

The value of digital rights for the sustainable growth of the digital economy

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Abstract: With the rapid development of information technology and the rise of digital economy, the protection and management of digital copyright has become an urgent issue. This paper aims to discuss the important value of digital copyright in the process of digital economy construction and development, and analyze its impact from multiple dimensions. Through the protection of digital copyright, it can promote innovation and entrepreneurship, promote the development of digital industry, maintain information security, and at the same time protect and pass on excellent cultural heritage.

Key words: digital copyright, digital economy, economic development, innovation and entrepreneurship, cultural protection, information security

1. Background of digital economy and definition of digital copyright

1.1 Background of digital economy

Digital economy refers to an economic form based on digital technology, with digital production, digital transaction and digital management as its main features. With the rapid development of emerging technologies such as the Internet, big data, artificial intelligence and the Internet of Things, the digital economy has shown a trend of rapid growth, which has had a profound impact on traditional industries and economic models. Featuring high efficiency, intelligence and innovation, the digital economy has brought new opportunities and challenges to economic development.

1.2 Definition of digital copyright

Digital copyright refers to the legal rights and protections that digital content affords (such as text, audio, video, pictures, etc.). It covers the protection of copyright, patent rights, trademark rights, proprietary technology and other rights and interests of digital content. The core goal of digital copyright is to ensure the legitimate rights and interests of digital content by preventing unauthorized reproduction, dissemination, modification and appropriation, while providing reasonable economic returns and interest protection for creators and right holders of digital contents.

2. The impact of digital copyright on economic development

2.1 Innovation and intellectual property protection

Digital copyright protection plays a key role in innovation and intellectual property protection. Effective digital copyright protection encourages innovation and inspires businesses and individuals to devote more resources and energy to research, development and creation.

The protection of intellectual property rights can also encourage technology transfer and cooperation in technological innovation. Reasonable intellectual property protection makes enterprises more inclined to cooperate and transfer technology, thus promoting the spread of technology and the cross-field integration of innovation.

2.2 Prosperity of the digital content industry

Digital copyright protection plays a key role in the prosperity of the digital content industry. The rapid development of the digital content industry, which includes digital entertainment, digital publishing, digital advertising, digital art and other fields, has driven economic growth and increased job opportunities.

Digital copyright protection not only encourages the continuous creation of digital content creators and producers, but also provides a stable and sustainable business model for the dissemination of digital content.

2.3 Improvement of the investment and financing environment

Digital copyright protection is critical to improving the investment and financing climate. Investors and funding institutions tend to prioritize the degree of security and protection of intellectual property rights, as they are one of the important factors guaranteeing a return on capital. Effective digital copyright protection can boost investors' and funders' confidence in digital economy enterprises and attract more capital and resource injections.

There is a positive correlation between the degree of IP protection and innovation and competitiveness. Strengthening digital copyright protection can enhance the value of enterprises' intellectual property rights, enhance their market competitiveness and attractiveness, and in turn provide more opportunities for enterprises to raise capital and expand scale.

Digital rights protection plays an important role in promoting economic development, driving innovation, fostering a thriving digital content industry, and improving the investment and financing climate. Together, these factors contribute to the growth and sustainable development of the digital economy.

3. Digital rights promote innovation and entrepreneurship

3.1 Establishment of innovation and entrepreneurship ecosystem

Digital copyright protection contributes to the establishment of a sound innovation and entrepreneurship ecosystem and provides a good environment and support for innovative enterprises. With a fully protected digital rights environment, innovators can do their creative work with more confidence, while attracting more innovative resources and investment. One indicator of an innovation environment is the

level of intellectual property protection. Countries and regions with higher levels of IP protection tend to have a more vibrant atmosphere for innovation activities and entrepreneurship.

3.2 Encourage knowledge sharing and cooperation

Digital copyright protection not only focuses on the rights of creators, but also encourages knowledge sharing and collaboration. Through reasonable copyright protection and authorization mechanisms, the circulation of knowledge and cross-field cooperation in innovation can be promoted, providing a broader development space for innovation and entrepreneurship.

According to data released by the World Intellectual Property Organization (WIPO), many innovative enterprises and creators tend to adopt the open knowledge sharing model, which encourages collaborative innovation under the premise of digital copyright protection.

3.3 Growing confidence among entrepreneurs and investors

Digital copyright protection provides confidence and assurance to entrepreneurs and investors and encourages them to actively engage in innovative and entrepreneurial activities. Entrepreneurs are more motivated to create new products and services in an environment where IP rights are protected, while investors are more inclined to support businesses that have stable IP protection.

Countries with higher levels of IP protection attract more venture capital investment. This is because investors are more willing to invest in enterprises that can ensure the security of intellectual property rights, thus reducing investment risks.

Digital copyright protection is of great significance in promoting innovation and entrepreneurship. It promotes innovation and entrepreneurship by helping to build an innovation and entrepreneurship ecosystem, encouraging knowledge sharing and cooperation, and boosting the confidence of entrepreneurs and investors. Together, these factors have contributed to the flourishing of innovation and entrepreneurship and the prosperity of the economy.

4. The significance of digital copyright for cultural protection

4.1 Protection of cultural diversity and identity

Digital copyright protection helps to preserve and pass on cultural diversity and identity across regions and ethnic groups. Through digital technology, intangible cultural heritage such as languages, music, dances and traditional crafts can be recorded, preserved and disseminated, thereby reducing the risk of cultural diversity being compromised.

Digital copyright protection also helps to protect the traditional knowledge and cultural expressions of ethnic minorities and indigenous ethnic groups. These traditional knowledge and forms of expression are often threatened by misappropriation, abuse and plagiarism, and digital copyright protection can provide legal protection and financial rewards for these groups, encouraging them to actively participate in cultural creation and preservation.

4.2 Digital preservation and dissemination of cultural heritage

Digital copyright protection promotes the digital preservation and dissemination of cultural heritage. Through digital technology, many museums, libraries and archives can digitally preserve valuable cultural heritage to prevent damage and loss of originals. Digital copyright protection ensures the legal use and dissemination of digitized cultural heritage, providing the public with wider opportunities for cultural participation and learning.

Digital preservation and dissemination also provide more convenient ways for cultural heritage to be shared with a global audience across geographical and time constraints. Such digital dissemination helps to promote cultural exchange and dialogue, and provides new opportunities for the development of cultural tourism and cultural industries.

4.3 Inheritance and protection of cultural heritage

Digital copyright protection helps to pass on and protect the rich cultural heritage, including traditional arts, literary works, historical and cultural documents, etc. Through digital technology, these precious cultural heritages can be digitally preserved and widely disseminated, so that more people can understand and enjoy these cultural treasures.

Projects to digitize cultural heritage can promote the dissemination and exchange of cultural diversity, while protecting original cultural works from the risks of loss and corruption.

4.4 Prosperity of cultural and creative industries

Digital copyright protection has played a key role in the prosperity of cultural and creative industries. The cultural and creative industries, which include art, design, film and television, music, publishing and other fields, rely on the protection of creativity and intellectual property rights to promote creation and market operation.

Cultural and creative industries are playing an increasingly important role in the global economy. The protection of digital rights can not only encourage creativity and innovation, but also provide stable business models and market opportunities for cultural and creative enterprises.

The importance of digital rights protection in cultural protection can be seen. It helps to pass on and protect cultural heritage, while promoting the prosperity of cultural and creative industries. The protection of digital copyright has provided strong support for the dissemination, creation and marketization of culture, and promoted cultural diversity and sustainable development.

4.5 Create a favorable environment for cultural creation

Digital copyright protection provides creators with the opportunity to create a good environment for cultural creation. By ensuring that the copyright of their creative results is protected, creators can receive reasonable financial returns and reputational recognition, encouraging them to continue to create and innovate.

Digital rights protection can also encourage cross-border collaboration and knowledge sharing among creators, facilitating the blending of art forms and innovative thinking. It can help promote cross-disciplinary integration of cultural and creative industries, cultivate

innovative talents and promote the development of an innovative economy.

5. The importance of digital copyright to information security

5.1 Data privacy and protection of individual rights

Digital copyright protection is essential to maintaining data privacy and protecting individual rights. In the digital age, a large amount of personal data is collected, transmitted and stored, including personally identifiable information, consumption habits and so on. Digital copyright protection ensures that this personal data is protected from unauthorized use, disclosure or misuse.

Digital copyright protection is important for the protection of personal privacy. The legal and secure processing of personal data is one of the core contents of digital copyright protection, which helps build trust and protect the rights of individuals.

5.2 Protection against piracy and cybercrime

Digital copyright protection plays an important role in preventing piracy and fighting cybercrime. In the digital environment, piracy and infringement have occurred frequently, seriously affecting the interests of creators and rights holders. Effective digital copyright protection measures can reduce piracy activities, safeguard the rights and interests of creators, and promote the healthy development of creative industries.

Digital copyright protection has played a positive role in the fight against piracy and cybercrimes. Strengthening digital copyright protection can reduce the circulation of pirated goods, reduce the risk of cybercrimes, and maintain the security and stability of the digital economy.

Digital rights are important for information security. It helps protect data privacy and individual rights, and prevents piracy and cybercrime. It provides important support for the security and sustainable development of the digital environment, while promoting the legitimate rights and interests of creators and rights holders.

6. Digital copyright protection challenges and countermeasures

6.1 International cooperation and standard development

Digital copyright protection requires international cooperation and standard-setting to address issues such as cross-border infringement and piracy. International cooperation can enhance information sharing and law enforcement cooperation among different countries, creating synergy on a global scale.

International cooperation plays an important role in digital copyright protection. WIPO has promoted cooperation and exchanges among countries in the field of digital copyright protection through the formulation of international conventions and cooperation projects.

6.2 Technical means and digital watermarking technology

Technical means play a key role in digital copyright protection. Digital watermarking technology is a common technical means. By embedding invisible identification information in digital content, it can effectively track and identify copyright ownership, and prevent piracy and infringement.

According to data from digital watermarking technology providers, digital watermarking technology is of great value in copyright protection. It can provide a kind of evidence that is difficult to Break through and Tamper with, and provide technical support for the resolution of copyright disputes.

6.3 Improvement and implementation of laws and regulations

The improvement and enforcement of laws and regulations is the foundation of digital copyright protection. In response to copyright infringement in the digital environment, it is necessary to formulate and improve relevant laws and regulations, and strengthen law enforcement to ensure that the rights and interests of copyright holders are effectively protected.

The improvement and enforcement of laws and regulations are crucial to the protection of digital copyright. By strengthening the revision of copyright laws and the cooperation of law enforcement agencies, the cost and risk of infringement can be increased, and the activity space of infringers can be reduced.

International cooperation and standard-setting, technical means and digital watermarking technology, as well as the improvement and enforcement of laws and regulations, are important ways to achieve effective digital copyright protection. The adoption of these measures can improve the effectiveness of copyright protection and promote the healthy development of the digital economy.

7. Conclusion

The important value of digital copyright to the development and construction of digital economy, and the challenges and countermeasures of digital copyright protection. Through effective protection of digital copyright, it can promote economic development, promote innovation and entrepreneurship, safeguard cultural inheritance and protect individual privacy rights, and provide a foundation for sustainable development of the digital economy. Only through the comprehensive use of various means and strategies can we build a safe, fair and orderly digital economy environment and lay a solid foundation for the vigorous development of the digital economy.

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