

Advisor's Report on Dissertation Thesis

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Title of the Thesis:	Economic History of Authors' Rights and Creative Industries in Czechoslovakia
Type of Defense:	DEFENSE
Date of Pre-Defense	May 13, 2020

Address the following questions in your report, please:

a) Can you recognize an original contribution of the author?

In my view, the thesis contribution can be recognised as original.

The primary aim of her thesis is the history and economics of authors' rights in the cultural sphere and the economic-political implications of it in creative industries in Czechoslovakia.

The first chapter focuses on the economics of authors' rights and analyses how it affects the transactions between creators, users and final consumers of works. It identifies methodological gaps of established economics of authors' rights and points out that economics based on methodological individualism has not sufficient range of tools to prove efficiency or inefficiency of the authors' rights system. In this chapter, the author corrects three methodological errors of the economic theory of authors' rights:

(1) Author's piece of work is a public good, and marginal costs for any additional copy are close to zero. (2) Authors' rights enable authors to set the price above the marginal cost and thus gaining revenue for recovering the cost of creation. (3) Protection of authors' rights can be aggregated into one index, and their duration is a representative measure of the strength of the protection. At the same time, Hanka develops a new framework for the economics of authors' rights when she complements the existing paradigm of economic theory by a holistic

view that respects the complexity of economic processes associated with the creation and dissemination of works. Without a doubt, the analysis is original in the international measure. The second chapter focuses on the history of the authors' rights in interwar Czechoslovakia. It is a historical piece of work based on the analysis of primary sources and the then literature. The chapter analyses the nature of lobbyism as a part of the relations between the political and economic elites in interwar Czechoslovakia. Following the new institutional economics, the chapter analyses whether the authors' rights system is the consequence of the influence of interest groups, and answers the questions (1) by whom or by what factors drove the development of the authors' rights system in interwar Czechoslovakia. And (2) what were the conditions and institutional framework for action of interest groups. Using the historical methods, the analysis reveals (1) the close mutual connections among individual actors and state; (2) the strategies both groups used in influencing the legal and institutional environment of authors' rights; (3) the argumentation of the interest groups.

Without doubt, the study is original in the framework of the Czechoslovak historiography, and Hanka's findings can be applied to the historical analysis of the other spheres of the public life in the then Czechoslovakia.

During her research, Hanka decided to move partially from application in popular music towards movie industries after she accepted my invitation to participate in the project on the economic history of the Czechoslovak film industry. So thus, in the third part of her thesis, two types of case studies are presented. One focused on the cultural policies of interwar Czechoslovakia - on the volatility of the creative industries, and the second focused on the Czechoslovak film industry - on the efficiency of state subsidies in the Czechoslovak film industry.

b) Is the thesis based on relevant references?

Hanka demonstrates the deep familiarity with the relevant literature of the discipline. Majority of the literature overview in her thesis is focused on the almost one hundred years long discussion on the economics of authors' rights while summarising its main developments in five areas: (1) the mechanism how copyright protection affects the creation of works; (2)

the ideal setting of copyright system; (3) the effects of file sharing on the production of artistic works and modelling optimal pricing strategy for authors; (4) the economic effects of copyright; (5) the role of collective management organisations.

c) Is the thesis defensible at your home institution or another respected institution where you gave lectures?

I believe that Hanka's PhD thesis is defensible (in comparison with thesis at the Faculty of Arts at the Charles University, the University of Economics in Prague, Masaryk University in Brno and Comenius University in Bratislava).

In her thesis, Hanka demonstrates the comprehensive understanding of key facts as well as the ability to formulate her own ideas in analysis and to provide a critical judgment of the researched phenomenon. She did apply the theoretical consideration and historical descriptive analysis as well as economic methodological tools. Her thesis is also very well written, highly structured and focused.

Hana Moravcová's thesis is defensible not only because it achieves all the expected targets but also because of both the quality of her thesis and Hanka's performance during her Ph.D study achieved the same high quality.

d) Do the results of the thesis allow their publication in a respected economic journal?

The first and second chapter has already been published by the leading Czech journal for economic analysis, *Politická ekonomie* and by the journal *Hospodářské dějiny*. As the co-author, Hanka also published two studies on the film industry. Jointly with Antonie Doležalová the study *Czechoslovak Film Industry on the Way from Private Business to Public Good (1918-1945)* in *Business History* that is one of the most influential journal in the field in the world; and jointly with Antonie Doležalová and Tereza Dvořáková the study *History of the Czechoslovak/Czech Movie in the mirror of its economic data* in the Czech journal *Iluminace*.

e) Are there any additional major comments on what should be improved?

I have no further comments or recommendations. During Hanka's PhD study, we were discussing the issue regularly. Every chapter of her thesis and articles she published is an outcome of our mutual discussions that did imprint themselves to the final version of her writings.

In her attempt to fulfil the opponents' recommendations and requirements, she specified in-depth the historical context of the issue without undermining the economic aspects of her thesis. She also further explains her concept of authors rights` and econometrics tools used in the third chapter of her thesis.

f) What is your overall assessment of the thesis? (a) I recommend the thesis for defense without substantial changes, (b) the thesis can be defended after revision indicated in my comments, (c) not-defendable in this form.

To conclude, I want to say that it was my pleasure to be the Hanka's supervisor and to keep an eye on her scientific endeavour, to help her to make her thoughts more precise, to formulate statements and test hypothesis, and to collaborate with her.

I recommend the thesis for defence without substantial changes (a).

(Note: The report should be at least 2 pages long.)

Date:	14.09.2020
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