



中国音像著作权集体管理协会  
CHINA AUDIO-VIDEO COPYRIGHT ASSOCIATION

# 数字化重构著作权集体管理业务

Digital reconstruction of copyright collective management business

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### 现状

Now

使用者及权利人等市场主体信息庞杂且不全，确权管理及维权成本高效率低，亟待完善。

Complex information, high cost of rights protection

人工实施许可业务效率低、成本高，且信息不对称带来一定的管理风险。

Low manual efficiency and risk management

难以回收使用数据，转付使用费缺少数据支撑，无法精准分配

Difficult to collect data and allocate it accurately

会员、财务等传统业务工作量极大，海量多头的会员需求及财务数据耗时费力。

Heavy workload of processing financial data

当下我们处于著作权集体管理活动的初级阶段，许多地方都亟待优化升级。

At the initial stage, upgrading is required



### 未来五年

In the next five years

对双边主体实施数字化智能管理，充分满足双边需求，完全实现桥梁纽带功能。

Digitally and intelligently manage both sides

数字化开展许可业务，交易信息公开透明，集体管理活动在阳光下运行。

At the initial stage, upgrading is required

及时回收动态实时数据，转付使用费具有客观依据，做到使用者和会员双方都满意。

Timely collect dynamic data, payment based on evidence

传统管理业务通过数字化优化，数字技术大范围取代人工，实现效率和体验的双重飞跃。

Digital technology replaces labor, improves efficiency

大幅度提升著作权集体管理活动的水平，使我们成为世界一流的著作权集体管理组织。

Significantly improve the level of collective management

### 著作权集体管理业务的数字化智能系统

Digital intelligent system for copyright collective management business

#### 数据中台及八条业务线

Data center and eight business lines

著作权大数据管理平台

Big Data Platform

权利信息管理系统

Rights Information

许可业务管理系统

License Business

使用者信息管理系统

User Information

电子合同签订系统

E-contract Signing

维权诉讼系统

Litigation System

智能财务系统

Intelligent Finance

智能办公系统

Intelligent Office

数据中台

Data center

各业务节点通过人工智能替代传统人工全部实现整体自动化协同

Each business node replaces traditional manual labor with artificial intelligence to achieve overall automation and collaboration



### 数据扫码开机业务

#### Scanning startup service

已经接入24个省、自治区、直辖市，1331家卡拉OK场所、30063间包房、15家VOD企业；累计收费2038万元。

Connected to 24 provinces, autonomous regions and municipalities with 1331 karaoke venues, 30063 private rooms and 15 VOD companies; Accumulated charges: 20.38 million yuan.

### 电子合同系统在线签约

#### Online e-contract signing

传统卡拉OK签约，已实现90%以上在线签约交费，累计签约额11.3亿元。

Traditional karaoke signing has achieved over 90% online signing and payment with a cumulative signing amount of 1.13 billion yuan.

### 维权诉讼系统覆盖

#### Coverage of full process

著作权集体管理组织对侵权场所维权、小权利人商业诉讼等司法案件实现全流程在线管理。

CMO realizes full process online management of judicial cases such as rights protection of infringing places and commercial litigation of no members.

### 权利信息系统建设 Rights Information System

一期工程已经进入测试收尾阶段，计划年底上线。主要功能包括：会员资料管理，歌曲信息上传、审核、规范化、权属信息核对、权利冲突解决、数据导出等功能。

The first phase of the project has entered the final testing stage and is planned to be launched by the end of the year. The main functions include: member information management, song information upload, review, standardization, ownership information verification, rights conflict resolution, data export etc.

### 在线语聊房业务全面对接 Comprehensive integration

著作权大数据管理平台与声网等提供SDK接口服务的平台已实现全面对接，收集语聊房平台实时点播数据，分账账单自动生成。

BDCMP has been fully integrated with platforms such as Soundnet that provide SDK interface services, collecting real-time on-demand data from the chat room platform and automatically generating billing statements.

### 公共场所广播 表演获酬权管理 Management of rights

工作人员针对公共场所进行地图选点录入门店信息及传播事实固证，涉案录音制品权属查证等全流程数字化管理。

The staff conducted digital management throughout the entire process of map selection, to register store information, and disseminate factual evidence for public places, as well as ownership verification of recording products involved in the case.

各业务部门之间存在信息壁垒，没有横向打通，导致形成一个个信息孤岛，使得数字化效率大打折扣。

There are information barriers between various business departments that have not been horizontally connected, resulting in the formation of isolated information islands and greatly reducing digital efficiency.

01

作品库管理，录音录像和视听作品的版本查重和区分还过分依赖于人工。系统录入确权等工作远未达到自动化水平。

The management of the repertoire, version checking and differentiation of audio, video, and audiovisual works still heavily rely on manual labor. The system's input and confirmation of ownership have not yet reached the level of automation.

02



卡拉OK使用者对数字化接受程度不尽相同，需根据使用者存在的诉求差异进一步调整方案，优化菜单选项。

Karaoke users have varying levels of acceptance towards digitalization, and it is necessary to further adjust the plan and optimize menu options based on the differences in user demands.



海量公共场所播放背景音乐均拒绝支付录音制品表演获酬权使用费，除诉讼外，尚未有效措施实现突破。

Massive amounts of background music played in public places have refused to pay for the right of remuneration, and apart from litigation, there have been no effective measures to achieve a breakthrough.



单机版销售和激活数据上报管控难度大，商家基于利益驱动配合度低，单机版许可业务除了使用者支付的年度保底收入外，很难满足根据销量收取使用费的预期目标，权利人的合理利益难以有效实现。

The difficulty of controlling the reporting, cooperation of merchant is low. Only guaranteed income, it is difficult to meet the expected goal.



尚未建立海量使用者信息地图，缺乏有效手段推进该业务。

We have not yet established a massive user information map and lack effective means to promote this business.



序号 Number	方案 Programme	计划 Plan
1	上线权利信息管理系统 Launch the Rights Information Management System	<p>研发上线：2025年6月，作品登记与管理功能上线；计划2025年12月分配模块上线；2026年侵权监测与维权、数据共享与合作，并优化用户管理与权限控制等功能，实现权利人与作品信息的全面数字化管理。</p> <p>R&amp;D launch: In June 2025, the work registration and management function will be launched; Plan to launch the allocation module in December 2025; In 2026, infringement monitoring and rights protection, data sharing and cooperation, optimization of user management and permission control functions will be implemented to achieve comprehensive digital management of rights holders and work information.</p>
2	优化电子合同系统 Optimize the electronic contract system	<p>系统优化：调整系统架构，优化服务器部署，改善文件的存储方式，优化电子合同的在线签订流程。2025年6月确定方案，2026年初上线。</p> <p>System optimization: Adjust the system architecture, optimize server deployment, improve file storage methods, optimize the online signing process of e-contracts. The plan will be finalized in June 2025 and launched in early 2026.</p>
3	重构维权诉讼系统 Refactoring the Rights Protection Litigation System	<p>整体重构：针对现有维权诉讼系统的诸多问题，计划2025年4月-2026年初，重构维权诉讼系统，全面梳理签报流程节点，提升签报件的流转效率，提升系统的稳定性。引入场所信息数据库，为协会收费与法律业务的开展提供更加有效的支撑。</p> <p>Overall restructuring: for many problems of the existing rights protection litigation system, it is planned to restructure from April 2025 to early 2026, comprehensively streamline the signing process nodes, improve the efficiency of signing documents, enhance the stability. Introducing a venue information database to provide more effective support for collection and legal business.</p>

序号 Number	方案 Programme	计划 Plan
4	建设全量许可使用数据监控中心 Build a fully licensed data monitoring center	建立海量卡拉OK使用者信息地图监控系统、建立单机版全市场使用数据监测系统（使用者包括全部公共场所，卡拉OK、酒店、商场等）：通过对海量数据分析，形成智能决策，支撑业务开展。2024年9月项目已启动，计划2026年底实现以上目标。 Establish a massive karaoke user information map monitoring system and a standalone market wide usage data monitoring system (including all public places, karaoke, hotels, shopping malls, etc.): Through analyzing massive data, form intelligent decisions and support business development. The project has been launched in September 2024, with plans to achieve the above goals by the end of 2026.
5	持续优化著作权大数据管理平台 Continuously optimize BDCMP	系统架构优化：引入更高效的数据仓库技术、大幅度提升系统的性能、效率，为协会的数字化转型和数字决策提供有力支持。计划2024年底确定方案，2025年底一期工程，实现数据分层与治理、完成历史数据迁移。2026年调优并引入弹性扩展、实时处理、AI集成等机制，持续优化。 Architecture optimization: Introduce more efficient data warehouse technology to significantly improve performance and efficiency, provide strong support for digital transformation and decision-making. The plan is to finalize by the end of 2024, and the first phase will be completed by the end of 2025 to achieve data layering and governance, complete historical data migration. By 2026, we will optimize and introduce mechanisms such as elastic scaling, real-time processing, AI integration.
6	大力建设数据中台 Vigorously build a data center	解决信息孤岛问题：构建统一的数据中台，实现数据的互联、互通、共享以及高效利用。计划2025年6月完成初期架构开发，2025年-2026年初，基本实现权利信息系统、电子合同系统、维权诉讼系统的数据互联、互通、共享，后续逐步优化。 Address the issue of information silos: Build a unified data center to achieve interconnectivity, interoperability, sharing, efficient utilization of data. The initial architecture development is planned to be completed by June 2025. From 2025 to early 2026, the data interconnection, intercommunication, sharing of the rights information system, e-contract system, rights protection litigation system will be basically achieved, gradually optimized in the future.

### 著作权集体管理业务数字化

Collective  
Management  
Business  
Digitalization



能够基本实现收费合理、数据精准、许可业务规范透明且长期稳定

Can basically achieve reasonable fees, accurate data, standardized and transparent licensing services, and long-term stability



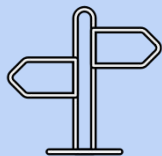
有效降低成本提升效率的初始目标，并且不存在法律上的障碍

The initial goal of effectively reducing costs and improving efficiency, without any legal barriers



对著作权集体管理业务是质的提升，展现出强大的生命力和前景

A qualitative improvement for collective management business, demonstrating strong vitality and prospects



前进过程中遇到的问题，并非不可克服的障碍。相信通过我们大家的努力，所有的困难一定会迎刃而解

The problems encountered in the process of progress are not insurmountable obstacles. Believe that through the efforts of all of us, all difficulties will be easily solved



著作权集体管理业务的全面数字化不是一道选择题，而是一道必答题，作为著作权集体管理组织不能逃避，不能视而不见，更没有权利与时代的进步失之交臂。我们作为一代著作权集体管理人，在我们的手中实现数字化梦想是我们挥之不去的信念和使命。著作权集体管理业务全面数字化是一道艰难考题，它需要我们解决问题的智慧，也在考验我们的毅力和决心。我们愿意与广大会员和使用者、与产业各界同仁一道，在这一条只有起点没有终点的道路上，为共同完成这一艰难而神圣的历史使命去努力奋斗，争取成功。

Comprehensive digitization of copyright collective management is not a multiple-choice question, but a must answer question. We cannot avoid it, turn a blind eye to it, and have no right to miss the progress of the times. As a generation of copyright collective administrators, realizing our digital dreams in our hands is our unwavering belief and mission. The comprehensive digitization of copyright collective management is a difficult test that requires our problem-solving wisdom and also tests our perseverance and determination. We are willing to work together with our members and users, as well as colleagues from all walks of life in the industry, on this road with only a starting point and no endpoint, strive for success and accomplish this difficult and sacred historical mission.

# 剧终 End

欢迎指正  
Welcome to correction



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