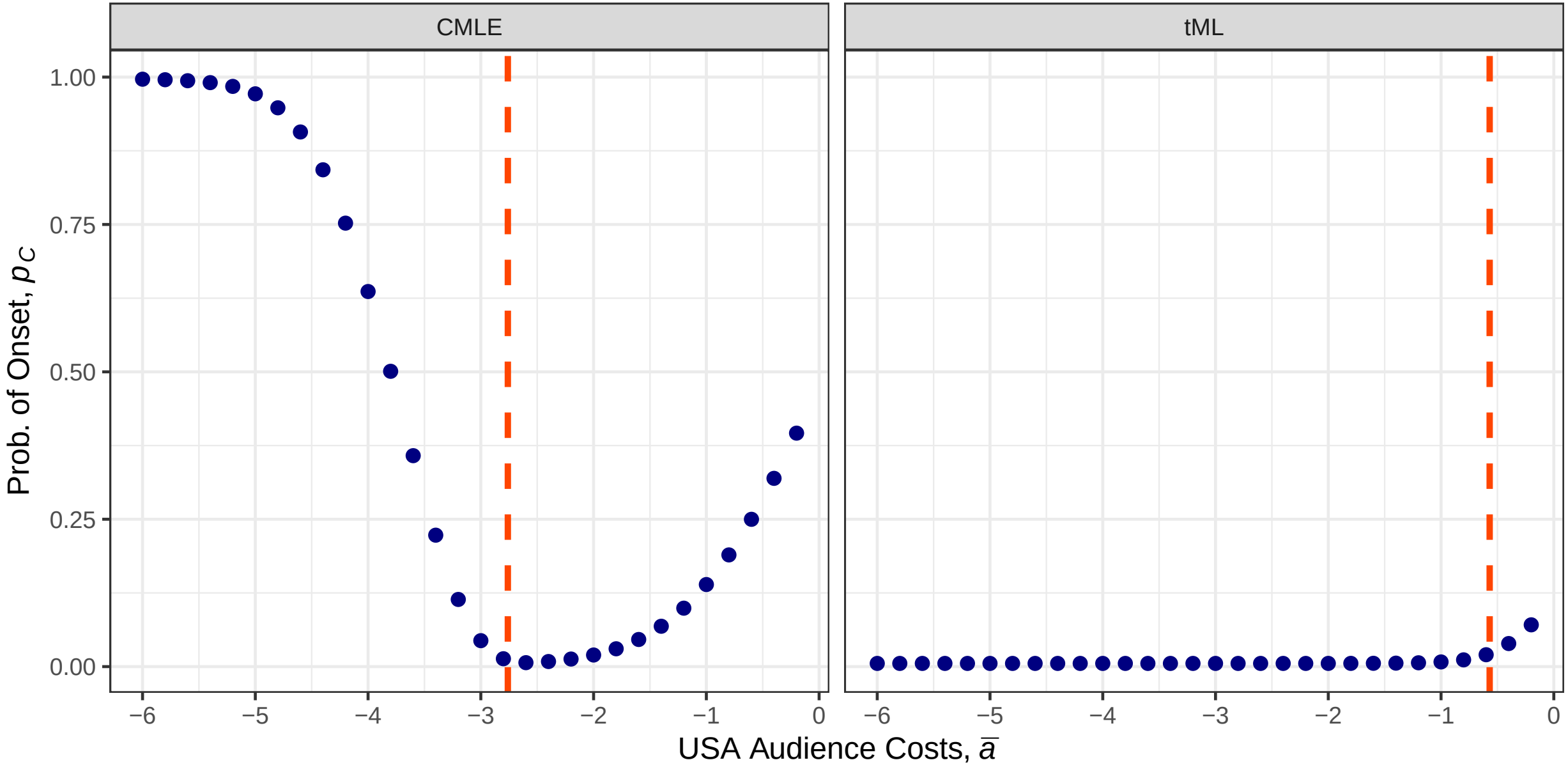
CMLE
tML
1.00
0.75
0.50
0.25
0.00
Prob. of Onset, $p_C$
−6
−5
−4
−3
−2
−1
0
USA Audience Costs, $\bar{a}$