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China to build platform for Internet IPR monitoring

2008-01-18 10:25:54 Source:Xinhua Author:

China's National Copyright Administration (NCA) has launched the first phase construction of a monitoring platform for the violation of intellectual property rights (IPR) on the Internet, said a chief official of the body on Thursday.

The monitoring platform, which will be completed in May, will have an automatic search system for music and film products that are being broadcasted online without permission, said Yan Xiaohong, NCA deputy-director.

"This will help us to locate and deal with IPR violation cases more accurately and swiftly.

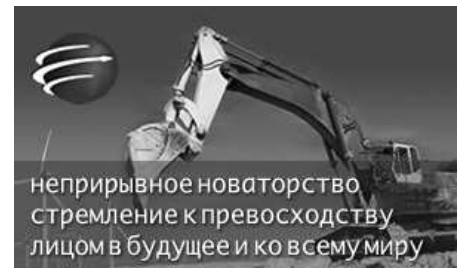
"We have to resort to new technology to tackle the problems brought about by technological development," he said, adding the first phase of the project will cost eight million yuan.

Yan said the platform worked like Internet search engines. With authorized film, TV and music products uploaded to its data base, it would be able to identify unauthorized use of those products by surfing online.

Once it has detected such products, it will send a notice to the relevant websites and ask them to delete them.

Yan added the project's second phase is under appraisal.

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