

Table 4

Ratios of innovator's PDV of sales  
 under between-product and/or within-product competition  
 to the PDV of his sales under neither type of competition

	R = 3% θ = 50%	R = 3% θ = 75%	R = 5% θ = 50%	R = 5% θ = 75%	R = 7% θ = 50%	R = 7% θ = 75%
<u>Type of competition</u>						
Between-product only	77%	77%	80%	80%	83%	83%
Within-product only	77%	89%	80%	90%	82%	91%
Between- and within-product	62%	69%	66%	73%	70%	77%

θ = the innovator's market share after generic entry has occurred.