



国家版权局网络版权保护研究基地
Online Copyright Protection Research Base

中国网络版权发展与保护新趋势

Online Copyright in China:
Latest Trends in Development and Protection

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一、中国网络版权发展与保护概览

I. Overview of the evolution and protection of online copyright in China

开辟互联网之路，初步探索网络版权保护
(1994–2007) | Start of the internet journey
with initial efforts to protect online copyright
(1994–2007)

网络技术保障 | Underlying technology

1994年，中国与Internet实现全功能连接 | 1994: China
established full-function connection to the internet
1995年，中国正式进入2G时代
1995: Official start of the 2G era in China

网络保护政策 | Protection policy

2005年，第一次启动“剑网行动”
2005: The first "Operation Sword Net" was launched
2006年，施行《信息网络传播权保护条例》
2006: The Regulations on the Protection of the Right of Online
Dissemination came into force
2007年，加入WCT和WPPT
2007: Accession to the WCT and WPPT

全速推进三网融合，加大网络版权保护力度
(2008–2018) | Network convergence at full
speed; enhanced protection of online copyright
(2008–2018)

网络技术保障 | Underlying technology

2009年，中国发放3G牌照
2009: The first 3G licenses were granted
2013年，中国发放4G牌照，开启4G元年
2013: Start of the 4G era as the first 4G licenses were granted

网络保护政策 | Protection policy

2013年，修订《信息网络传播权保护条例》，同年国家版权局
建立了重点作品监管预警机制 | 2013: The revised Regulations on
the Protection of the Right of Online Dissemination came into force,
and the National Copyright Administration (NCA) established a
regulatory and early warning system for key works

新技术迅猛发展，探索网络版权保护新机制
(2019年至今) | Rapid advances in new
technologies; new systems for online copyright
protection (since 2019)

网络技术保障 | Underlying technology

2019年，发放5G商用牌照，开启5G元年
2019: Start of the 5G era as the first 5G commercial licenses were
granted
区块链、生成式人工智能技术出现重大突破
Major breakthroughs in blockchain and generative AI

网络保护政策 | Protection policy

2021年，印发《知识产权强国建设纲要（2021–2035年）》，
印发《版权工作“十四五”规划》 | 2021: The Outline for Building
an Intellectual Property Powerhouse (2021–2035) was issued,
followed by the 14th Five-Year Plan for Copyright Protection
2023年，施行《生成式人工智能服务管理暂行办法》 | 2023:
The Interim Measures for the Management of Generative Artificial
Intelligence Services were implemented

二、中国网络版权发展新趋势：网络版权传播形态更加多元

II. Latest trends in online copyright evolution: diverse forms of dissemination

三网融合带来多元传播形态 | Network convergence has brought about diverse forms of dissemination

OTT



IPTV



智能音响 | Smart speaker



XR

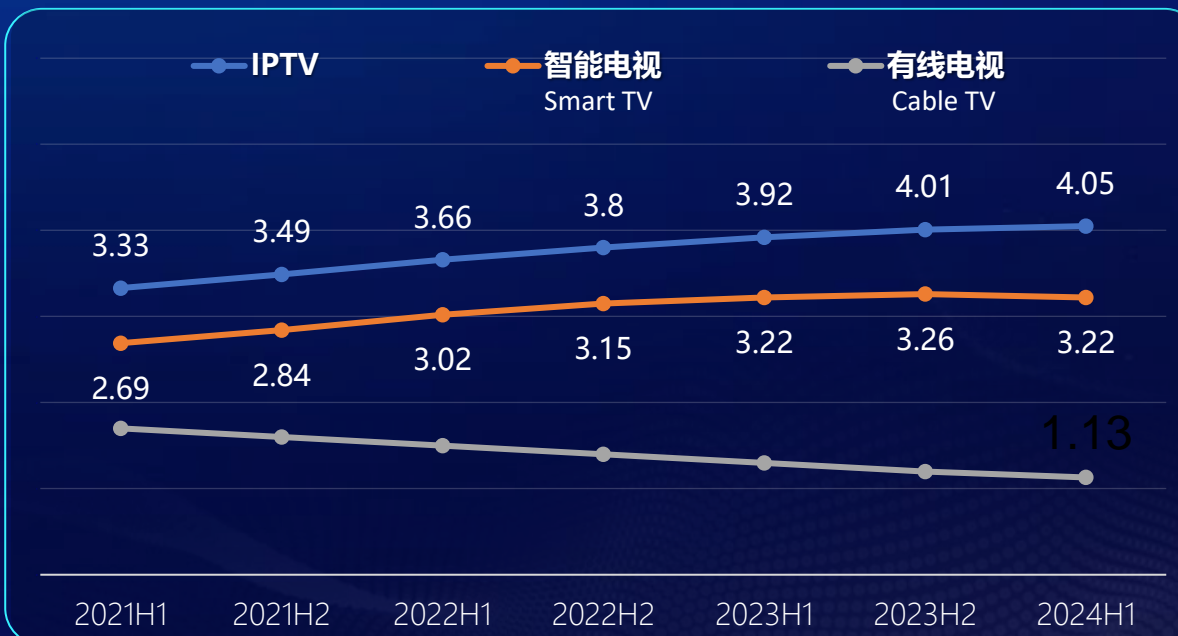


视频彩铃 | Video CRBT



网络版权触达用户数持续攀升 | The number of users reached by online copyrighted works continues to rise

IPTV用户达4.05亿 | IPTV users grew to 405 million, 智能电视用户达3.22亿、有线电视用户达1.13亿 | Smart TV and cable TV users reaching 322 million and 113 million respectively



2024年，中国移动视频彩铃用户数突破4亿 | In 2024, the number of video caller ringback tone (CRBT) users of China Mobile exceeded 400 million
中国移动视频彩铃全场景音乐用户已超1.5亿 | Video CRBT has over 150 million users of China Mobile across all scenarios

三、中国网络版权发展新趋势：优质网络版权出海更加积极

III. Latest trends in online copyright evolution: more active exploration of markets overseas

《数字中国建设整体布局规划》：打造自信繁荣的数字文化，大力发展网络文化，加强优质网络文化产品供给

Plan for the Overall Layout of Building a Digital China: To foster a digital culture that reflects confidence and prosperity, we must vigorously promote the growth of online culture and expand the supply of high-quality online cultural products

网络文学 | Web fictions

截至2023年底，中国网络文学“出海”市场规模超40亿元 | By the end of 2023, the overseas market value of Chinese web fiction surpassed RMB 4 billion

海外原创作品约62万部，海外访问用户约2.3亿* | ~620,000 overseas original works had been created, read by ~230 million users abroad*



网络游戏 | Online games

美、德、英、日、韩移动市场中的中国游戏产品的数量呈增长趋势 | The number of Chinese game products have been increasing in the mobile markets of the US, Germany, the UK, Japan, and South Korea

中国游戏企业在北美、欧洲市场的布局在逐渐增速 | Chinese gaming companies have accelerated expansion in North America and Europe



四、中国网络版权发展新趋势：部分领域发展势头更加强劲

IV. Latest trends in online copyright evolution: stronger growth in select areas

体育赛事 | Sports events

《体育强国建设纲要》：加快发展体育产业，培育经济发展新动能 | Outline for Building a Sports Powerhouse: Accelerate the growth of the sports industry to create new economic drivers

2023年体育赛事市场规模达214亿元，同比增长41.59% | In 2023, the sports events market was valued at RMB 21.4 billion, growing by 41.59% over the previous year

[*资料来源：观知海内信息网] | [* Source: dongfangqb.com]



微短剧 | Micro-dramas

《关于进一步加强网络微短剧管理实施创作提升计划有关工作的通知》《关于推动短剧创作繁荣发展的意见》 | Notice on Further Strengthening the Management of Online Micro and Short Dramas while Implementing the Plan to Promote Their Creation; and Opinions on Enabling Robust Growth in Short Drama Creation
2023年中国网络微短剧市场规模达373.9亿元，同比增长267.65%* | In 2023, China's online micro and short drama market reached RMB 37.39 billion in scale, up by 267.65% over the previous year*

[*数据来源：艾媒咨询《2023-2024年中国微短剧市场研究报告》] | [* Source: 2023-2024 Report on the Micro and Short Drama Market in China by iiMedia Research]



短视频 | Short videos

《网络短视频平台管理规范》《网络短视频内容审核标准细则》 | Measures for the Administration of Online Short-Video Platforms; Detailed Rules for the Content Review of Online Short Videos

2023年短视频市场规模近3000亿，同比增长3.44% | In 2023, the short video market was valued at close to RMB 300 billion, an increase of 3.44% over the previous year

[*数据来源：Mob研究院《2023年短视频行业研究报告》] | [* Source: 2023 Report on the Short Video Industry by MobTech]

用户规模达10.53亿人，占网民整体的96.4%* | The number of users reached 1.053 billion, accounting for 96.4% of all internet users*

[*数据来源：中国互联网络信息中心发布的《中国互联网络发展状况统计报告》] | [* Source: Statistical Report on China's Internet Development, released by CNNIC]



数字音乐 | Digital music

2023年中国数字音乐市场总规模达到1907.5亿元，同比增长22.7%* | In 2023, the total scale of China's digital music market reached RMB 190.75 billion, growing by 22.7% over the previous year*

[*数据来源：《中国数字音乐产业报告（2023）》] | [* Source: Report on the Digital Music Industry in China (2023)]



五、中国网络版权保护新趋势：网络版权保护体系更加完善

V. Latest trends in online copyright protection: a more robust system

构建全方位保护格局 | Building a comprehensive system for protection

立法保护

Legislative safeguards

修订《著作权法》，扩大了视听类作品的保护范围 | The Copyright Law was revised to expand the scope of protected audiovisual works

刑法修正案(十一)，扩大了对著作权的刑事保护范围 | The 11th Criminal Law Amendment widened the scope of criminal protection for copyright

司法保护

Judicial safeguards

加强诉源治理，积极发挥多元解纷渠道作用 | Stepping up litigation source governance, with alternative dispute resolution playing a greater role

最高法、最高检发布涉及网络版权的指导案例 | Guiding cases involving online copyright issued by the SPC and SPP

行政保护

Administrative safeguards

剑网行动、院线电影盗录传播集中行动、青少年版权保护季行动、重点作品版权保护预警名单等 | Operation Swordnet, intensive campaign to combat bootleg recording in movie theaters and distribution of pirated movies, Youth Copyright Protection Season Campaign, watch lists of key protected works, etc.

强化行民刑保护衔接 | Enhancing the coordination between civil and criminal protection

行政保护

Administrative protection



民事保护

Civil protection



刑事保护

Criminal protection

建立版权纠纷“总对总”在线诉调对接机制

Establishing a central online litigation-mediation coordination mechanism for copyright disputes

深入推进知识产权案件“三合一”审判机制改革

Continuing the reform of the “three-in-one” trial mechanism for IP cases

六、中国网络版权保护新趋势：网络版权保护技术更加成熟

VI. Latest trends in online copyright protection: more sophisticated technologies

打造跨三网版权监测能力 | Building capacity for copyright protection monitoring across the internet, telecom and broadcast TV networks



强化三无网站流控封堵 | Enhancing traffic flow control and blocking unlicensed, illicit websites



运营商流控封堵 | Flow control and blocking by operators

- 1 国家版权局 | NCA
下达侵权封堵指令 | Issues the blocking order
- 2 运营商利用流控技术进行封堵 | Operators use traffic flow control to block the infringing website
- 3 小网站域名 | Small website's domain name
域名无法通过网络进行访问 | The domain name is no longer accessible

落地区块链保护技术 | Deploying blockchain-enabled protection technologies



七、中国网络版权保护新趋势：网络版权市场秩序更加有序

VII. Latest trends in online copyright protection: a more orderly market

行业组织持续推动行业健康发展
Industry organizations continue to promote healthy growth



国家版权交易中心联盟
National Intellectual Property Exchange Centre Alliance

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网络平台版权保护能力意识双提升

Online platforms improved both their protection abilities and awareness

持续提升平台投诉下线效能 | Increasingly efficient handling of complaints and takedowns

初步探索平台版权过滤机制 | Initial experiments with copyright filtering systems

实现侵权案件数量下降 | Decline in infringement cases

标准与自律公约不断推陈出新

New standards and public pledges on self-discipline keep emerging

《数字文创行业自律公约》 | The Public Pledge on Self-discipline for the Digital Cultural and Creative Industry

《中国网络短视频版权自律公约》 | The Public Pledge on Self-discipline Concerning Short Video Copyright in China

《版权资源权利描述》 | Rights Expression of Copyright Resources

《版权服务机构服务水平评级标准》 | Criteria for Rating the Level of Service of Copyright Social Service Organizations

《中国手机媒体移动互联网信息安全和版权自律行业公约》 | The Public Pledge on Self-discipline Concerning Information Security and Copyright for China's Mobile Media

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加强在版权保护领域的国际交流与合作

Increase international exchange and cooperation in copyright protection

共同推动建立生成式人工智能版权保护国际规则

Work together to develop international rules for copyright protection
in relation to AI-generated content

谢谢
Thank you