

# 中国数字音乐新模式中的版权管理问题

## Copyright Management in the New Mode of Digital Music in China

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# 中国的网络版权产业正走在快车道上

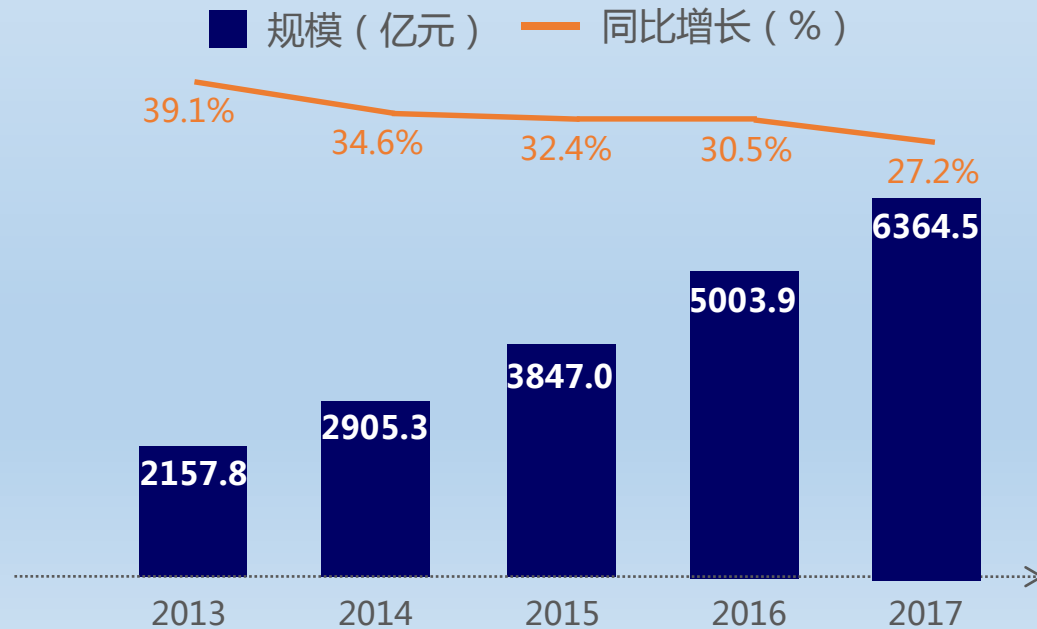
China's Internet copyright Industry is on the Fast track

**2017年中国网络版权产业市场规模6364亿，同比增长27.2%**

In 2017, the market size of China's Internet copyright industry was 636.4 billion, Year-on-year growth of 27.2%

## 2013-2017年中国网络版权产业市场规模

Market size of China's Internet copyright Industry from 2013 to 2017



# 中国网络版权产业发展的四个趋势

## Four Trends in the Development of China's Internet copyright Industry

- 内容原创力正在稳步提升，精品内容是产业发展的保障

The original creativity is steadily improving, and the quality content is the guarantee of the development of the industry

- 社会化创作呈现出巨大活力，直播、短视频为典型代表

• Social creation shows great vitality, with live broadcast and short video as typical examples.

- 用户付费意愿显著提升

• Significant increase in user willingness to pay

- 广告形态不断创新

• Continuous Innovation of Advertising form

# 用户付费意愿增强

Significant increase in user willingness to pay

- 用户付费市场规模为3184亿， 占总市场规模50%
- Customers pay for 318.4 billion of the market, accounting for 50% of the total market.
- 视频付费用户快速增长： 腾讯视频8200万； 爱奇艺8070万
- Rapid growth in paid video users: Tencent Video 82 million; QIY 80.7 million.
- 直播用户付费快速增长： 30%用户进行付费打赏（艾瑞数据）
- Rapid growth in Live pay: 30% pay-per-view (iResearch).
- 网络文学付费用户： 1070万（阅文集团为例）
- Paid users of online Literature: 10.7 million (China Literature for example).
- 音乐付费潜力巨大： 在线音乐用户付费率3.6%（2018年3季度）
- Great potential for music payments: 3.6% for online music users (Q3 2018 TME)

# 作品多元化利用是推动产业发展的重要引擎

The Diversified Utilization of works is an important engine to promote the Development of Industry

- 直播 Live broadcast
- 短视频 Short video
- 在线K歌 Online Singing

Paid subscription

Digital album

Virtual Gift

value-added member



# 平台能最大化释放版权价值

The platform maximizes the value of copyright

好产品 good product

连接器 connector

资源匹配 resource matching

大物云移 Big data/ IoT /Cloud  
Computing/ Mobile Internet

基础性资源 basic resources

利益分配 benefit distribution



# 版权管理平台支撑数字内容产业发展

Copyright Management platform supports the Development of Network copyright Industry





# 打造好的版权管理产品，助力音乐产业发展

Creating good Rights Management products to promote the Development of Music Industry

最终目标：版权价值最大化实现

Ultimate goal: maximization of copyright value



以平台作为版权管理顶层设计的抓手

Take the platform as the grasp of the top-level design of copyright management

# THANKS !

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