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Methods to study economic aspects of copyright

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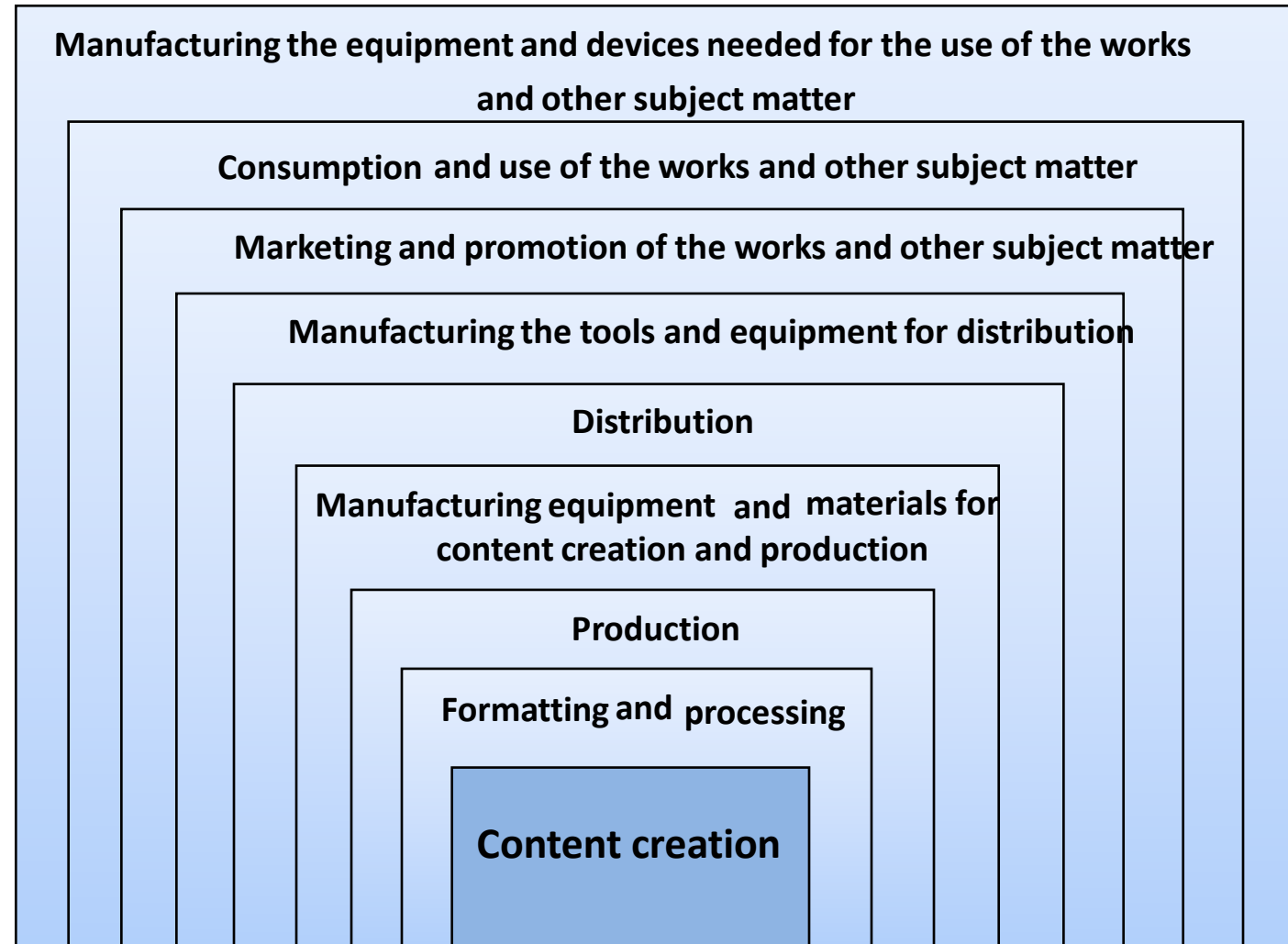
Value of Copyright

- Single subject matter or portfolio
 - Cost based: cost of (re-)producing the asset
 - Market based: asset's market price
 - Income based: money the asset is able to generate in the future
- Capital value of copyright assets in one economy/nation
 - Value of future revenue streams

Macroeconomic views

- Revenue streams of industries
 - Streams from the copyright industries
- Value chain analysis
 - Value created in different phases of the process (creation, distribution, production)
- Economic impact or contribution of copyright-based industries
 - Volume, value-added, employment
 - Statistical analysis; core copyright industries, interdependent copyright industries, partial copyright industries and non-dedicated support industries

Layers of economic activities related to the production, packaging and distribution of material protected by copyright and related rights



Future challenges

To adapt the models:

- Changing use
- New business models
- Income logic changing
- Open licensing revenue models
- New industries exploiting copyright

And to truly explore copyright's impact in value creation in different industries!

Some publications

- **Assessing the Operation of Copyright and Related Rights Systems: Methodology Framework.** Kautio, T. - Lefever, N. - Määttä, M. 2016. Cupore publications 26 / Cupore webpublications 37. <http://www.cupore.fi/en/>
- **Assessing the Operation of Copyright and Related Rights Systems: Toolkit of Questionnaires for Interviews, Focus Group Studies and Surveys.** Kautio, T. - Lefever, N. - Määttä, M 2016. Cupore publications 27 / Cupore webpublications 38. <http://www.cupore.fi/en/>
- **Economic Contribution of Copyright-Based Industries in Finland 2009 – 2012.** Grönlund, M. - Pönni, V.- Toivonen T.E. - Sinervo, P. (2014) The Finnish Copyright Society and The Finnish Copyright Institute, Publications No 32 (2014)
- **The Capital Value of Copyright Assets in Finland.** Sinervo P. - Toivonen T.E. 2012. *Cupore webpublications 11.*
- **Direct Copyright Revenue Streams in Creative Industries in Finland.** Koskinen-Olsson T. (2010).) The Finnish Copyright Society and The Finnish Copyright Institute, Publications No 30 (2010)