

数字时代内容服务平台的 机遇与挑战

*Opportunities and Challenges of
Content Service Platforms in the
Digital Era*

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阅文集团是一家以数字阅读为基础，IP培育与开发为核心的综合性文化产业集团，拥有强大的创作者阵营和丰富的作品储备，覆盖200多种品类，触达了数亿用户。

截至2022年底，阅文获得登记版权已经超过2000项，推动大批好故事走进千家万户。

China Literature Limited is a comprehensive cultural group focusing on digital reading and IP development. It has a great network of creators and a rich reserve of works, covering more than 200 categories and reaching hundreds of millions of users.

By the end of 2022, China Literature has obtained more than 2,000 registered copyrights, having a large number of great stories to the public.



01 数字技术：为数字内容插上腾飞之翼
Digital technologies enable digital content to fly higher

一、网文IP视觉化升维 *Online literature IP*

得益于数字化技术和IP全版权运营，其已与影视、动漫、有声、游戏、衍生品等几乎所有内容业态融为一体。
Thanks to digital technologies and IP full licensing operation, it has already fully integrated into films, cartoons, audio works, games and other types of derivatives.

约**60%**热播的影视剧、**50%**的
上线动漫由网络文学作品改编而成
*About 60% of popular film &
TVs and 50% of online cartoons
are all adapted from online
literature works.*

网络文学IP有声授权近**10万部**，占IP授
权总数的**80%**以上
*The audio licening of online
literature IPs has already achieved
almost 100,000, accounting 80% of
the total IP licensing.*



IP

小说IP改编为移动游戏的流水连续
三年超过**40%**的增速，位列所有IP
源头之首

*Fiction-based IP adaptations
has contributed more than 40%
of mobile gaming growth for 3
consecutive years, ranking the
top of all IPs*

二、AIGC赋能创作生态 *AIGC enables creative ecology*

阅文妙笔大模型 *China Literature's Miaobi LLM*

国内第一个网文大模型，也是最懂网文、最懂作家的大模型
*The first LLM dedicated to online literature and the
must go-to one for authors and creators*

同时面向作家推出基于大模型的应用产品“作家助手妙笔版”
*LLM based product - authors assistant Miaobi Version
has been launched*

三、升级沉浸式阅读体验

The upgraded immersive reading experience

AIGC的应用将大大提升IP开发的效率和产能

AIGC would greatly improve IP development efficiency and producing capacity

阅文正在全面探索有声、漫画、动画、衍生等开发链条的AI应用

China Literature is intending to apply AI in its full business chain including audios, cartoons, animations, derivatives, etc

漫画 Cartoons

过去单格需要2小时左右的上色环节，已经能缩短到1小时以内

The coloring of a single frame takes about 2hrs in the past, but now it can be done in 1hr

有声 Audios

正结合AI技术改善文字转有声内容的声音质量，并与影视进行IP联动

With AI, the text to audio quality can be further improved and co-develop with film and TVs

用户互动 User interaction

设计AI虚拟角色，用户可以和故事中的角色交流，获得沉浸式体验

Users can interact with AI virtual characters in an immersive way

衍生品 Derivatives

在故事更新阶段就介入，已在一些更新中的头部网文中落地

Some top online literature producers have already started to get involved in story updating stage

四、助推网文扬帆出海

Helps web literatures going global

截至2023年10月

By Oct. 2023

3600部

中国网文翻译作品

*3600 Chinese web works
been translated*

2.2亿

访问用户

220 million users

200多个

国家和地区

*200+ countries
and regions*



WEBNOVEL



02 版权保护：内容平台永恒的课题
*Copyright protection is always the key to
content platforms*

阅文自成立以来高度重视版权保护工作

China Literature puts copyright protection as its core

2022年首次提出将版权保护
升至公司战略高度
In 2022, copyright
protection became our
corporate strategy

200多个

技术策略

200+

Tech strategies

1.5亿次

拦截盗版访问

Stop pirated visiting

for 150mil times

3000多次

反盗版系统迭代

3,000+ times of Anti-

piracy system

upgrading

100多起

民事、刑事案件

100+

Civil and criminal

cases

7万余部

作品维权

70,000+ work

Defending rights

- 精准打击有效盗版线索
62.5万条
- Over 625,000 effective
infringement clues be handle
- 30日内新增用户中由盗版转化而
的用户占比达到40%
- 40% of new users within 30
days are turned from piracy
source
- 作品单章最长防护时长从48小时
升到7天
- The protection duartion for
single chapter of work has
extended from 48hrs to 7
days.



让好故事生生不息

Empower Good Stories