Conceptual Approaches to the Investment Analysis of Digital Copyright Assets Portfolios*

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Abstract

The aim of this work is to study the properties of digital copyright assets portfolios. In the literature, analogies in the economic parameters of patents (industrial property assets) and copyright assets have been described for a long time. Therefore, the research methodology of this work is based on a comparative analysis of the concepts that have formed in the academic environment in relation to the concept of "patent portfolio" and new ideas about portfolios of other intellectual assets. In particular, the authors are engaged in research on portfolios of digital images. As a result, the analysis carried out allows not only to confirm or refute the conclusions made earlier about analogies and differences, but also to find approaches and sources for building a portfolio theory of digital copyright assets.

Keywords: digital copyright asset, financial intermediation, investment, portfolio theory.

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