

# 著作權與國家之市場控制：中國視頻網站之著作權管制研究

王維菁

影視著作權管制向來是影響影視科技產業市場發展的最主要因素之一，其進一步規制塑造了傳播科技的流傳及使用面貌。以中國新興之視頻網站市場而言，其著作權管制是出自何種考量與目的？相關管制又如何影響中國視頻網站的發展與其產業市場面貌？是本研究主要的探索目標。研究結果發現，中國視頻網站之著作權管制在不同發展階段，國家有不同對應之管制方向與不同之政治經濟目的，但其最終的實際作用包含有三：一、著作權管制作為政治控制視頻網站市場的重要手段；二、著作權管制作為有力之市場競爭策略與工具；以及三、著作權管制作為資本利益的有效手段。

**關鍵字：**中國視頻網站、著作權管制、政治控制、市場控制、市場競爭手段

## **Copyright and the Government's Market Control: Video**

### **Website Copyright Regulation in China**

**WANG Wei-Ching**

Video copyright regulation has always been one of the most critical factors that affect the video technology industry market development, and further regulates and shapes the distribution and application orientations of the technology. The primary objectives of this study are to explore what considerations and purposes are copyright regulation created for during the emerging video website market in China, and how do the relevant regulation measures affect the development of video websites and the industrial market outlook in China. The results of this study indicated that, in terms of video website copyright regulation applied by China during different stages of developments, China uses different corresponding control directions in order to achieve different political and economic objectives. Ultimately, copyright regulation has three actual effects in China: (1) it is an important means of political control over the video website market; (2) it is a powerful market competition strategy and tool; and (3) it is an effective means to achieving capital benefits.

**Keywords:** Chinese video websites, copyright regulation, political control, market control, means of market competition