

百度大力整治盗版网络文学

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导读:5月23日，百度贴吧和手机百度相继宣布：为加大对正版内容的保护力度、维护原创作者权益、共建良性内容生态，即日启动盗版内容清查行动。



Chinese tech giant Baidu closed a number of its Internet forums about online novels on Monday as part of an anti-piracy campaign.

中国科技巨头百度于周一关闭了大量网络小说在线论坛，铁腕打击盗版。

According to a statement by Baidu social media platform Baidu Tieba on Monday, an anti-piracy campaign to "better protect authorized copies and safeguard authors' rights" is "in full swing" on Tieba's online forums.

据百度社交媒体平台—百度贴吧官方声明，贴吧在线论坛正在全力打击盗版以更好地保护已授权版本及捍卫作者权利。

Claiming to hold a "zero-tolerance attitude" toward piracy, the company planned to temporarily shut down all Internet forums under the category of literature in order to check content for intellectual property theft.

表明对盗版持“零容忍”态度后，公司计划短期关闭所有文学类别的网络论坛，清查内容以打击知识产权剽窃。

Regardless of Baidu's intentions in stepping up anti-piracy efforts, the move won recognition from the electronic publishing industry as well as from many observers of intellectual property rights protection.

百度仅为了加大打击盗版的力度，此举仍得到了电子出版业和知识产权保护人士的认可。

Calling the move "of positive significance," Xu Xinming, a Beijing-based lawyer specializing in intellectual property rights, told the Global Times on Monday that such an anti-piracy campaign is long overdue, though it is not too late to carry it out.

北京著名知识产权律师徐新明在周一接受环球时报采访时说，百度此举具有积极意义，反盗版运动开始得并不算太晚，但仍是一个长期的运动。

In 2011, Baidu was found guilty of copyright infringement in a lawsuit filed by literary website qidian.com and was ordered to pay the plaintiff about 550,000 yuan (\$84,000) for infringing copyrights for five novels.

在2011年，百度因侵权被判向起点中文网赔偿55万元（84000美元），因其侵犯了后者五部小说的版权。

On Monday, Lin Tingfeng, one of the founders of qidian.com, called Baidu's campaign "a victory" on Sina Weibo.

周一，身为起点中文网创始人之一的林庭锋在新浪微博中称“百度反盗版运动是一场胜利。”

Lin, also a senior vice president of China Reading Ltd - the country's largest online literature platform, which was founded by Tencent - also worried that "the victory might just be temporary."

林庭锋，同时是由腾讯创办的中国最大在线文学平台—阅文集团的高级副总裁，也担心“这只是一场暂时的胜利。”

Pirated literature caused paid reading services 7.77 billion yuan in losses in 2014, news site cnr.cn reported in March, adding that pirated works on Tieba accounted for 64.3 percent of all online literature piracy.

央广网三月份报导，2014年文学盗版侵权共造成77.7亿元的付费阅读损失，其中贴吧中的盗版作品占网络文学盗版的64.3%。

Xu also noted that recent controversy surrounding Baidu might be behind the launch of this campaign.

徐律师同时强调最近关于百度的争议也是这场运动的推动力。

Since the end of April, the tech giant has been battered by so many waves of public outcry over a scandal involving its paid listing service that the government investigated the scandal and later ordered the company to overhaul its policies.

自四月底以来，百度因一桩关于竞价排名的丑闻引舆论哗然，政府调查之后勒令公司对其政策全面整改。

Such a campaign is not likely to make a fundamental impact on piracy on Baidu Tieba, Xu said. Instead, he suggested that the company should formulate a long-term mechanism to monitor copyright infringement.

徐律师说，这样一场反盗版运动不太可能对百度贴吧的盗版有根基性的影响，百度应该建立一个长期性的用于监管版权侵犯的机制。

