論文要旨説明書

報告論文のタイトル：Is copyright an incentive to create a good anime?

報告者・共著者（大学院生は所属機関の後に（院生）と記入してください。）

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論文要旨（800 字から 1200 字、英文の場合は 300 から 450 語）

In theory, copyright promotes creativity by giving creators a monetary incentive. However, empirically verifying this causal effect of copyright on creativity is challenging. Copyright automatically attaches to the authors of works that fall in the scope of the law. Therefore, it is hard to find counterfactual situations for testing the impact of copyright on creators by comparing the outcomes with and without copyright. There has been only indirect evidence of the incentive role of copyright.

This paper explores such a counterfactual situation to test the effect of copyright on the quality of artistic works for the case of Japanese TV animation or anime. By Article 29 of Copyright Law of Japan, an anime studio, the creator of an anime work, can be a copyright holder only if it participates as a member of the producers called the production committee. Otherwise, the studio does not possess the copyright and only receives the fixed payment from the producers as the contractor. There are many anime works that their creators, anime studios, do not possess the copyright. Therefore, a counterfactual analysis is possible that examines the change in the quality of an anime work if the studio not holding copyright had ever chosen to be the right holder.

For the first part of the analysis, a simple economic model is proposed to examine the relationship between copyright and a studio's creativity. In the model, the quality of an anime work created by a studio is compared under two types of a studio's attitude on creativity and two compensation regimes for the production: copyright and fixed payment. The model shows that copyright can be an incentive to create a higher quality work if the fixed payment is sufficiently low, and a studio weighing more on creativity rather than profit tends to choose copyright to produce a higher quality work.

For the empirical part, the quality of an anime is measured by the viewers' reviews posted on Anime News Network, an anime industry news website, which claims to be the leading English-language source for news and information about anime and manga on the Internet. By using the quality measure of each anime as the output, the average treatment effect is estimated, where the treatment is whether a studio has the copyright of its work or not. The result shows that, on average, anime works whose studios have the copyright are more highly rated and popular compared to the works whose studios do not have the copyright. Since the result can be seen as the causal effect, it implies that copyright is an incentive for a studio to create a higher quality anime.