PRESS RELEASE

MC Distributes National Culture Market IPR Protection Special Law Enforcement Plan

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The Ministry of Culture has recently printed and distributed the National Culture Market IP Right Protection Special Law Enforcement Action Plan to carry out culture market IP right protection special law enforcement activities on a national scale from October 2010 to March 2011. The activities focus on disciplining infringing and pirating acts of online games, online music, online animation, video games and karaoke songs, and the key areas are the Bohai Sea surrounding area, Yangtze River Delta and the Pearl River Delta areas. Main tasks include: disciplining ‘private servers’ and ‘plug-ins’ of online games; clearing the song VOD systems at entertainment places; strictly investigating and punishing infringing and pirating online music; uncovering illegal anime game products; investigating and penalizing forged and fake artistic products; taking severe measures against lip synching and fake music performances, and investigating and eliminating film and television servers at internet cafes.

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