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# Contents

## **IP Operation Patterns of Chinese Network Literature**

*Lamu Zhuoma*.....(1)

## **Research on the Influence of IT on Internal Control of Colleges and Universities**

*Cuiwei He*.....(9)

## **Efficient Domination in Cayley Graphs**

*Yunping Deng*.....(12)

## **Reflections on How to Guide College Students to Start an Undertaking**

*Shuguang Yang*.....(15)

## **Influence of E-commerce on China's International Trade**

*Hao Gao*.....(18)

## **Research on the Legal Risk of Administrative Factors to Construction Project Contract**

*Huifeng Long*.....(23)

## **Interaction of Classroom Interaction Under The Condition Of Modern Educational Technology**

*Hean Liu*.....(26)

## **Reconstructing the Rational Dimension of Modernity**

*Lijuan Liu*.....(28)

## **Research on Application of Hierarchical Trust Mechanism in Internet of Things**

*Haogui Chen*.....(32)

## **Application of Biopharmaceutical Technology in Pharmaceutical Techniques**

*Wei Luo*.....(35)

## **Algorithm based on QoS Awareness in Wireless Networks**

*Xunfang Liu*.....(38)

## **Studies on Phosphatase Activity Change Rule in NaCl Stress Maize of Soil**

*Jiayuan Tian, Jiani Li, Xiuping Tian*.....(41)

## **An Algorithm of Image Calculu**

*Jianjun Wu*.....(46)

## **The Causes and Preventive Measures of Financial Accounting Risk under the New Financial Environment**

*Jin Shen*.....(49)

## **LD Algorithm in Multimedia Transmission**

*Shu Li*.....(53)

## **Cloning and Expression of Deep Red Fluorescent Protein Gene**

*Shuyan Song*.....(56)

## **Surface Design based on Geometric Flow Method and Tessellation**

*Shuaili Wang*.....(58)

## **The Practice of Critical Thinking Training in an English Reading Course**

*Xia Tang*.....(63)

## **Discussion on the Protection of Privacy Right on Internet from Human Flesh Search**

*Hong Guo*.....(67)

## **A Comparative and Contrastive Study between Hempel and Quine's Criticism of Empiricism**

*Jianjiang Wang*.....(69)

## **How to Strengthen the Leading Role of Educational Technology in Colleges and Universities**

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<i>Gusheng Shu</i> .....	(72)
<b>Reliability Modeling and Analysis of CNC Machine Tools Hydraulic System based on GSPN Model</b>	
<i>Zhiyao Li, Tiantian Xu*, Jie Yu</i> .....	(74)
<b>Steam Channeling Plugging Agent Development and Performance Evaluation of Heterogeneous Heavy Oil Reservoir Thermal Recovery</b>	
<i>Cuiting Zhang*, Changfu Li</i> .....	(77)
<b>The Practice of Logistics Management and Application Based on Two - Dimensional Code</b>	
<i>Qiong Liu</i> .....	(82)
<b>Influence of Internet Innovation to Macro-economy and Financial Fluctuations</b>	
<i>Chunren Zhao</i> .....	(85)
<b>A Review of Four New Nanomaterials</b>	
<i>Di Wang</i> .....	(88)
<b>Design and control of A New Bearingless Motor for Flywheel Energy Storage</b>	
<i>Fan Yang</i> .....	(91)
<b>Problems and Countermeasures in Economic Management of Modern Enterprises</b>	
<i>Zhenhua He</i> .....	(96)
<b>Study on the Cultivation of University Students' Innovation and Entrepreneurship Ability</b>	
<i>Junjie Pan</i> .....	(100)
<b>Review of Supply Chain Emissions in Asymmetric Information</b>	
<i>Yingying Yan</i> .....	(104)
<b>A Limited BFGS Trust-region Method with a New Nonmonotone Technique for Nonlinear Equations</b>	
<i>Meihong Zhou, Qinghua Zhou</i> .....	(108)
<b>Extremal Kirchhoff Index of a Class of Unicyclic Graphs</b>	
<i>Shubo Chen, Xia Cai, Ting Zeng, Lihui Yang</i> .....	(113)
<b>Innovative Method for Vocational College English Teaching under the Background of MOOC</b>	
<i>Xinbei Wang</i> .....	(116)

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# IP Operation Patterns of Chinese Network Literature

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**Abstract:** Studies related to the IP Operation Patterns of Chinese Network Literature by qualitative way to explore the current situation of IP Operating in Chinese network literatures, gain an understanding of IP development in Chinese market and provide insights into the setting of IP operating problem for later quantitative research. This paper aims to investigate the theoretical research on Chinese IP operation patterns in Chinese market. The study also explores foreign intellectual property to compare with Chinese network literature. Through SWOT analysis to analyzed IP operation patterns' strength, weakness, opportunity and threaten, finding advantage and disadvantage of IP operation model at the present stage. According to the formation process of the Chinese network operation patterns, the research found that the autonomous operation model is the most popular internal network IP model. The analysis found the problems of IP operation patterns exists at this stage to provide strategies for future problem solving.

**Keywords:** IP; Operation patterns; Chinese network literature; Autonomous operation model; SWOT analysis; network literature piracy

## 1. Introduction

In 2015, a new concept named Intellectual Property (IP) in Chinese Network Literature comes to the public view in China. After that IP Operation patterns become an important issue. However, there isn't a clear view of IP Operation Patterns of Chinese Network Literature. This paper is a qualitative research. Under this context, this research mainly explores the current situation of IP operating in Chinese network literature, gains an understanding of strength and weakness underlying reasons. What is more, the research could provide insights into the setting of IP operating problem for later quantitative research.

The Journey of Flower, Go Princess Go and Nirvana in Fire are Chinese popular network literature. These famous network novels were adapted to television series dramas broadcast in 2015. Based on the original novels' fans group, the adaption dramas got high-profile ratings. After that, IP adapted trend make many other Chinese network literatures into the public view. In 2016, many popular network novels like Ice Fantasy, The Mystic Nine, Princess Weiyong, Princess of Lanling King and other hot IP network novels adapted to television dramas. Based on the original novels' fans groups strongly supporting and skilled network marketing of investors, once the television dramas broadcast, there were high audience ratings.

Because reading the network novels has a low cost, but with a large number of readers, once a network novel is published with a growing fans group, the IP of this novel will be valuable. Many investors who want to get higher profits will aim at these full of potential IP. However, IP

comes from the network literature writers' creations, which limits the quantities of high qualities IP. Thus, there could be a smoke-free war of IP capital market among all investors. On the one hand the authorized price of IP has been improving continually, on the other hand the anfractuositities of IP selling, distribution, scrambling, underselling impedes the sensible resource allocations. Under the background of the inappropriate IP operation patterns, how to operate IP correctly is an inevitable issue. What is more, the cartoon products and other Side-line range of products are also included by IP economics. That is to say, if a network novel is most sought-after offering, the IP adaptation reward is huge for original author. The reward is not only by the original online E-novels' selling, but also in many different fields. In this context, the paper mainly explores the current situation of Chinese network literature IP operation patterns, find the issues exists.

This paper based on the media convergence theory, the industry value theory and the diversification theory. Meanwhile according to the before research about the IP of the foreign literature review. This paper analysis the Chinese internet IP operation model. And use the SWOT to analysis. After the analysis, this study puts forward some existing problems. Finally, the article put forward the solutions to solve the problems.

## 2. Literature Review

### 2.1. Theoretical research on IP operation

According to the former research, the theoretical research on IP operation patterns that is the following mainly three

aspects: media convergence theory, industry value chain theory and the diversification theory.

### **2.1.1. Media convergence theory**

According to Prof Ithiel De Sola Pool (1983), he first proposed the media convergence that its intention is a variety of media showing the trend of multi-functional integration, this imagination about media convergence is more focused on television, newspapers and other traditional media together. Professor Pool initially proposed this concept was based on the development of computer technology. In the 1990s, the development of computer technology had provided the technical support for the media convergence. Greenstein and Khanna (1997) put forward the concept of integration, which means to adapt to the contraction or disappearance of industrial boundaries. According to Martin Bangemann and Marcelino Oreja (1999), the European Commission defines convergence as a convergence of three perspectives: industry alliances, technology networking platforms and markets. The concept of media convergence has also been changing with the development of technology. American Press Institute Media Research Center Director Andrew Nachison (2002) thought that "media convergence" is "The organization of strategy, operation and the union of culture." In Rich Gordon's "The Meaning of Convergence," he nevertheless highlighted the importance of convergence, and break it up into five types. He think that media convergence is the ownership, tactical, structural, information-gathering and storytelling convergence (Gordon, 2003). His main point is that the connotation of media integration should include media form and media business integration, but not limited to this.

In China, according to professor Ding Boquan (2011), media integration should include the integration of the material level, operational level and the level of integration of the concept of integration. Media integration is not only reflected in the media tool level. According to Meng Jian and Zhao Yuanke (2015), from Fudan University, that media integration is a major opportunity for media fission reorganization, there are two forms, one is the cross-sectoral integration of the domestic media industry and mergers and acquisitions, the formation of large cross-media media group, the other is the integration of old and new media technology. For instance, IP operation involves the traditional publishing, network literature, film, television and other media of mutual integration. The integration of media can make all kinds of media strengths and weaknesses, promote the birth of a new form of media. However, there are certain drawbacks of media integration, over-reliance on technology makes people ignore the emphasis on the humanities.

### **2.1.2. Industry value chain theory**

The industry value chain concept was proposed by Harvard Business School professor Michael Porter in 1985 in *The Competitive Advantage*. He believes that, "Every enterprise is in the process of a collection of activities including design, production, sale, send and supporting their products. All these activities can be represented by a value chain" (Porter, 1985). Porter believes that technology throughout the enterprise value chain, even part of the value chain using new technology, may also be a huge value chain reconstruction. According to Lifang Xu (2001), In the publishing industry, the development of Internet technology makes the publishing industry, the market environment has changed dramatically, so that its core competitiveness from the paper book publishing into information provision or content. In the foreign countries, publishing enterprises in the face of large data technology background, focusing on high-profit, high value-added industrial chain links, complete the paper book publishing to information services.

For China, in the traditional publishing value chain, book distribution and printing is the key. But in the context of the new era, printing and distribution is the weakened, the most profitable value chain is adapted from the literary works into TV shows, movies, games and so on. In order to make the value of all aspects of transmission more smoothly, enterprises through their own production, investment, mergers and acquisitions, etc. to control a variety of copyright, thereby reducing production costs, to achieve the greatest overall value.

### **2.1.3. Diversification theory**

The first study of the subject of diversification is American scholar Ansoff (H. I. Ansoff). According to Ansoff (1957), Harvard Business Review article on diversification, he stressed that diversification is "developing new markets with new products." But using this kind of product variety to define the diversity of enterprises is not accurate. Penrose (ET Penrose, 1959) in his book "Theory of Enterprise Development" as defined in the case of business diversification is essential to keep the original product line, expanding its production activities, carry out a number of new products (including intermediate products) production. But its shortcoming is that he put the business integration and diversification confused that integration is a form of business diversification. According to R. P. Rumelt (1974), the diversification strategies are strategies that are articulated by combining limited, diversified strengths, skills, or goals with new activities linked to the original activity. The essence of diversification is to expand into new areas, emphasizing the cultivation of new competitive advantages and the growth of existing areas.

In the field of publishing, the diversification of publishing companies, on the one hand it is to the film, drama and other related cultural industries. On the other hands

is to the real estate, tourism and other unrelated areas to expand. Diversification of the development of the publishing industry, there are advantages and disadvantages. The advantages include the integration of different media, reduce the overall cost, make full use of enterprise resources. The disadvantage is that diversification will bring some risks, companies involved in the field more, the risk of decision-making errors will increase. Therefore, the publishing industry diversification should follow its own core competitiveness, in the cultural field to expand, reduce the risk of diversification.

## 2.2. Foreign literature review

This paper finds that foreign research about the IP focuses on intellectual property rights protection, copyright internationalization and optimizing the copyright operation mechanism of movies.

The issue of intellectual property protection under this mobile and digital background is very noticeable. Hutchins (2016) describes the widespread use of mobile video in the situation, some companies use “cloud storage” to the illegal dissemination of sports copyright, violating the rights of football and television. That paper discusses the strategic significance of copyright protection to the development of sports content, and discusses how to protect the copyright from the angle of industry, market supervision institution, technology and law. Menard (2016) explores the legal reconstruction of intellectual property protection in the context of large-scale digitalization, introduces the changes in Canadian copyright legislation under the new situation, He argues that legislation on the protection of intellectual property rights in new forms has become more refined, protecting not only the rights of copyright holders but also the legitimate right of open access.

In the Issue of copyright internationalization, McCalman (2005) analyzed the international distribution model of Hollywood films. He argues that the impact of IP protection in different countries on the dissemination of copyrighted products is complex and that too strong or too weak intellectual property protection can impede the flow of new products. Maskus (2015) researched the protection of intellectual property rights in globalization, and the policy changes in the recognition of WTO and regional intellectual property rights protection in recent years. He concluded that the intellectual property rights protection in recent years has been significantly improved.

About the optimization of the copyright operation system of the film. Mike Medavoy (2013) explores the changes in the US film industry over a 40-year period. The paper explores how to balance the relationship between filmmakers, directors, and actors; it also explores how Hollywood's financing strategies and institutions can be used to bring the movie to the widest audience through suc-

cessful business operations. By the way, that paper explores how important it is the financing financial institutions and film companies in the protection of both sides. Leo Handel mainly introduced the Hollywood film companies on the film audience of the user research methods. And also introduced the change process of Hollywood film from central producer system to package-unit system. That paper introduced the audience evaluation system of highlight System: from the evaluation of business links, such as creativity, title, plot, pre-release visibility, advertisement channel to audience structure and preference investigation to movie impact analysis, cinema marketing, censorship, language translation and so on.

## 3. Swot Analysis of Chinese IP Operation Patterns

This paper uses the SWOT to analysis IP operation patterns of Chinese network literatures. According to the formation process of the Chinese operation patterns, the most popular internal network IP model which is named the autonomous operation.

### 3.1. The autonomous operation model

The autonomous operation model is relying on the platform of internet literature, and based on the network literature that is autonomous actions of people in the market. After having a great number of readers and fans, this literature will have the value of adaptation to change into the film, drama, games, dynamic or other areas of fancy. Under this model, the formation process of IP is potential and undisturbed. And the industry value chain of IP is based on the development of the platform of internet literature website. This model is most famous in China than other models. The typical products were representative by The Journey of Flower, The Secret of Grave Robber, Nirvana in Fire and so on.

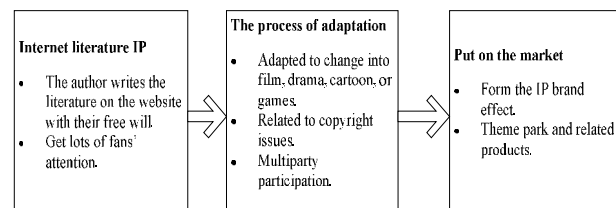


Figure 1. The Autonomous Operation Model

### 3.2. The SWOT analysis of the autonomous operation model

This paper uses the SWOT analysis the autonomous operation model, the analysis of SWOT is the contracted form of Strengths & Weaknesses, Opportunities & Threats. It is a structured planning method that evaluates those four elements of a business model.

**3.2.1. The strengths**

There were lots of novels as the autonomous operation patterns and got a lot of loyal fans. In Chinese network literatures platform, which is representative by Starting Point, QQ reader and jjwxc.com, having more than 10 million network literatures could be searched online. And with the rapid development of advanced mobile technology, it is more convenient to use the applications of some novel websites to read novels. So if a famous novel was adapted by drama or film that would attracts a lot of people’s attention.

The autonomous operation patterns mean market closely. Normally, a company choose a valuable completed IP to derive more products and get reward. The company can select the topics that current hugely popular to adapt. Such as Mr. Jin Yong’s novels have been adapted to almost every kind of mass media, the selected IP could also be adapted to movie, TV, game, cartoon, drama, even musical comedy. Jin Yong’s novels were famous in the public market already. When it adapted to other forms, it will get a lot of attentions from the fans, and it also can satisfies the needs of consumers.

There is another advantage, which is the adaption with less risk. When a company chooses a novel to adapt, according to the novel online platform click rate, the company can easily analysis the consumer preference, estimates the potential risk and estimates the adaptation costs. Meanwhile, the novel which is adapted into other forms can rise people’s interest and forming a new market.

**3.2.2. The weakness**

The first weakness of this model is that the customers’ expectation is too high, and that may lead to the process of adaption gets more difficult, such as the casting. The actors may not act the characters like the original figures in the novel.

What is more, some content too hard to adapt, some novel is the legend of a Virtual World on cyber fantasy novels, this kind of novel is hard to be adapt to be film or drama, and the result may let fans disappointed.

In addition, Chinese network literature industry is imperfect market. The process of adaptation involved lots of parts, but in China, it doesn’t have a systematic IP industries operation chain. In China, some literature-work online platform doesn’t have the ability to adapt the literature-work into movie or other forms, so it may cooperate with other companies. In this process, it may involve lots of conflict of interests and rise up the adaptation costs.

Besides, the author’s right is hard to protect. Most of the network literature writers are lack of law consciousness about copy rights. Because the writer doesn’t have the legal advice, and lots of writers don’t understand the contract and the jargon, they may be cheated easily. For ex-

ample, the company just purchase the movie copyright, but the contract includes all the adaption copyright.

**3.2.3. The opportunity**

The opportunity of this model is the high level of market interest. Because before the adaption, the company analysis the value of this novel through the data. The company can calculate the cost and the number of potential consumers, and probably risk. Thereby, calculate the interest. With the development of technology, and the development of media convergence, some scenes are hard to make, but now it’s be more easy. And it can reduce adaptation costs.

This model can easy form the brand effect. The Lost Tomb have been adapted to almost every kind of mass media, such as movie, TV, game, cartoon, drama, even musical comedy. In the hearts of all readers of The Lost Tomb, the kind of mass media form the brand of The Lost Tomb.

**3.2.4. The threats**

The threats of this model is that the IP formation cycle is long and easy to miss the best time to get into the market. It takes many years to finish a novel on internet. After that, waiting for the novel accomplished by the writer, taking a long period to adapt and publish online novels into other forms. After finish all the process, the process may take too long and miss the best time get into the market.

<p>Strength</p> <ul style="list-style-type: none"> <li>• Have a large number of fans.</li> <li>• Content line with market rules.</li> <li>• Content has already complete.</li> <li>• Adapted with less risk.</li> </ul> <p>The cost of adaptation is not too much.</p>	<p>Weakness</p> <ul style="list-style-type: none"> <li>• The high expectation of fans increased the difficulty of adaptation.</li> <li>• Some content is hard to adapt.</li> <li>• Don’t have the systematic IP industries operation chain.</li> </ul> <p>The right of author can not be protected.</p>
<p>Opportunity</p> <ul style="list-style-type: none"> <li>• Have high level of market interest.</li> <li>• The development of media convergence.</li> <li>• Improvement of adaption technology.</li> </ul> <p>Can easy form the brand effect.</p>	<p>Threat</p> <ul style="list-style-type: none"> <li>• IP formation cycle is long and miss the best time to get into the market.</li> <li>• The adaptation of poor quality, it reduces IP brand value.</li> </ul> <p>IP have high random and lots of uncontrollable factors.</p>

**Figure 2. SWOT Analysis Of The Autonomous Operation Model**

Meanwhile, if the adaptation doesn’t pay enough attention to quality, or pursuits the production speed and low cost. Although it may make much money, the result must let lots of fans disappointed. On a long view, this kind of behavior reduces the value of IP.



This model also has the high random and uncontrollable factors. Because the IP in this model is the autonomous. The writer's creation is random. And whether the novel attracts fans or not is also unknown.

## 4. Problems of IP Operation

### 4.1. Network literature piracy and infringement issues

According to research published in the "2015 China Network Literature copyright protection white paper", 2014 full year, pirated at least make the PC side pay reading income suffered a loss of 4.32 billion Yuan, the mobile end pay-reading income suffered 3.45 billion Yuan of loss. These two reached a total of 7.77 billion Yuan, and piracy on the network literature industry, the direct loss is much higher. At the same time report is also pointed out that people for copyright awareness is low, more than four percent of users have not concerned about the difference between genuine and piracy. Especially for the network literature, copyright awareness lower, 27.1% of users do not know is genuine or piracy, 44.7% of users said that genuine or piracy does not make different.

In addition, there have been many new forms of piracy; for example: Search engine transcoding, browser aggregation, mobile APP and so on. These new forms of piracy are more difficult to track and harder to deal with than the direct copying of content and pirated books. Such as mobile APP this form, as long as the link is immediately broken after the report, there is no legal responsibility, and this piracy is almost no cost.

Some companies use IP reputation to produce the same name or related name, but completely irrelevant with the IP content of the game or other content, to defraud the user data traffic and downloads. Such as some well-known domestic web game companies through false propaganda to attract users to click to use their games. There are some fake clever names, writing clever off works of the "rumor" "prequel" or a new series of works, cheating the audience. There are companies in the case of unauthorized, direct production of the same name with the clever, the content is also roughly the same game or other film and television works. Many businesses see the relevant content in the TV series. They quickly produce cheap fake and shoddy products, pirated version of the image and brand, to attract viewers to buy. Genuine peripheral products market is severely squeezed. Such as "The Journey of Flower" production team in the TV series has launched a large hot related products "Tang Po" doll, but on-line quickly after Taobao business copy, mass production. Pirates of the low price of business pirates, quickly seize the market. There are total of 98,000 "Tang Po" dolls, key ring, fluorescent lamps and other peripheral products on Taobao's "Tang Po" search page.

These piracy, infringement and other acts not only seriously affect the income of professional literature website and the author's income and readers of high-quality reading, but also led to the loss of legitimate digital content business revenue, affecting the quality of network literature IP derivative development.

### 4.2. IP cross-media interaction with a low degree

At present, most of the domestic IP development sequence is based on the original novels produced TV series or network drama, test the market reaction, if the TV is very popular, and then the game or film and other derivatives. If the TV repercussions dull, the entire IP development process may be terminated. Movies, TV series is the most influential media way, the TV series for a long time, so that IP topics can be fully fermented at this time if you can launch the same name games or other derivatives, can easily lead to audience interest, diversion efficiency highest. If you wait until the TV has been fired and start developing the game, wait until the game on the line, the drama of the fiery degree has gone, diversion effect worse, and the cash cycle is relatively shortened. For example, the game adaptation of "The Journey of Flower" and "Lang Ya List", the game of "The Journey of Flower" came out as early as during the production of television drama has been developed over the same period, TV and game content with each other, rave reviews in the TV series, immediately came up with game. TV viewers and game users a high degree of overlap, diversion effect is obvious. TV market acceptance to "The Journey of Flower" to continue to shoot big movies, and other big movie release, the game can once again attract social attention. "Lang Ya List" of the TV series is very good quality, but the core audience age is too high, the temporary authorization of the game does not have time to modify the game response too mediocre.

At the same time, the same adapted works interfere with each other, crowding the market. Author and copyright parties in order to maximize the licensing fees, reduce the risk of adaptation, IP will be the same type of adaptation rights were granted to different companies. Such as "Tomb notes" the author of South Pine Uncle is prepared to "Tomb notes" of the nine book adaptation of the film were granted to nine different companies. But this decision caused the problem is that two or more companies have made IP adaptation rights, adaptation of the film style is similar to the original fan-based target users serious coincidence, if the two works with the release of the same period, will result in the same IP adaptation works to squeeze market share, compete for channels and users, not only can not cooperate with each other to improve the overall operational effect of IP, but will have a negative impact on the IP derivative works. This is in the "ghost blown light" in the development process is particularly evident. "Ghost Blowing" the film adaptation of the

rights granted to Wanda Film Group and the Chinese film. The two companies were based on different sections of the film adaptation, forming a "ghost lanterns find the dragon tactic" and "ghost blown light of the nine demon tower" and in December 2015 released the same period. Mutual occupation of channel resources and media resources, box office squeeze.

#### **4.3. Development without paying attention to The quality**

IP hot phenomenon makes a lot of companies hoard IP, random development. On the one hand, the accumulation of IP, drive up prices, on the other hand, the development of a good IP, the use of IP to bring the number of fans, attract investment and advertising, left immediately after making money, pay no attention to the quality of IP adaptation. Which will largely affect the crowd outside the fans of the IP evaluation, limiting the development of other derivatives. In addition, recently, a lot of good IP is expected to be high, but the film and television adaptation of the repercussions after even less than satisfactory. Many games do not pay attention to the quality of the adaptation, resulting in the early on-line, relying on the popularity of IP, the number of early users is high, but the rapid decline in user retention, cannot continue to download, use and payment.

For a large number of IP adaptation of the works, pre-attention is very large, but most of the works of poor quality, and cannot retain the audience. IP adaptation of the TV series, out of life also guessed, poor quality, vulgar plot, can only provoke fans and the audience abandoned. In this era of audience voting with the mouse, the market will eventually return to rational, good quality works, after all, to win respect, poor quality of the work can only bear the consequences.

#### **4.4. The interests of authors cannot obtain the guaranteed**

The popular novel *Hurry That Year* is the representative novel of famous writer Jiuye Hui, he also encountered a copyright dispute. The reason is that after Sohu company has done "Hurry That Year", it also produced a sequel - "Hurry That Year: Long Time No See." Nine Night declared himself "does not authorize any organization or individual adaptation of" hurried that year "text works, film and television works sequel", that Sohu video "in the absence of my authorization, unauthorized adaptation of" hasty that year ". Through the Sohu video response to the statement, we can see that the dispute is due to Nine Nights licensed literary adaptation of the right but did not define the specific meaning of the right to adapt. So there are two explanations: one is the original literature adapted into a new and literary network drama; the other is the original literature into a script, and can be an unlimited number of changes. Sohu made the authorization

period is "permanent", so Sohu can argue: Nine Nights is authorized to adapt the right to buy a permanent copy of the natural rights can have a permanent right to adapt. The right of adaptation refers to the right to change a work and to create an original work on the basis of it. But in the industry practice may contain a variety of adaptation of the model, if not provided in the contract comprehensive, it is easy to be a loophole.

### **5. Strategy and Recommendation**

IP era is not only a major trend in the development of network literature, but also provides the opportunity to related industry chain. China's IP operation is still in its infancy, there are many difficulties and obstacles. How to overcome the difficulties to get through the joints, the formation of a highly efficient system IP operating mechanism, is all practitioners to be solved.

#### **5.1. Strengthen copyright protection and crackdown on piracy**

At present, China's copyright protection of the copyright is still in the initial stage, not very perfect. If the network literature "sample chapter" into the scope of legal protection, may further protect the copyright of the original author of the network literature. Network literature and traditional literature is different, it is at every turn hundreds of thousands or even millions of words, serialization cycle is longer, until the work is completely finished to spend several years, often miss the IP into the best time film and television. Therefore, many authors at the beginning or in the process of creation, took a story of the "Gang", or as a "set of" a few episodes to go and the downstream intention to buy IP video company signed a contract. Some film and television companies to pay the cost of this part of the sample, to abandon the original author, to use their own writers, according to this outline, the literary works into their own look like.

In the case of the "Legend of MiYue", the original author Jiang Shengnan in the early cooperation, had given the film side of a less than 8,000 words of the outline, this outline has a character from a complete structure to the story, is the intellectual property Starting point, it is not only a creative spark, or the whole picture of the whole framework. Should be recognized and protected by the relevant laws of intellectual property rights. If the film contract in the future, the law must be the network literature. If the "outline" "sample chapter" and so included in the author's intellectual property rights, then perhaps many online writers copyright ownership problem has been a very good solution.

The development of culture and entertainment industry is an important driving force of the national economy. Intellectual property protection is the lifeblood of the whole entertainment industry chain. Practitioners need to actively promote national IPR protection legislation, and refine

the rules of intellectual property protection. Extend the duration of copyright protection, increase the penalties for piracy, increase the coverage of copyright protection and so on.

### **5.2. Protect the rights and interests of the authors, planning IP trading market**

In the network literature into the film and television drama, animation, games, the creation of IP content network writers seem to gradually take the initiative to become the darling of capital. But in fact, the author of the IP transfer, which has never been the biggest beneficiaries, but often the interests of the party being infringed. "Ghost Lanterns", "Tomb Notes", "Hurry That Year", "The Legend of Mi Yue", "Three Body", almost every well-known IP in the copyright on the problem. Well-known IP Moreover, other original IP copyright transactions can be imagined. Protecting the rights and interests of writers is not a violation of the cultural industry development to any stage should pay attention to the link, after all, IP is the nucleus of cultural industries, and talent is the fundamental importance of IP.

Network writers in copyright transactions should pay attention to two aspects, one is before signing the contract, should strive for the best interests. The more detailed the division of copyright, the more favorable is the protection of the author's rights. Movies, Internet dramas, television dramas and other adaptation of the rights of animation, cartoon animation adaptation of the rights of the game in the field of web games, online games, mobile games and VR game adaptation rights are sub-rights under the copyright will be transferred out part of the copyright A clear definition, which the author can do to maximize the benefits, but also to avoid the copyright out of the copyright in the exercise process of infringement of other copyright. The second aspect is that many network writers are amateur writers before, the lack of legal knowledge, it is recommended in the IP transactions, as the seller's network of writers should employ professional personnel to deal with. Web authors must carefully consider all issues, including IP attribution dates, signatures, and so forth before selling IPs, since buyers will use all possible means to smear the transaction and, if the information is asymmetric. The only remaining in the hands, may be a paper contract.

### **5.3. IP operations based on quality and provide valuable cultural content**

IP is a kind of intellectual property, the core of intellectual property is the advanced nature of knowledge and cultural content, which is the content and the dignity of the cultural industry and foothold in this, but also the soul of IP operations. Whether it is novel or film and television drama, games, theme parks, etc., should provide valuable cultural content, to provide noble values, guid-

ing things and attitude towards life for all users to provide useful spiritual nutrients, add fun to life. Universal values and profound ideas can cross cultural differences and differences in the times, which is IP operators and the entire entertainment industry chain to the world, long-term development of protection.

As the largest network literature platform in China, Yuewen Group has more than 90% of the writers and resources on the market. It is the largest content source of IP operation in China. In the case of the rapid expansion of the IP market, the Group from the content, the author, the industry chain cooperation made some efforts, the market has also been some of the more successful IP operations case. But overall, the domestic IP operation industry chain is still in the early stage; the content of the network literature homogeneity is serious, what content is welcome to swarm, piracy is serious, a large number of small and medium author's rights are not guaranteed, enthusiasm is not high; Confusion, before the one-way authorization cannot meet the current form of the industry chain and even the form of web site authorization, tort and diverse, the copyright parties accused each other, the lawsuit court; in the development process, the fragmented mode of operation simple and crude, earn hot money by fans, so that IP resources was wasted.

We can learn from Hollywood's experience. Hollywood movies is the most remake of the film, good ideas can be met without resort, the number is relatively scarce, but based on a good idea to continue to tap, development, creativity can maximize the benefits. The extension of the duration of intellectual property rights in the United States makes the operation of IP in Hollywood has also been extended, an IP operation can reach several decades, through the film box office, peripheral products to fully explore the benefits of IP. The IP brand is also a long-term success is also built on the basis of quality. Domestic IP operation also need to learn from experience, based on long-term considerations, not a waste of valuable content ideas.

### **5.4. Cross-Media operations require an overall plan**

IP cross-media operations is a complex and systematic project, on the one hand, film and television, game adaptation, peripheral products, theme parks and other all need high input, with great risk, on the other hand, the industrial chain operation of each The impact of each link, interest, need to cooperate with each other, the common impact of the IP brand to maximize, and thus the common benefits of all parties. Therefore, IP operations need to have overall planning, in the project before the implementation of the need for forward-looking macro predictions.

In the planning content, that need to take into account the needs of different forms of adaptation, in the creation of literary works, according to the adaptation of the plot on

the plot direction, story scenes, characters and other necessary arrangements to make the follow-up process more smoothly. The parties to the simultaneous development of IP, in the creative process of the parties can cooperate with each other to discuss new plans and ideas. In the content creation period, you can start for the film and television drama, game warm-up campaign. To discuss the trend of the plot, the protagonist of the image changes to attract a stable fan groups, the fans feedback to the creators, the authors have a choice to absorb the views of fans, the fans prefer characters more ink, the plot to have Consider, to maximize the fans to participate in the IP production process to go. In the film and television drama before the introduction, according to the story outline introduction of pilot films, causing the audience interest.

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