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Discussion:

The Effect of Graduated Response Anti Piracy Law on
Music Sales: Evidence from an Event Study in France

JooHee Oh

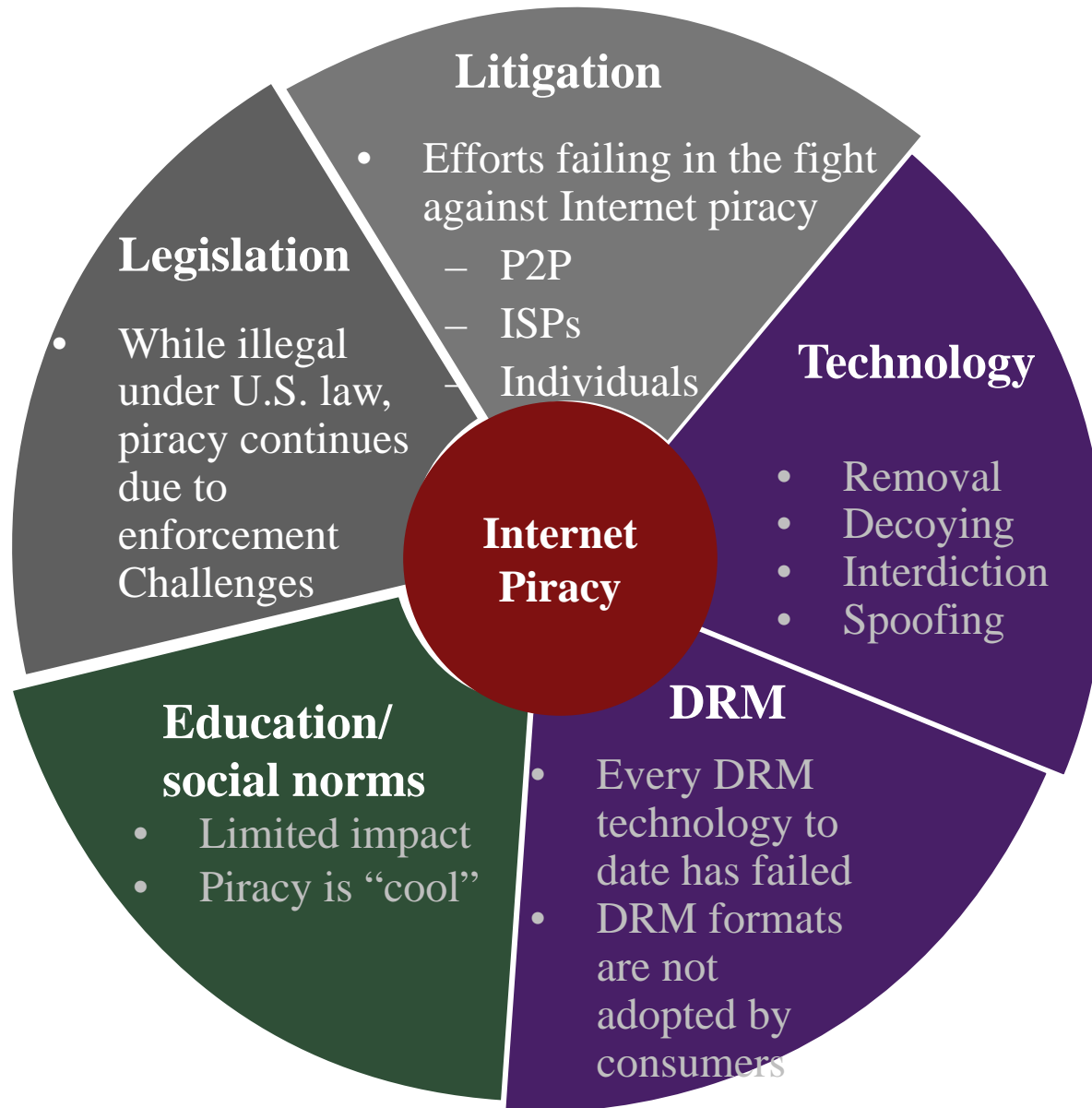
Postdoc, MIT Sloan

& MIT Center for Digital Business

Overview

- One of the rare important papers that evaluates the effectiveness of anti-piracy policy, HADOPI
- Interesting analysis: Analyzes how the HADOPI, graduated response law in France affected music sales on the iTunes
- Results: Increased consumer awareness of HADOPI increased iTunes music sales by 22-25% relative to changes in the control group

Digital Contents Protection



Graduated Response: HADOPI

- Graduated response is not a new enforcement mechanism (e.g.) University campuses CopySense today Audible Magic, ISP warn and sanction Internet subscribers (Meyer, 2012)
- Adoption of legislation endorsing graduated response is a fairly recent phenomenon.

Taiwan (July 2009)

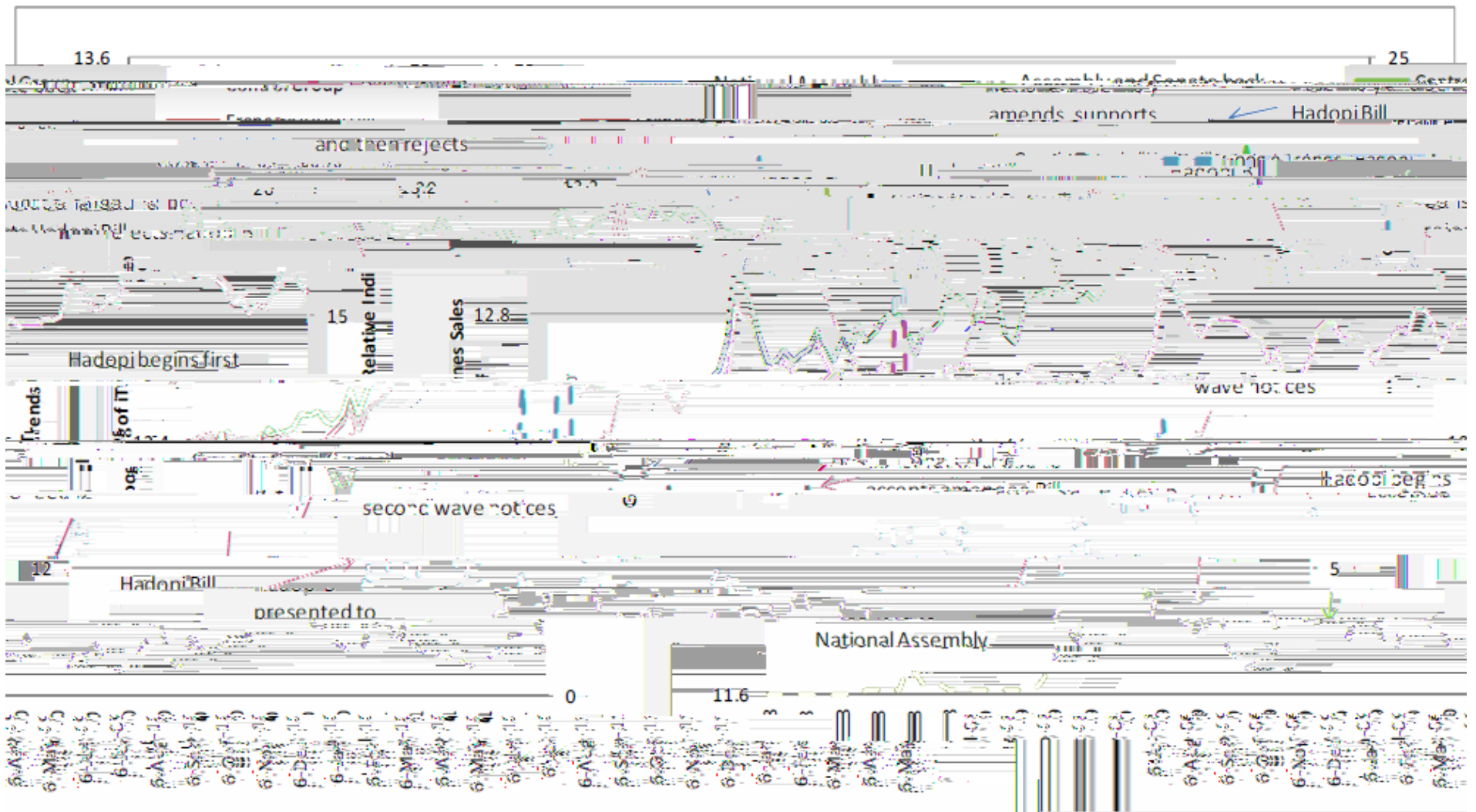
South Korea (Korean Copyright Act, July 2009)

France (HADOPI law, Oct. 2009)

United Kingdom (Digital Economy Act, June 2010)

New Zealand (Copyright Amendment Act, April, 2011)

iTunesSingle



iTunes Album Unit Sales



Somethoughts/Suggestions

- GoogleTrendsmaynot well representHADOPI awarenessor effectiveness
- Relationshipto the online “piracy” trends: Demand vs. supply
- Controlgroup: Comparisonwith U.K.vs. Others
- Effectof the new adoptionof new iPhone3Gand