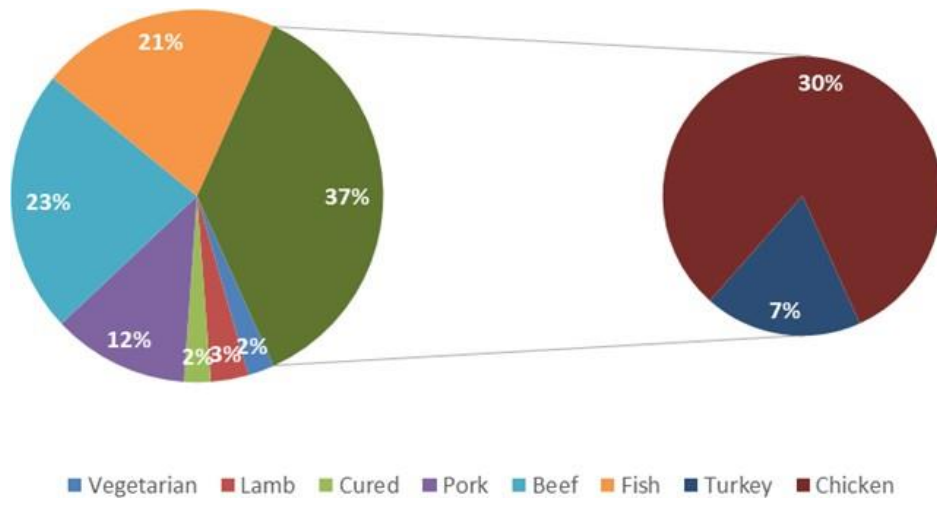
Figure A.3: Main ingredient in TV recipes

Notes: Main ingredient used in food TV recipes.

Figure A.4: DiD estimates: fresh *vs* processed food
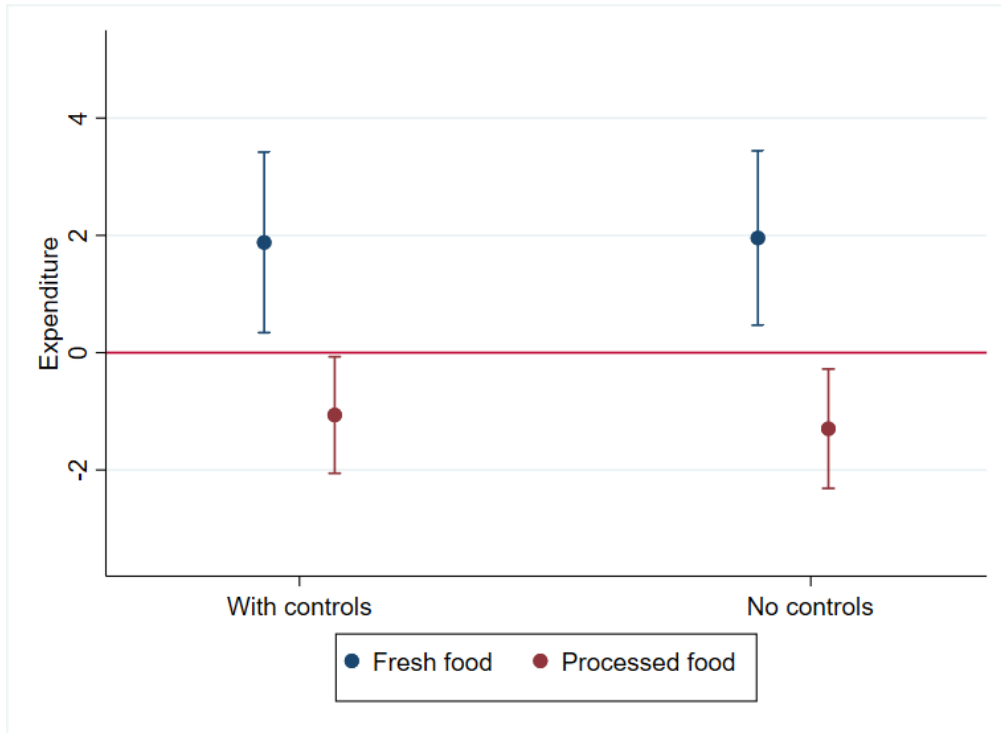
Notes: The figure shows the estimates of β from Equation (1) for fresh and processed food. Control variables: household size, education of the HH, total expenditure, home ownership, car ownership, and number of rooms. Standard errors are clustered at the level of the region. The confidence intervals are at the 95% level

Figure A.5: DiD estimates: Effect of exposure to food TV shows on consumption
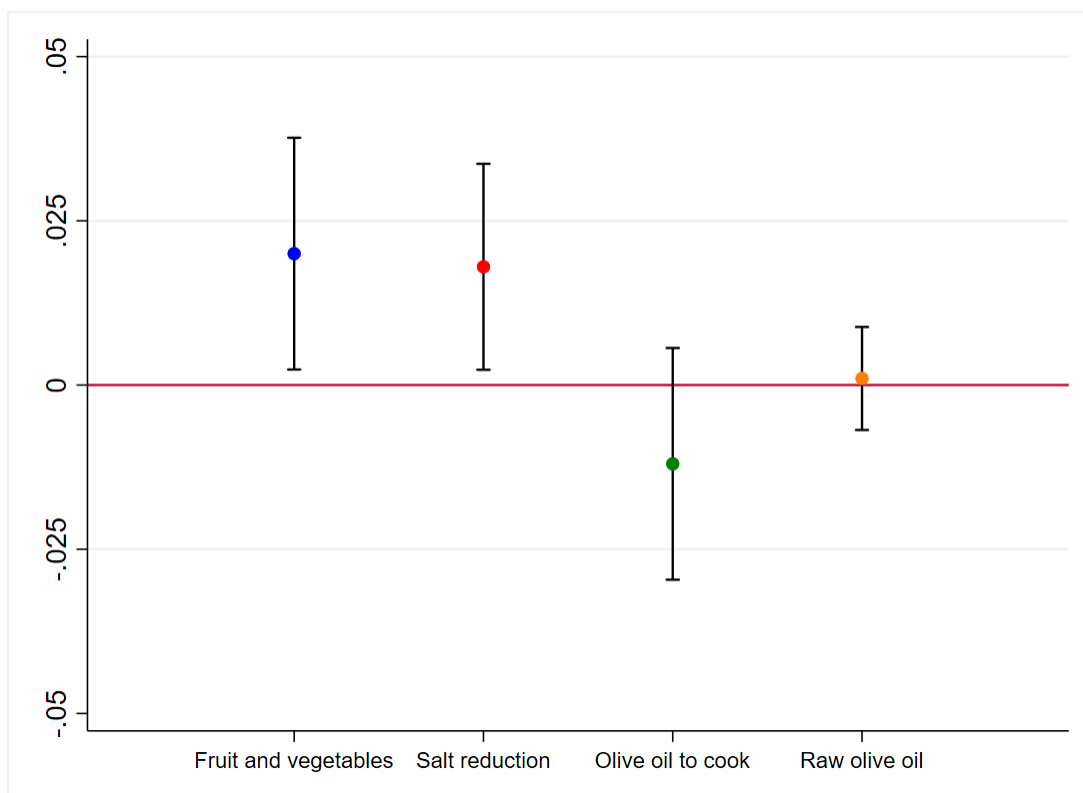
Notes: The figure displays the parameter estimates of β from Equation (2). Control variables: age, gender, education, family size, education of HH, and dummies for family type (marriage, cohabitation, single female head, single male head). Standard errors clustered at the level of the region. The confidence intervals are at the 95% level.

Data source: Italian Multipurpose Survey.

Figure A.6: Event study with alternative estimators
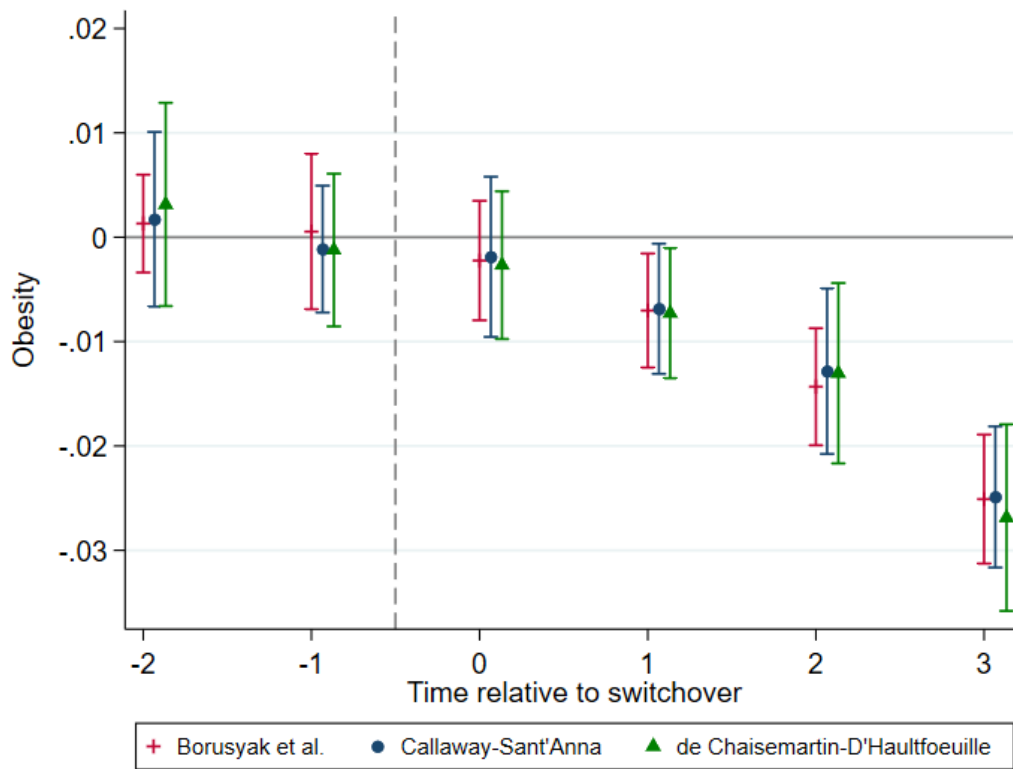
Notes: The graph plots the coefficients obtained from a regression of the probability of being obese on a set of dummies each year before and after the digital switchover by using estimators from Borusyak et al. (2021), Callaway and Sant'Anna (2021) and De Chaisemartin and d'Haultfoeuille (2020), respectively. The regression controls for age, gender, education, family size, family type, and region and time fixed effects. The Y-axis shows the estimated coefficients and the X-axis shows the timings relative to the digital switchover. The confidence intervals are at 95%.

Figure A.7: Randomization test
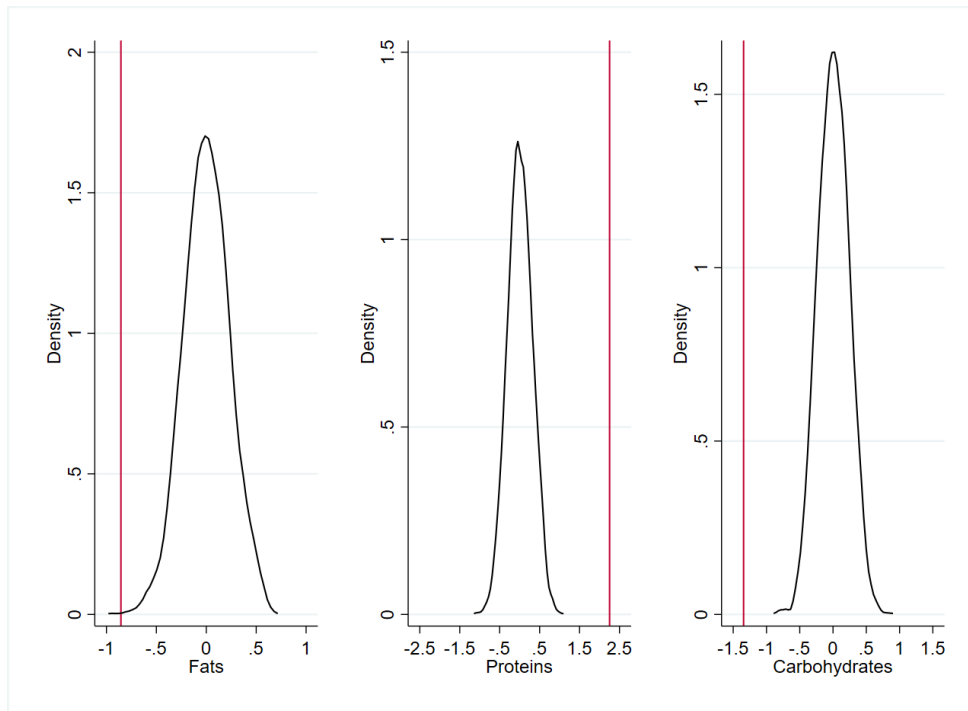
Notes: Density distributions of the placebo estimates based on 5,000 permutations.

Table A1. Balancing test: early *vs* late switchers

	Early switchover	Late switchover	Mean difference	p-value
Unemployment rate	0.067	0.063	0.004	0.841
Employment rate	0.754	0.757	-0.002	0.946
Disposable income p.c.	17882	17663	219	0.916
Internet access	0.442	0.423	0.019	0.561
Broadband coverage	0.243	0.227	0.016	0.531
Overweight rate	0.445	0.459	-0.015	0.554
BMI	24.92	24.94	-0.02	0.542
Food exp.	480.18	484.35	-4.17	0.875
Proteins exp.	113.35	116.78	-3.43	0.859
Carbohydrates exp.	152.22	145.30	6.91	0.106
Fats exp.	98.18	102.17	-3.99	0.530

Notes: Means for various indicators for two groups of regions: early and late switchers. Last column reports the p-values for the test of the difference between means in the two groups.

Table A2. DiD Estimates: Effect of exposure to food TV shows on alcohol and tobacco expenditure

	(1) Tobacco	(2) Wine + Beer	(3) Wine + Beer + Liqueur
DSO x Exposure	-1.230*	0.107	0.906
	(0.628)	(0.619)	(0.672)
DSO	3.248**	-0.089	-0.881
	(1.427)	(1.422)	(1.612)
Controls	Yes	Yes	Yes
Region FE	Yes	Yes	Yes
Month FE	Yes	Yes	Yes
Year FE	Yes	Yes	Yes
N	145,885	145,885	145,885

Notes: The table reports parameter estimates from Equation (2). The dependent variables are expenditures on tobacco, wine, beer, and liqueur. DSO is an indicator that takes the value 1 if the region had a digital switchover at time t, 0 otherwise. Exposure is a measure of the average monthly minutes of (new) food-related TV content. Control variables: household size, education of the HH, total expenditure, home ownership, car ownership, and number of rooms. Standard errors clustered at the regional level in parentheses; ***, **, and * indicate significance at the 1%, 5%, and 10% levels, respectively. Data source: Italian Household Budget Survey.

Table A3. Falsification test using seemingly unrelated outcomes

	(1)	(2)	(3)	(4)	(5)	(6)	(5)	(6)
	Transport	Transport	Furniture	Furniture	Jewelry	Jewelry	Sport equipment	Sport equipment
DSO	0.001 (0.004)	0.017 (0.011)	0.985 (5.006)	10.38 (6.827)	0.615 (0.620)	2.053 (1.433)	0.398 (0.283)	0.501 (0.819)
DSO x Exposure		−0.009 (0.006)		−5.227 (6.827)		−0.800 (0.638)		−0.057 (0.392)
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Region FE	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Month FE	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Year FE	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
N	145,885	145,885	145,885	145,885	145,885	145,885	145,885	145,885

Note: The table reports a falsification test by estimating Equation (2) on a series of seemingly unrelated outcomes, including expenditures on transport, furniture, jewelry, and sports equipment. DSO is an indicator that takes the value 1 if the region had a digital switchover at time t, 0 otherwise. Exposure is a measure of the average monthly minutes of (new) food-related TV content. Control variables: household size, education of the HH, total expenditure, home ownership, car ownership, and number of rooms. Standard errors clustered at the regional level in parentheses; ***, **, and * indicate significance at the 1%, 5%, and 10% levels, respectively. Data source: Italian Household Budget Survey.

	(1) Fats	(2) Proteins	(3) Carbohydrates	(4) BMI
p-values clustered s.e.	0.041**	0.017**	0.019**	0.017**
p-values wild cluster bootstrap (2,000 replications)	0.047**	0.019**	0.022**	0.028**
N	145,885	145,885	145,885	206,971

Notes: The table compares p-values obtained by clustering standard errors at the regional level and wild cluster bootstrapping (2,000 repetitions).

Table A5. DiD estimates: Effect on food prices

	(1) Food CPI	(2) Food CPI
DSO	-0.001	0.004
	(0.002)	(0.006)
DSO*Exposure		-0.002
		(0.003)
N	1,680	1,680

Notes: The table reports parameter estimates of Equation (1) and Equation (2) on the consumer food price index in logarithmic scale. Standard errors clustered at the regional level in parentheses.

Table A6. DiD estimates: Effect on deflated macronutrient expenditure

	(1)	(2)	(3)
	Def. Fats	Def. Proteins	Def. Carbohydrates
DSO x Exp.	−1.419**	2.001**	−1.463**
	(0.622)	(0.706)	(0.607)
DSO	1.952*	−1.919	1.705
	(1.029)	(1.466)	(1.185)
Dep. Var. Mean	74.7	87.6	100.6
% of Mean	−1.9%	2.2%	1,5%
Controls	Yes	Yes	Yes
Region FE	Yes	Yes	Yes
Month FE	Yes	Yes	Yes
Year FE	Yes	Yes	Yes
N	145,885	145,885	145,885

Notes: The table shows the parameter estimates from Equation (2). The dependent variables are deflated expenditure on fats, proteins, and carbohydrates. DSO is an indicator that takes the value 1 if the region had a digital switchover at time t, 0 otherwise. Exposure is a measure of the average monthly minutes of (new) food-related TV content. Control variables: household size, education of the HH, total expenditure, home ownership, car ownership, and number of rooms. Standard errors clustered at the regional level in parentheses; ***, **, and * indicate significance at the 1%, 5%, and 10% levels, respectively. Data source: Italian Household Budget Survey.