

Chinese Animation Company's public service dream

广西桂林一家动漫企业打造原创公益动漫品牌。日前,该动漫作品将在澳大利亚的电视台播出——

“可可小爱”走出国门传播大爱

Many Chinese cartoon fans are impressed by an animation series Gemini Fables. In this story, the hero and heroine KeKe and Xiaoi were designed to propagate nonprofit culture with their own experiences.

Now, audiences in Australia will have a chance to watch this public service advertisement (PSA). Days before, the animation producer Guilin Crane Animation Company reached a cooperation agreement with Simon Higgins from an education foundation based in Australia, they will bring out the international edition and be broadcasted in Australia.

According to a representative from Australia Asia Education Foundation Guilin Crane Animation Company surnamed Xie, Gemini Fables is more than a TV show, but a Commonwealth brand. Right now, they are considering producing Gemini Fables cartoon, living theatre, radio play and early educating magazines.

The popular cartoon

Established in 2006, Guilin Crane Animation is a company specialized in producing original cartoon. Two years later, this company created the kingdom of Diaper, the then Gemini Fables, and won the bronze award at Changzhou International Animation Festival. Speaking to the interviewers, Xie said that there are 500 volumes in the first season in total, the page view of 40 volumes on video website amounted to 100 million. It's worth saying that our Gemini Fables was

promoted on the website of China Civilization co-hosted by the Propaganda Department of the Central Committee of the CPC and other departments.

According to Xie, PSA represents the development of comprehensive quality made by the whole society, a nation, a city and even a company. A cartoon work with public good attracts the audiences of different ages and can easily deliver the culture of common good to the public. But it's a pity that there's no such a company specialized in original animation brand for PSA and in an effort to fill the gap, Guilin Crane Animation then started the business.

Popularity among overseas broadcasters

Gemini Fables's success won Guilin Crane Animation a name in China, and attracted attention from overseas broadcasters. "Some days ago, Mr. Simon Higgins came to Crane Animation for a cooperation to promote the international edition in Australia. We are glad that we can reach an agreement. Besides this, we are now negotiating with broadcasters from Switzerland," said Xie.

According to Xie, Mr. Simon Higgins plays a critical role in bringing out the cooperation. Simon Higgins serves as the art producer for the international edition, the team re-created the works on the basis of the language habit, life style in Australia, not just the translation.

Market decides business model

In the business starting-stage, Crane Animation has decided to build Gemini Fables into a cartoon PSA brand, not just a TV show. They will produce the Gemini Fables cartoon, living theatre, radio play and early educating magazines in the near future. "We have produced 60 volumes of Gemini Fables comic books and be published in April. Also, the audiences will enjoy the living stage opera and radio play in March and June. According to the company strategy, Crane Animation will also produce China's first early educating animation magazine, the Gemini Fables," says Xie.

"Just like the business model of the animation industry, Crane Animation's priority is to gain popularity and visibility first and then make profits. Although we have attracted wide attention, still we fail to make profits, the market will decide the business model," says Xie. (by Feng Fei)

本报记者 冯 飞

近日,桂林坤鹤文化传播有限公司(下称坤鹤文化)推出原创公益广告动画形象——“可可小爱”,并借此打入国际动漫市场。坤鹤文化创意总监谢吉兵向记者介绍,《可可小爱》是坤鹤文化打造的原创公益广告动画,其定位于传播公益文化的品牌化理念,并塑造了“可可”、“小爱”等卡通形象。坤鹤文化欲将《可可小爱》打造成原创公益动画品牌。

据悉,《可可小爱》推出后,不仅

受到中国国内多家电视台的青睐,还与澳大利亚亚洲教育基金会的亚洲教育文化大使西蒙·希金斯达成合作协议,共同推出国际版《可可小爱》——《Gemini Fables》,其将在澳大利亚的电视台播出。

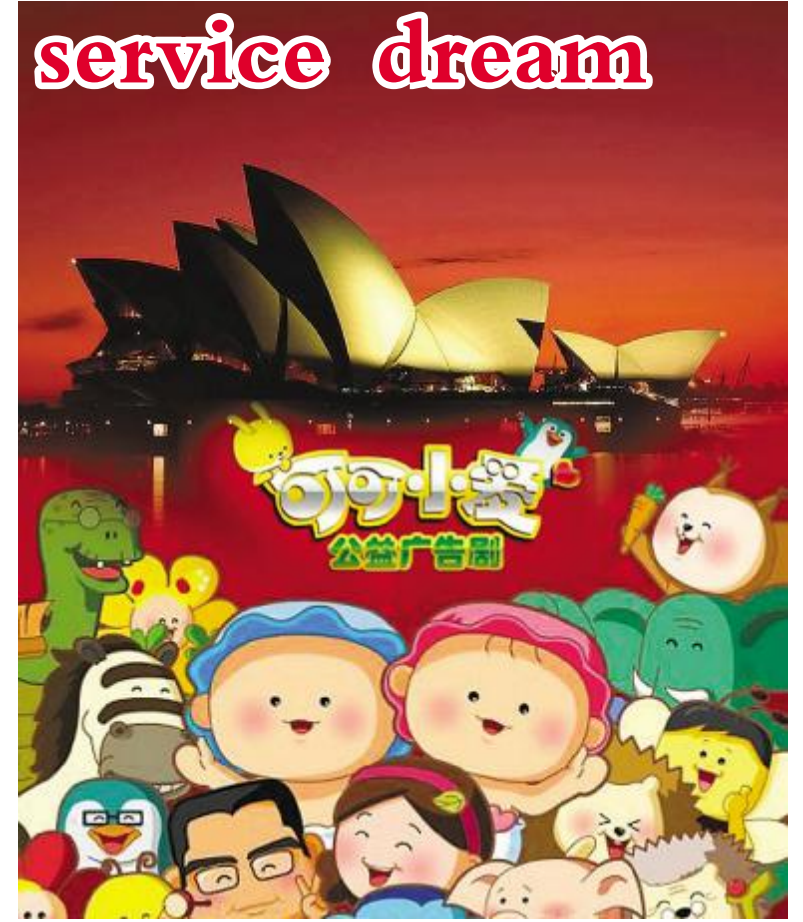
公益动漫受青睐

成立于2006年的坤鹤文化位于桂林城国家高新区创意产业园,是一家专注于原创动漫品牌运营的动漫企业。早在2008年,坤鹤文化就推出《可可小爱》公益广告项目,当时名字叫《尿布王国》,并在常州国际动漫节上获创意三等奖。《可可小爱》第一部制作了500集,自2012年7月向播出市场推出后,先后在中央电视台少儿频道、戏曲频道及视频网站播出,并创造了在爱奇艺网40集60天突破1亿次点播的佳绩。谢吉兵表示,《可可小爱》还获得了由中央文明办、中宣部主办官网“中国文明网”的支持推广,并获得了中央电视台全球公益广告比赛奖等10个专业奖项。

谈及坤鹤文化为何选择投身于公益动画的创作,谢吉兵表示,公益广告是一个社会、国家、城市、企业的文明素质形象进步的标志,而动画公益广告时尚新颖、幽默有趣,并有着庞大的市场需求,但国内却没有一个专注公益广告的原创新品牌,所以坤鹤文化便结合团队自身创意实力的优势,推出“可可小爱”品牌,把公益广告品牌化、动画化。

公益理念促输出

《可可小爱》在国内市场的成功也使它受到国外播出机构的青睐,坤鹤文化与澳大利亚亚洲教育文化大使西蒙·希金斯先生签订合作协议,共同推出国际版《可可小爱》原创动



漫公益广告项目,前期将在澳大利亚进行市场推广,并逐步走向其他国家。“澳大利亚只是坤鹤文化的动漫作品走向国际的一个起点,我们从动漫作品的前期策划时就将视野放大到国际市场,除澳大利亚外,坤鹤文化还在和瑞士等国家的播出机构洽谈《可可小爱》的播出事宜。”谢吉兵表示。

为何《可可小爱》能得到澳大利亚的青睐,谢吉兵认为,担任坤鹤文化海外拓展部艺术顾问的西蒙·希金斯起到了至关重要的作用。“西蒙·希金斯对《可可小爱》国际版进行全程艺术监制。因考虑到澳大利亚与中国的文化差异,《可可小爱》的国际版并不是由中文版直接翻译而来,而是根据澳大利亚的生活方式、语言习惯重新创作的。”

多元运营铸品牌

在《可可小爱》推出之前,坤鹤文

化就定下目标,欲将其打造成原创公益动画品牌。除了创作原创公益动画广告外,坤鹤文化还将推出可可小爱漫画、舞台剧、广播剧及早教杂志,通过“可可小爱”品牌布局公益文化全产业链。“坤鹤文化已制作了60集可可小爱漫画,预计将在今年4月出版。以“可可小爱”品牌布局公益文化全产业链,坤鹤文化已制作了60集可可小爱漫画,预计将在今年4月出版。项目健康持续的发展下去。”谢吉兵表示,虽然《可可小爱》获得了国内外多家影视播出机构的青睐,但坤鹤文化并未实现盈利,依靠公益动画品牌能否催生成熟的商业模式还需市场检验。

China's IP in foreign eyes



China has surpassed Britain as Canada's No. 2 export destination. "It was just a question of time," said Mr. Ciuriak, now a consultant. China is particu-

larly attractive for firms that sell high-technology products and services, he added, because the country is going through a massive shift from a rural-based economy to an urban one. (China beats out Britain as Canada's No. 2 trade partner, by The Globe and Mail)

中国已超过英国成为加拿大第二大出口目的地,这具有里程碑意义。“这只是一个时间的问题。”加拿大外交和国际贸易部前首席经济学家斯尔瑞克先生表示,中国对出售高科技产品和服务的企业特别具有吸引力,因为中国正在经历从以农村为基础的经济向城市经济的巨大转型。(《中国击败英国成为加拿大第二大贸易伙伴》,环球邮报)

Comment:

Canada has a large tech sec-

tor, with exports of nearly \$30 billion a year worth of information technology, but relatively little of it goes to China. As China looks favourably on Canada as a supplier, because of its reputation for innovative and creative technology, there is definitely more space to develop cooperation in technology and intellectual property.

点评:

加拿大的高科技产业发达,每年有近300亿美元的信息技术出口,但其中只有相对很少的份额出口到中国。但由于其拥有知识产权和技术创新的良好信誉,中国将其看作重要的技术供应方,双方在技术及知识产权领域必将有更多的合作空间。



The global smartphone industry is changing dramatically, as China surpassed the United States in 2012 to become the world's largest smartphone market by volume. Smartphone shipments to China in the third-quarter of 2012 hit a record 60 million. The main reason Apple isn't winning

China - for now - is other companies offer more affordable products, meaning cheaper than Apple's iPhone. (The China smartphone brand that's beating Apple, by Money-Morning.com)

当今全球智能手机行业正发生着急剧变化。中国在2012年超过美国成为世界上最大的智能手机市场。2012年第三季度中国的智能手机出货量达到创纪录的6000万部。苹果公司未能“占领”中国市场的主要原因是其在中国的竞争者提供了比苹果公司的iPhone更加物美价廉的产品。(《中国智能手机品牌击败苹果》,钱晨网)

Comment:

According to reports, Apple is beginning to lag behind its competitors in China, being outsold by

Chinese domestic smartphone companies: Lenovo and Coolpad. Whilst the potential for growth in China remains the world's largest cellphone market, it seems that Apple as well as other multinationals will need to alter their business model to better suit the Chinese market.

点评:

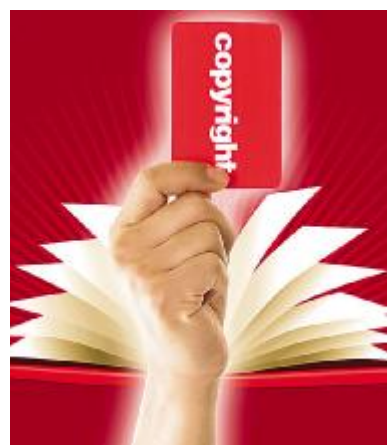
据报道,在智能手机的销量上,苹果公司在中国已经开始落后于它的竞争对手,联想、酷派等中国国内智能手机厂商领先。中国将保持世界上最大手机市场的增长潜力,像苹果等跨国公司需要不断改变其商业模式以更好地适应中国市场。

(by Correspondent Wang Weiwei from Canada) (本报通讯员汪玮发自加拿大)

State Council revises copyright rules

中国加大著作权侵权行为行政处罚力度

State Council recently issued the decision on modifying the Copyright Law Implementation Regulations, Regulations for the Protection of Information Network Transmission Rights, Protection of Computer Software Regulations, strengthening the administrative sanctions on infringements against copyright. Anyone who provides others' works through the network shall have to obtain permission otherwise will be punished by the law. Infringing acts with illegal business revenue shall be liable to a fine of 3 to 5 times as much as the entire illegal business revenue. Infringing acts without illegal business revenue or less than 50,000 yuan, shall be liable to a



fine of from 100,000 to 250,000 yuan.

According to the revised Copyright Law Implementation Regulations, infringing acts given by the

copyright law shall be liable to the administrative sanctions to be imposed by copyright administrative authority. The amount of the fine to be imposed for infringements against copyright shall be depending on situation of each cases. Unlawful gains amounted to 50,000 yuan shall be liable to a fine of 1 to 5 times as much as the entire illegal business revenue. Acts without unlawful gains or gains less than 50,000 yuan shall be liable to a fine of 250,000 yuan.

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the entire illegal business revenue. Acts without unlawful gains or gains less than 50,000 yuan shall be liable to a fine less than 250,000 yuan.

According to the Protection of Computer Software Regulations, infringements against copyright shall be liable to the administrative sanctions imposed by copyright administrative authority in the form of injunction in relation to the production and distribution of infringing copies, confiscation of unlawful gains and seizure of infringing copies and equipment used for making infringing copies, as well as fine. (by Liu Ren)

本报讯 日前,国务院对《中华人民共和国著作权法实施条例》、《信

息网络传播权保护条例》、《计算机软件保护条例》作出修改,加大了对相关著作权侵权行为的行政处罚。通过网络擅自传播作品等侵权行为,行政处罚上限从原来非法经营额的3倍提升至5倍;没有非法经营额或非法经营额5万元以下的,处罚上限从10万元提升至25万元。

根据《国务院关于修改《中华人民共和国著作权法实施条例》的决定》,在列举的侵权行为范围内,同时损害社会公共利益,非法经营额5万元以上的,著作权行政管理部门可处非法经营额1倍以上5倍以下的罚款。这不但将上限从原来的3倍提升至5倍,还增加了1倍的下限。同时规定,没有非法经营额或非法经营额5万元以下的,由可处10万元以下的罚款,提升至25万元以下。

同时,国务院对《信息网络传播

权保护条例》作出修改,将第十八条、第十九条中的“并可处以10万元以下的罚款”修改为“非法经营额5万元以上的,可处非法经营额1倍以上5倍以下的罚款;没有非法经营额或者非法经营额5万元以下的,根据情节轻重,可处25万元以下的罚款”。

《计算机软件保护条例》规定,未经软件著作权人许可,有相关侵权行为同时损害社会公共利益的,著作权行政管理部门可责令停止侵权行为,没收违法所得,没收、销毁侵权复制品,可以并处罚款。(刘仁)

Table with 2 columns: Role and Name. Includes Executive Editor Liu Peng, English Translation Jiang Xu, and Translator Jiang Xu.