The Digital Economy: Measurement, Regulation and Inclusion

Submitted by: PECC
Do we have it right?
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
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
Online videos

- 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
Social media

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
E-commerce

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
Messaging

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
Music Streaming

• 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)

<table>
<thead>
<tr>
<th>Digital Product</th>
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<tbody>
<tr>
<td>Search engines</td>
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<td>E-mail</td>
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<td>Music</td>
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<tr>
<td><strong>TOTAL</strong></td>
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*Memo: Household disposable income per capita in U.S.*