



## WHAT ARE "DIGITAL ASSETS"?

Digital assets include photos and videos to music, whether on devices or in the cloud, as well as email accounts, social networking accounts, internet domain names, blogs, online gaming items, client lists and other electronic files. According to a market research survey conducted by McAfee in 2011, "people placed an average value of \$37,438 on the digital assets they owned at the time." However, in its 2023 article, McAfee noted that "with the growth of streaming services, digital currency, cloud storage, and more in the past decade, that figure feels conservative."