



中国版权保护中心
COPYRIGHT PROTECTION CENTER OF CHINA

Copyright Protection Center of China—— Copyright Protection in Network Environment and International Cooperation

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Introduction to CPCC

Founded in September 1998, CPCC is an institution directly under the leadership of the General Administration of Press and Publication of the PRC (GAPP) and National Copyright Administration of China (NCAC).

Responsibilities of CPCC

An institution set up by the state to provide copyright public services

Implement the copyright law

Practice the administration system of copyright

Assist the copyright holders to exercise their rights

Promote the creation and dissemination of works

Serve the wealthy development of copyright-related industry

Comprehensive Copyright Services

Copyright Verification

Copyright Registration

Contract Filing

Pledge Registration

Works Deposit

Copyright Authentication

Copyright Trading

Copyright Exporting

Copyright Importing

Registration Agency

Copyright Agency

Licensing Management

Copyright Resource Management

Authorization Agency

Market Surveillance

Third-party Clearance

Copyright Consultancy

Copyright Legal Enquiry

Copyright Legal Consultant

Copyright Management Solution

Copyright Professional Training

Copyright Value Appraisal Service

Copyright Safe-guarding

Apply for Administrative Enforcement

Third-party Investigation & Evidence Acquiring

Dispute Mediation

Presenting Litigation

Copyright Researches

Public Policy Research

Copyright Industry Research

Copyright Valuation Project

Advanced Information Collection

Copyright Related Standard Making

Supporting Tech. Research & Development

Efforts made by CPCC on protecting copyright of online content I

CPCC Video Copyright Surveillance and Investigation Service Platform in Network Environment

Platform Overview

Set-up by CPCC



Providing service for video and audio copyright holders, users, especially video producing and distributing organizations, new media copyright distributors and broadcasting platforms;

Also for all levels of government, judicial authorities, industry Associations and regulatory bodies, etc.

Tracking the use of video in network environment by applying the leading “Video DNA” technology;
CPCC, as a reliable institution for public copyright service at a national level, provides evidence for surveillance results.

Platform Advantages

Wide Monitoring Coverage

- Covers All Major Online Video Broadcasting Platforms, as Well as Newly Appeared Online Piracy Sources;

Accurate Recognition

- Using the Most Advanced Audio-Video Fingerprint Recognition Technology, Improve the Speed and Accuracy of Online Video Search and Retrieval. The Precision, Practical of the Video Comparison is Far Beyond That Using Traditional Techniques;

Complete Monitoring

- From Discovering Copyright Infringements, Sending Warning Notice and Tracking Down the Removal, the Whole Flow Adopts Highly Integrated Cloud Computing System; 24 Hours Non-stop Automatic Processing, Significantly Saving Copyright Holder Time and Effort ;

Comprehensive Monitoring Information

- Not Only Accurately Monitoring Pirated Video Content, but Also Conclude Massive Data Into Comprehensive Monitoring Report to Help Regulatory Body and Right Holder Obtain the Status of Copyright Infringements;

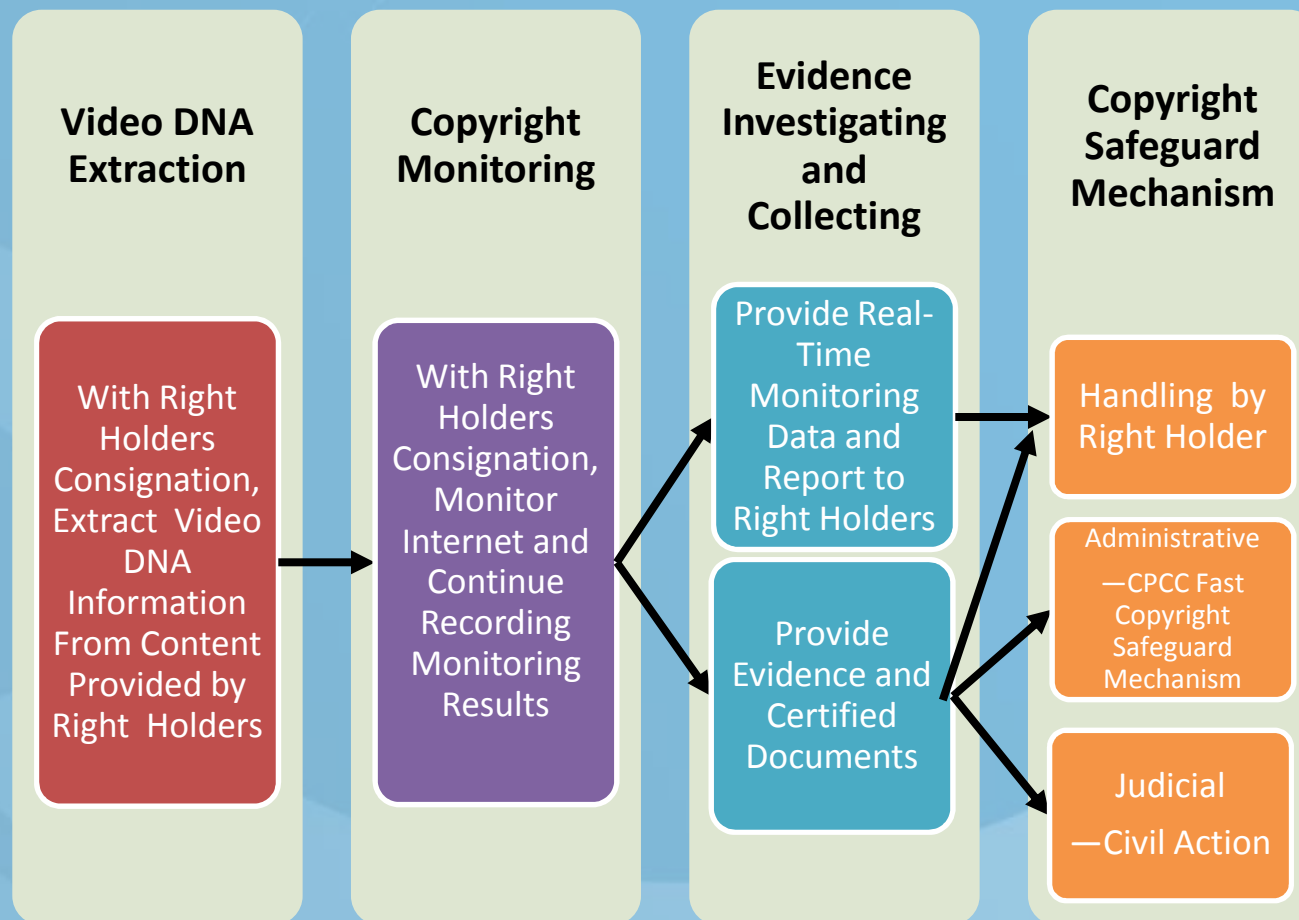
Rapid Effective Evidence Collecting

- Support for Automatically Integrating Pirated Video Source Files, Screenshots, the GIF Animation of Review Mode and Thumbnail into Evidence Files Archive; CPCC Issues Evidence Collecting Report;

Fast Copyright Safeguard Mechanism

- Rapid Copyright Safeguard Mechanism Ensures Fast Processing of Copyright Infringements and Fast Removing of Infringements Content.

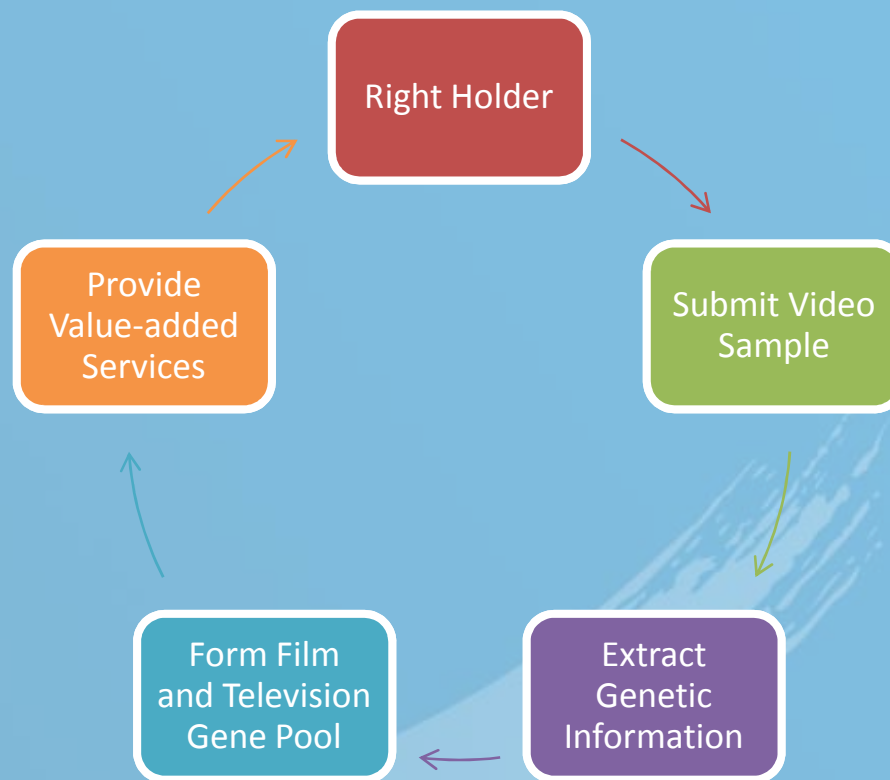
Platform Services Flow



Platform Services I

Video DNA Extraction

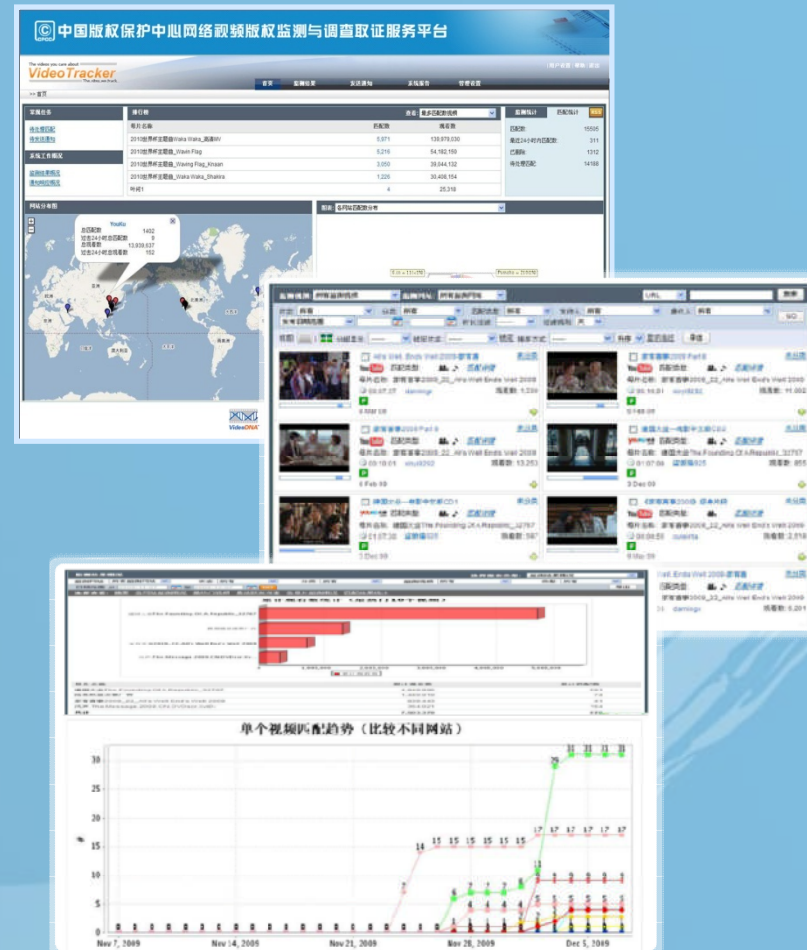
- After Right Holders Submit Video Samples While Filing for Copyright Registration, the Platform Extracted Video DNA as Part of Copyright Registration;
- Rights Holders Can Also Extract Genetic Information Themselves Using the Tools Provided by the Platform Before Submit;
- Form Massive, Comprehensive Film and Television Genetic Information Pool and Provide Value-added Services.



Platform Services II

Copyright Monitoring

- Quickly Find Suspicious Target Video on All Kinds of Major Video Websites;
- Provide Comprehensive Piracy-Related Data;
- Support Users With Various Customized Report Forms;
- Automatically Issue Removal Notice to Video Pirated Websites;
- Continuous Track Down The Monitoring Results



Target Website and Dynamic Monitoring Report



Target Website Program Content and Information Presentation

中国版权保护中心网络视频版权监测与调查取证服务平台

The videos you care about
VideoTracker
The sites we track

(用户设置 | 帮助 | 退出)

首页 监测结果 发送通知 系统报告 管理设置

>> 监测结果 > 匹配结果 - UOC网站

监测视频: 所有监测视频 监测网站: 所有监测网站 URL 搜索

状态: 未处理 分类: 未分类 匹配类型: 所有 发言人: 所有 操作人: 所有 发布日期范围: 时长过滤: 过滤规则: 开 视图: 分栏显示: 锁定状态: 锁定 排序方式: 排序 显示路径 导出

视频缩略图	视频标题	匹配类型	匹配得分	发言人	操作人	发布日期	观看数
	FIFA World Cup 2010 - Knaan	匹配类型: 音乐 (59)	匹配得分: 15.606	iswailawin		04/25/2010	15,606
	with lyric: World Cup 2010 Anthem song Wavin' Flag Celebration flv	匹配类型: 音乐 (100)	匹配得分: 81	yongchoonmeng		05/12/2010	81
	2010南非世界杯主题曲waving flag	匹配类型: 音乐 (94)	匹配得分: 11	席轩		05/19/2010	11
	2010世界杯主题曲Waka Waka (This Time For Africa)(非洲时刻)	匹配类型: 音乐 (65)	匹配得分: 10,741	MC_吴		05/10/2010	10,741
	2010 FIFA World Cup Official Theme Song- Wavin' Flag Knaan	匹配类型: 音乐 (86)	匹配得分: 516	worldcupgloryfr		05/27/2010	516
	Shakira - Waka Waka (This Time For Africa)	匹配类型: 音乐 (81)	匹配得分: 28,044	★★★★★		05/10/2010	28,044
	2010年南非世界杯官方主题曲Waka Waka	匹配类型: 音乐 (80)	匹配得分: 38,394	Z3M6J9		00/01/56	38,394
	☆ 张学友 & 张韶涵 & K'naan——2010年南非世界杯主题曲《旗开得胜》...	匹配类型: 音乐 (68)	匹配得分: 14,380	宝宝		00/01/54	14,380



☐ 2010南非世界杯主题曲waving flag

 匹配类型: 🎵 (94)

母片名称: 2010世界杯主题曲_Waving Flag_Knaan

 00:03:23  席轩

05/19/2010

[匹配详情](#)

观看数: 15

[未分类](#)

[未分类](#)

[不必处理](#)

[违规侵权](#)

[等待复查](#)

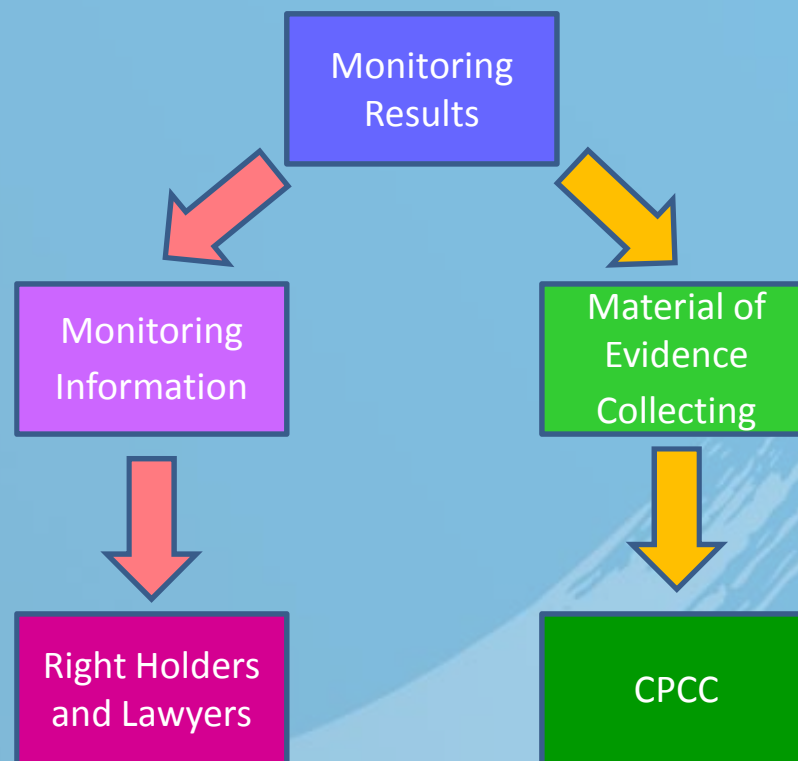
[被驳回](#)

[曾经报告过](#)

Platform Services III

Investigating and Evidence Collecting

- Integrated Monitoring Results Into Evidence Files Archive, Available for Right Owners to Download in Any Time;
- Real-time Issue Monitoring Report to Copyright Holders and Their Law Firms;
- Regularly Provide Copyright Monitoring Reports and Monitoring Overall Situation of Online Piracy;
- CPCC Issues Certified Document of Monitoring Results and Evidence.



Platform Services IV

Copyright Safeguard Mechanism

- Handling by Right Holders Themselves After Obtaining Monitoring Results and Evidence;
- Copyright Holders May Consign CACC to Initiate Administrative Complaints for a Rapid Processing;
- Right Holders May Consign CACC to Initiate Civil Actions Against Pirated Content.



2010 Sword and Net Action

Pirated Websites

- provide surveillance and investigation report
- Preparation for administrative complaint

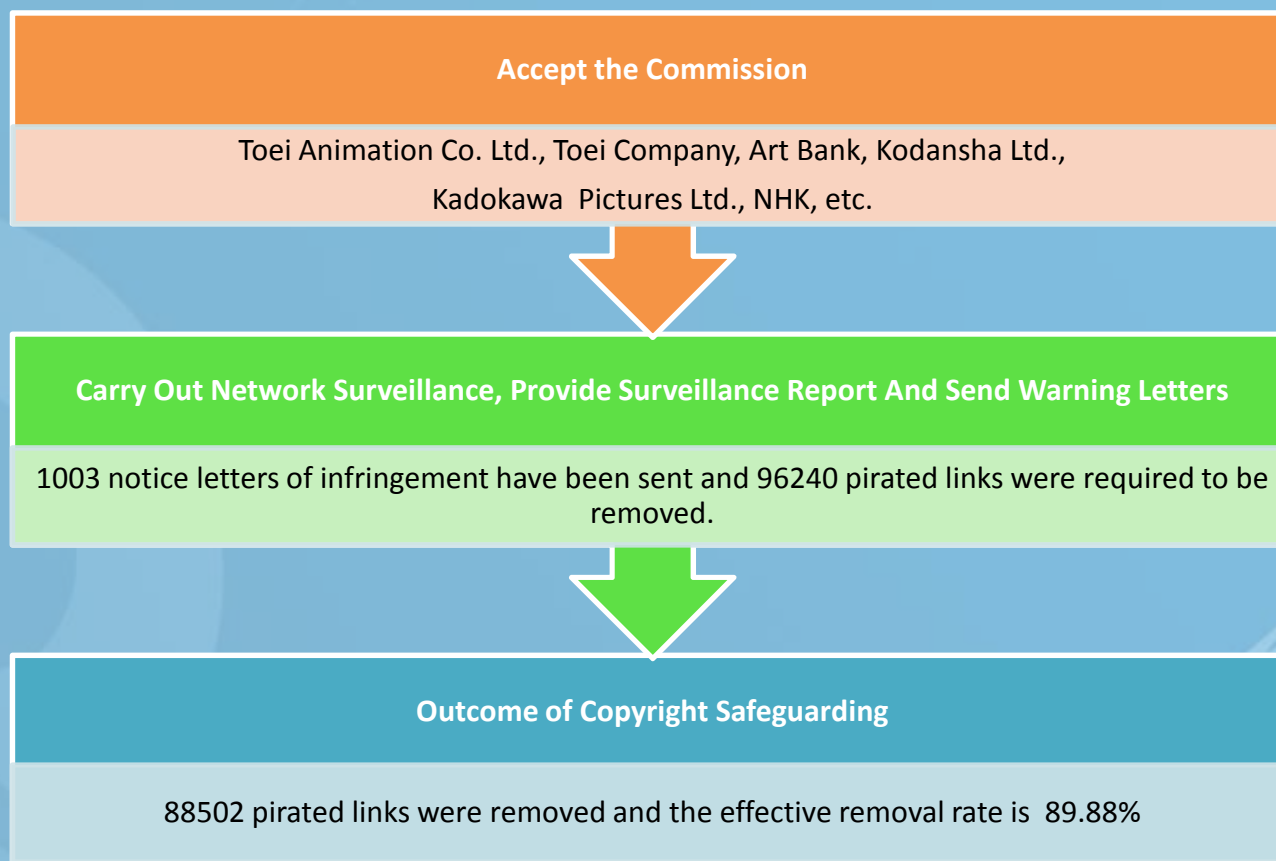
Succeed in the administrative complaint and the pirated website (www.fsys.cc) has been shut down.

User Generated Content (UGC) Websites

- provide surveillance and investigation report
- Preparation for administrative complaint

Initiate administrative complaints against UGC website for right holders. 2346 pirated links were removed.

Fast Copyrights Safeguard Mechanism I



Fast Copyrights Safeguard Mechanism II

Typical Cases



My Own Wulin



Ice Kacang Puppy Love

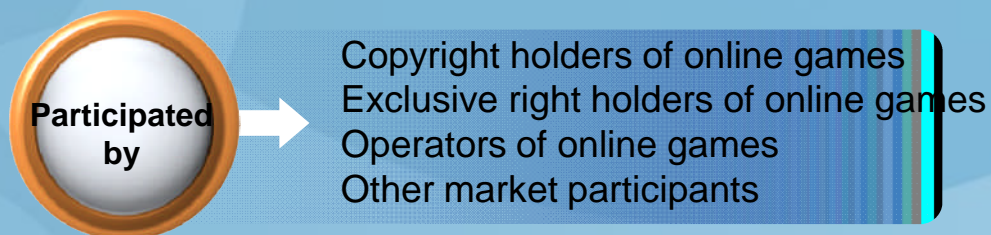


Let the Bullet Fly

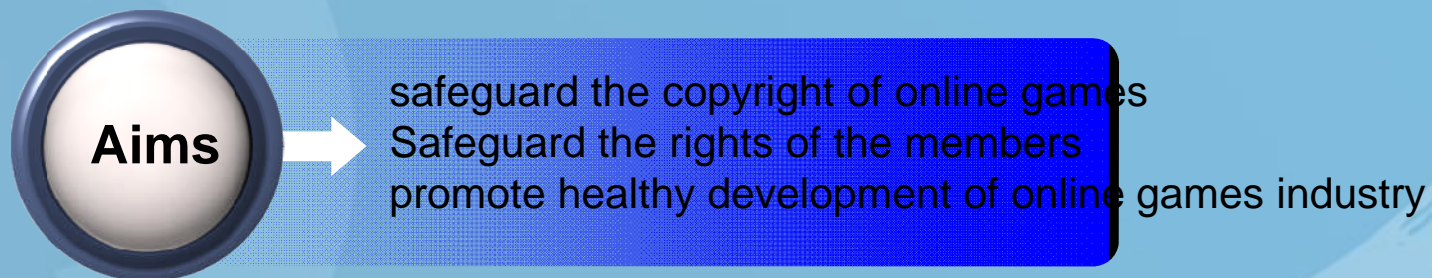
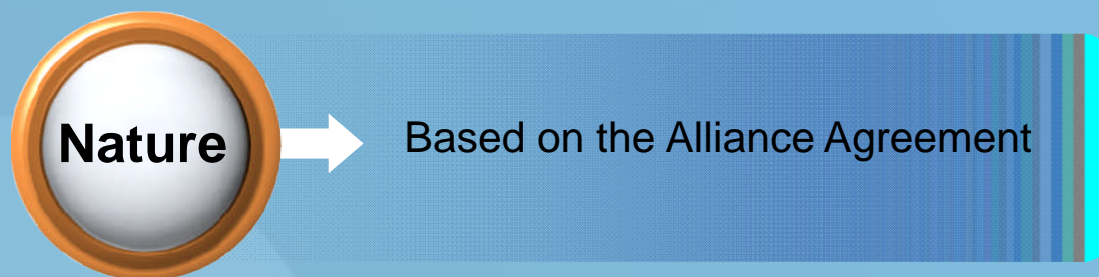
Efforts made by CPCC on protecting copyright of online content **II**

China Online Games Copyright Protection Alliance

China Online Games Copyright Protection Alliance



China Online Games Copyright Protection Alliance





Services provided by the Alliance



Copyright registration

Copyright trade agency

Copyright management
consulting

Based on authorization,
detect copyright
infringement, collect
evidence, file
administrative complaint

Based on authorization,
formulate rights
safeguarding plans for
members

Advocate self-discipline ,
mediate disputes within
members or between
members and non-
members

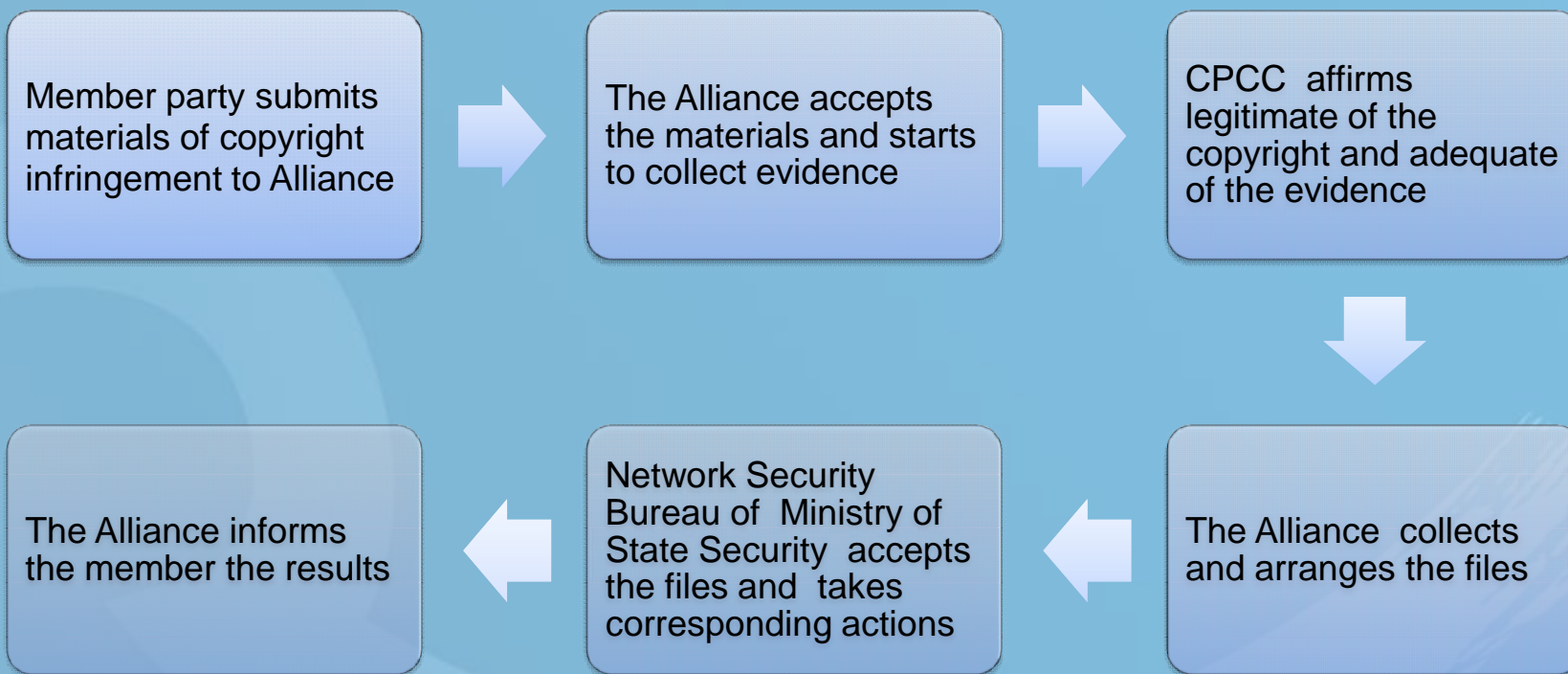
Propagate copyright laws,
hold workshop, training
courses on copyright
protection, provide legal
consulting to public

Develop international
cooperation to establish a
collaborative mechanism
against copyright
infringements e.g. "private
server"

Carry out other activities

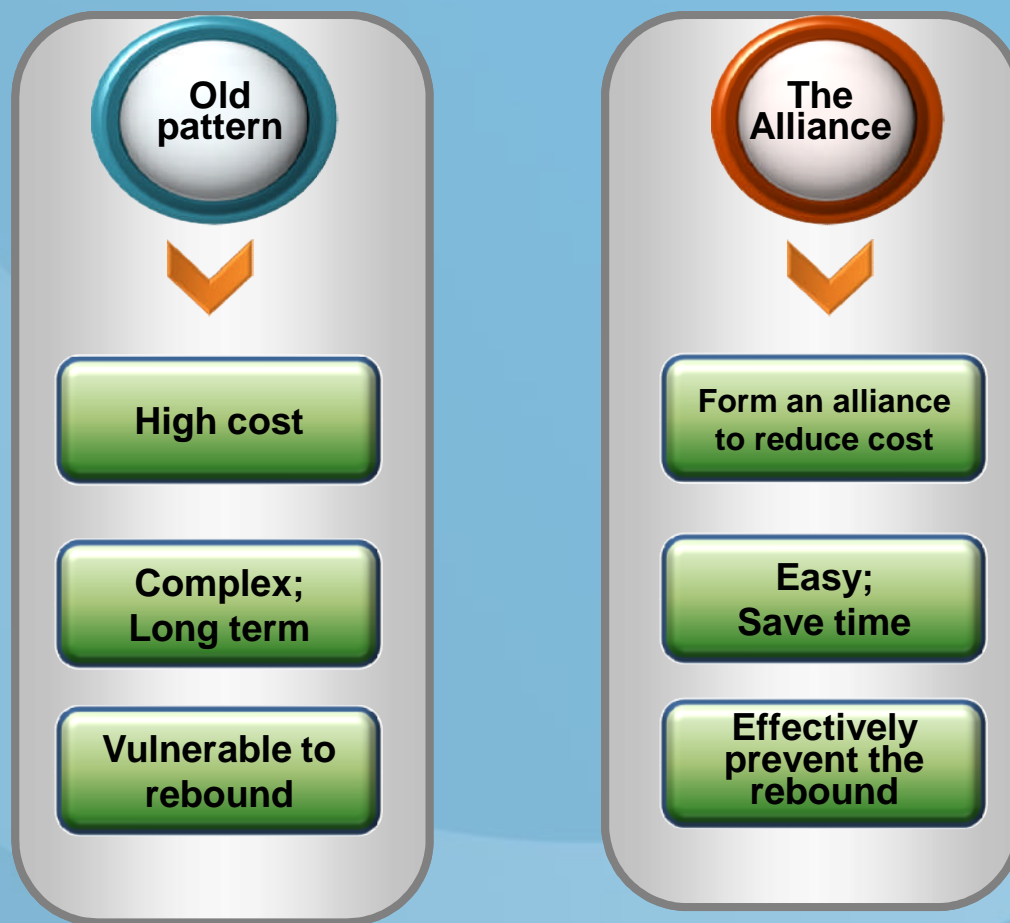
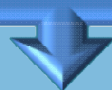


Safeguard Mechanism against “private servers” and “hack tools”





Merits of Safeguard Mechanism established by the Alliance



Progress made by CPCC on international cooperation and communication

Key Areas of the Center's International Exchange and Cooperation



Progress made by CPCC on international cooperation and communication

since 1998

- Numbers of Partner Institutions in Russia

2009

- British Branch
- Collaboration Agreements with Korean Copyright Committee
- US-China Creative Industry Association

2008

- Japanese Branch
- Exchange Visit with CCC, U.S.

2010

- German Branch
- US Chamber of Commerce Delegation

Main Performance

- Represent Tomy Company, Square-Enix Company and Bungeishunju Company for copyright registration in China
- Based on authorization, represent Tomy Company in copyright safeguarding and carry out market investigation in China
- Input manga copyright from Japan into China for online and mobile reading
- Under authorization, stopped a Chinese website illegally using the animation works of Toei Animation Company including Dr. Slump, One Piece, Dragon Balls series, Saint Seiya the Hades Chapter-Elysion, Ikkyu-san, LuLu-the Flower Angel , Slam Dunk etc.

Japanese Office of CPCC was founded on Jan. 1st , 2011, which was managed by GB and Mr. Morita Eimitsu is the director.

Main problems and proposed solutions

Difficulties in enforcement due to technological development

Difficulties in
obtaining
evidence

Challenge the
traditional
definition of
copyright
infringement

Restrictions of
legal jurisdiction

Main problems and proposed solutions

Proposed solutions

- Strengthen technological research and application on online copyright supervision and control
- Through publicity, raise public awareness on copyright
- Give full play to copyright public service institutions to set up a new interests sharing mechanism and a fast right safeguarding mechanism in network environment
- Reinforce cross border cooperation against piracy



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THANK YOU