Copyright ©
Stamp
Principles, Representation and Circulation

IPTC Machine Readable Rights Day
2013.3.12 Amsterdam

- Dr. Zhanfeng Yue
Beijing Copyright Bank Tech. Co. Ltd.
Outline

What changes are happening in media industry at this digital time?

New trend in media communication

What are needed?

Market Enterprise Copyright

Solution

Copyright stamp: Principles, Representation and Circulation
New trend in media communication

Content creation: **Socialized, mobilized**
Everyone can be a creator (YouTube, Facebook, Twitter, Pinterest, Weibo...

Content communication: **Diversified**
Channels: Cable, Mobile Network, Ethernet
Forms: E-publication, Apps, Webpage, SNS ...
Screens: PC, TV, iPhone, iPad, Kindle...

Content consumption: **Fragmented, Customized**
Any piece of work can be used to create new works
What do enterprises need:

- Manageable copyright assets
- Instant rights authorization
- Socialized content production

What does the market need:

- Valuable copyrighted content
  - What I see is what I get
  - What I want is what I get
Copyright

Nowhere to find
Authorization before using
Malicious infringement

Rights declaration
Instant Rights authorization
Rights protection
Copyright stamp - Principles

- Structured rights expression
- Inseparable with content
- Turn law & regulations to market language

- Machine readable, searchable and comparable
- Instant authorization
- Facilitate the circulation
魅力云端  2012-10-10

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Copyright stamp - Platform

Operation

Copyright Stamp

Services

- Resources
- Content
- Protection
- Account
- Authorization
- Transaction

Copyright Stamp Database

OpenAPI

Copyright stamp outport

OpenAPI

Copyright stampl import

Management

- Mgmt Tool for Enterprises
- Mgmt Tool for Creatives
- Mgmt Tool for Trustees copyright Asset

Copyright Retrieval

Searching Engines

Copyrighted Content Distribution

Third party Apps

Copyright registration

Media Asset Management

CMS
Copyright stamp - Values

For licensors

- Instant and fine rights authorization
- Low cost communication expansion
- Self management and operation

For licensees

- Instant access and use of content
- Socialized creation of copyrighted contents
- Lowering risk of unintended rights abuse
Copyright stamp
- An example: CIV China Image and Video Copyright Bank
About Us

**Technology:**
Copyright Marked Language (CML)
Copyright Cloud: First SaaS provider focusing on copyright service in China

**Resources:**
Government: NCAC, Copyright Society of China, CPCC
Industry: Xinhua News Agency, Nanfang Media Group, Jinwan Media Group, China Writer Publication Group ...
“Information wants to be free. Information also wants to be expensive.”

by Stewart Brand

Thanks

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