

15.575 Assignment

Feb 12. Pricing Information

Two-Page Assignment:

Please write a two page memo addressing the question below. My strong preference is that you do NOT use attachments. Instead, the memo should be in the body of the email itself. The length is a maximum of 500 words – be concise. Please email the memo to me no later than 11:59pm on Wednesday, February 18 (the day BEFORE class).

Question: Drawing on one or more of the readings for today's class, please predict (or recommend) how you expect certain digital information goods to be priced in 10 years. You will have the best success if you use a specific example of an information good (e.g. music, news, novels, movies, software, etc.) and describe not only how it will be priced, but precisely why.