

THURSDAY JANUARY 19 2017

XU HONGJU

## Chinese ideas to be integrated into international IPR reform

China is now rapidly advancing from “made in China” to “intelligent manufacturing in China” characterized by the integration of information technology with the manufacturing industry. To maintain the innovation and vitality of intelligent manufacturing, China needs to implant the country’s own concepts into the reform of international intellectual property rights (IPR) rules, which is also conducive to creating a good environment for the globalization of intelligent manufacturing.

Today, relatively stable international rules have formed in international trade, investment and financial areas. However, in terms of IPR, the rules are constantly changing because of conflicts between countries. Most conflicts here are between countries with different innovative capacities.

With relatively low levels of technological advancement, developing countries find it hard to break the technological monopoly of developed countries. The developing countries have become the single payer of IPR costs, and that’s why they resist some unfair international IPR rules.

Current international IPR rules have a different influence on countries with varied levels of technologies. Therefore, reforms are needed. For China, seizing the opportunity of reform to promote the establishment of more fair and

rational IPR rules is also key to improving the global influence of China’s intelligent manufacturing.

China’s innovative ability is on the rise. In reforming IPR rules, we should not take as reference either the technological level of developing countries or that of developed countries. The first step is to correctly evaluate the position of the country’s innovation capacity in the globe and then to decide the goal of the global strategy as well as the appropriate attitude in negotiations for setting up international IPR rules. This requires both quantitative and qualitative analysis of domestic innovators, contributing factors and other elements.

In general, China’s goal is to create fairer and more rational international IPR rules that can let people around the world share the benefits brought by innovations and inventions. While global competition in the IPR area is increasing, these kinds of rules will also safeguard the sustainable development of the global economy.

Some current international IPR rules were made to ensure the optimal interests of only a small group of communities. They do not consider developing countries and hence cannot protect the common interests of mankind.

For example, eco-friendly technologies help to prevent the deterioration of the global climate. But developed countries encour-

age rights holders to refuse the cross-board promotion of these technologies. In this way, IPR rules become a means to enhance trade protectionism.

The objective of China’s international IPR rule reforms is to avoid this kind of practice and guarantee that most countries are treated equally and make common progress while promoting technological innovation. It also ensures that most countries benefit from international IPR rules, based on which the sustainable development of the mankind can be realized.

To this end, China can make use of opportunities to formulate multilateral trade agreements or regional free trade agreements. Also, China can utilize the mechanisms for resolving disputes within the WTO.

At present, China should be especially active in solving disputes involving IPR rights in the international community. China can elaborate on its ideas and promote the shift to the inclusive development of international IPR rules that further the interest of most countries. This is not only necessary for developing intellectual manufacturing in China but also a duty of China as a major country in the world.

*Xu Hongju is from the Law School of Dalian Maritime University.*

NI XIANGBAO

## Sustainable development of film, TV requires focus on quality

In 2016, China’s television and film industry made great achievements, but its performance is still not satisfactory. Though China has the most screens, its box office returns are far from the world’s highest.

From 2010 to 2015, the country’s box office increased from 10.1 billion RMB to 44.1 billion RMB, but in 2016 the total declined greatly. Also, last year, both the growth and the influence of the TV industry dropped. Therefore, we should have a clear understanding about the achievements and problems as well as the general development of the industry in 2016.

Problems rather than achievements are a more appropriate theme for last year’s film and TV industry performance. For example, during the 2016 Shanghai International Film and TV Festival that took place in June last year, some en-

terprises in the industry were quite optimistic, believing that China’s film box office would surely surpass that of the United States. They also think that the day when China’s box office reaches 300 billion will soon come. Judging from this goal, there was little progress in the industry in the year passed.

Actually, the increase in the number of screens and box office in past years is significant. But it is impossible to sustain a high-speed increase because it is contrary to the law of development. Therefore, the slowdown of development is in fact a return to the normal track of development or a return to rational development. This is the basic law of any industry, including the film and TV industry.

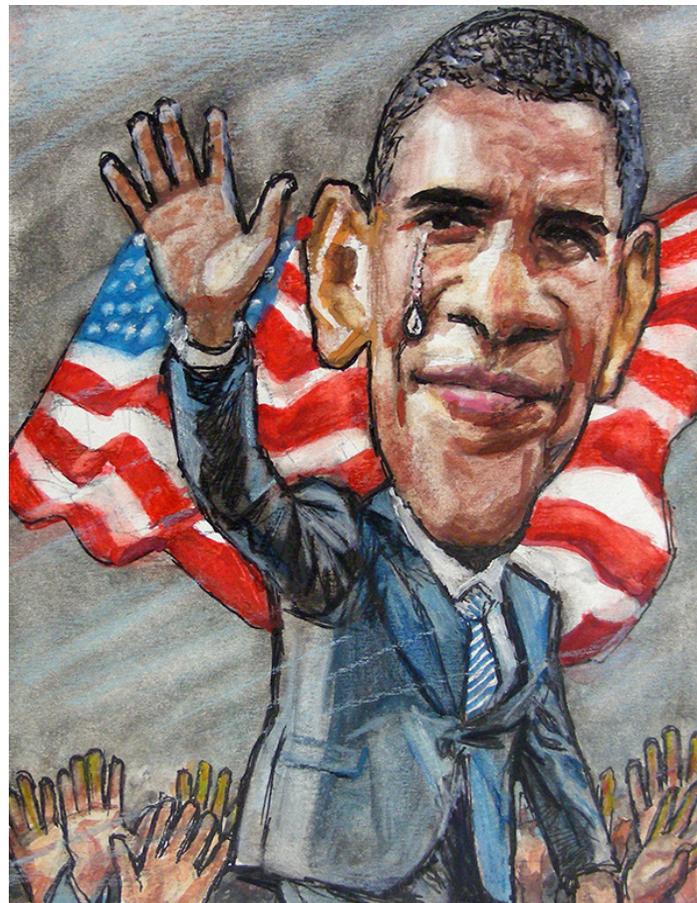
In this sense, we should not attribute the slowdown mainly to human factors. Instead, it is the result

of objective factors. It is not created by the personnel in the industry. Rather, it is the law of the industries. And actually, it is conducive to the long-term healthy development of the industry.

However, the achievements are also remarkable. According to one 2016 report on film and TV industry, China’s film and TV products have become rich in content and grown in quality, which shows that the industry is developing in a good direction. This trend is manifested in the fact that in addition to big commercial blockbusters and films reflecting mainstream ideology, other genres like art films, documentaries and cartoons all performed impressively.

One thing to mention is that in 2016, there was a boom in online movies, with the total number increasing from 700 in 2015 to 2,200, generating considerable profits. According to statistics, the audiences for online movies range in age from 19 to 30 years old, which is identical with that of theater movies, providing a possible explanation for the slowdown at the box office.

CARTOON



### Time to say goodbye

Cartoon by Wu Jianjun; Poem by Long Yuan

With hope for the future, Obama waved goodbye,  
Wiping a tear from his eye.  
The Most Admired Man of the year,  
He was met with claps and cheers.  
Looking back at his time as president,  
His confidence was self-evident!

According to a Gallup poll, Obama was named Most Admired Man for the ninth consecutive year, edging out president-elect Donald Trump.

Obama has held the honor since he was president-elect over incumbent George W. Bush in 2008. The poll came as a fresh dispute was erupting between Obama and his successor, spurred by Obama’s hypothetical musings that had he run again, he would have been victorious.

The Gallup ranking is based on results collected during a Dec. 7 to 11 poll of a random sample of 1,028 adults, aged 18 and older, living in all 50 US states and the District of Columbia. According to the 70 surveys conducted since 1946, incumbent presidents usually claim the title.

Hillary Clinton claimed the title of Most Admired Woman for the 21st time. It is Clinton’s 15th time earning the spot consecutively. Michelle Obama received the second-most votes. Angela Merkel and Oprah Winfrey ranked third and fourth, respectively.

Based on the aforementioned analysis, theater movies should create more works for a more varied audience. They should reposition themselves while catering to different age groups. If theater movies continue to target young people, they will find it hard to attract a larger audience. And in this way, the slowdown trend is likely to continue and the profits will be reduced.

Another topic is important when evaluating China’s film and TV industry in 2016: How can the industry better implement the “going out” strategy? In recent years, Chinese TV series made slight progress in going

out, while movies were far from impressive.

By analyzing works that were successful abroad, two things become apparent: One is that both their themes and stories have Chinese characteristics. The second is that, generally speaking, they first received wide acclaim among the domestic audience. To conclude, to go out, films and TV series should base themselves in the country’s own soil and concentrate on improving quality.

*Ni Xiangbao is from the Film and Television Art Research Institute at Soochow University in Jiangsu Province.*