



**Asia-Pacific  
Economic Cooperation**

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# **The Digital Economy: Measurement, Regulation and Inclusion**

Submitted by: PECC



**Workshop on the Digital Economy:  
Measurement, Regulation and Inclusion  
Santiago, Chile  
6 March 2019**

# **The Digital Economy: Measurement, Regulation and Inclusion**

**APEC Economic Committee**  
***Wednesday 6 March 2019***

**Eduardo Pedrosa**  
**Secretary General**



# Do we have it right?





1200

1350

1351

1352

- Would you prefer to keep access to search engines or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000

# Email

- Would you prefer to keep access to email or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000

- Would you prefer to keep access to online videos or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000

- Would you prefer to keep access to social media or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000



- Would you prefer to keep access to e-commerce platforms or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000

- Would you prefer to keep access to messaging services or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000

- Would you prefer to keep access to music streaming services or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000

- Would you prefer to keep access to digital maps or go without access for a month and get paid:
  - a) US\$10
  - b) US\$20
  - c) US\$40
  - d) US\$80
  - e) US\$100
  - f) US\$1000

# What's it worth to a consumer?

**Table 2. Median Annual Consumer Surplus from Free Digital Goods, Internet Users in the United States in 2016**  
 (U.S. dollars)

Digital Product	
Search engines	?
E-mail	
Digital maps	
Online videos	
E-commerce	
Social media	
Messaging	
Music	
<b>TOTAL</b>	
<i>Memo: Household disposable income per capita in U.S.</i>	
Source: Brynjolfsson, Eggers, and Gannamaneni, 2017.	