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**THE VALUE OF ONLINE LICENSES OF COPYRIGHT WORKS<sup>4</sup>**

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It is difficult to enforce exclusive rights in the ‘digital realm’. An alternative are compensation systems (CS) for online uses of copyright works. As with levies on copying technology, the basic idea is not to establish exclusive rights but to compensate creators and those investing in creativity for uses of copyright works. This paper tries to establish empirically whether a CS would provide a social welfare gain.

We estimate end-users’ willingness to pay for a license to use copyright works online, covering recorded music, film and/or text. The data was produced in a discrete choice experiment with a representative sample of the Dutch adult population of over 4,500 respondents. The data has been collected in the fall of 2013 and data analysis will begin this winter. The conjoint survey provides indications of end-users’ willingness to pay for online licenses with a number of different attributes regarding the types of uses, the types repertoires, mandatory of voluntary participation, flexible versus fixed prices, usage monitoring and accompanying enforcement measures. Based on this data, we estimate the probable welfare effects of a CS for online use of copyright works and draw conclusions for copyright policy.

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