

Difficulties and Countermeasures in Legal Regulation for Live-Streaming Re-created Video Clip

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ABSTRACT

In today's era, with the rapid development of the internet industry and the ever-changing landscape of video clips, Live-streaming re-created Video Clip have emerged as a natural outcome. The rapid development of Live-streaming re-created Video Clip has led to numerous infringement issues. Thus, this paper first clarifies the concept, characteristics, and current legal regulation status of Live-streaming re-created Video Clip, and analyzes the feasibility and necessity of regulating these videos from a legal perspective. This paper finds that there are several issues in the legal regulation of Live-streaming re-created Video Clip: the mismatch between written laws and actual situations; the vague definition and difficulty in determining infringement; unclear obligations and insufficient implementation of responsibilities by short video platforms; and inadequate compensation system for infringement damages. Consequently, suggestions are proposed: improving relevant laws and regulations to clarify infringement determination; standardizing platform responsibilities and enhancing management levels; strengthening platform review and clarifying fault determination; and improving the compensation system to mitigate losses from infringement.

KEYWORDS: *Live-streaming re-created Video Clip, Infringement Liability, Legal Regulations*

INTRODUCTION

With the continuous improvement of internet technology, China's new media industry has rapidly emerged, and short, sharp, content-rich video clips have flooded people's leisure time. As a major category of video clips, the video clip obtained through the secondary creation have also rapidly gained momentum. Live-streaming re-created Video Clip are based on live streaming footage. These video clips are produced by creators who take existing live streaming content and create something new from it. They are both a concentrated version of the original live stream and an extended innovative creation based on the original work. Compared to other audiovisual works, Live-streaming re-created Video Clip are more prone to infringement, the determination of infringement is more ambiguous, and thus they are more prone to generate infringement disputes. With the rapid development of the video clip industry, Live-streaming re-created Video Clip have continuously infringed upon the copyright, privacy rights, and reputation rights of

the original authors, affecting the healthy development of the industry.

Since 2016, China's former State Administration of Press, Publication, Radio, Film, and Television, Cyberspace Administration, and other relevant departments have issued a series of regulations and administrative guidelines aimed at the live streaming industry, continuously increasing oversight over live streaming and related secondary creation works and their dissemination. However, there are still many difficulties in legally regulating Live-streaming re-created Video Clip industry and protecting against copyright infringement. Judicial practice in this area also shows a certain degree of blindness and arbitrariness. Research has found that there are still a large number of potential copyright infringement cases involving the unauthorized use of live streaming works for secondary creation on various video clip platforms in the country. There have also been many controversies regarding the

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adjudication of infringement disputes related to Live-streaming re-created Video Clip. This indicates that the current relevant laws, regulations, and administrative guidelines in the country do not match the actual situation and are unable to effectively regulate copyright infringement issues related to live streaming secondary creation.

Thus, based on clarifying the concept, characteristics, and current situation of copyright infringement problems related to Live-streaming re-created Video Clip, this paper demonstrates the feasibility and necessity of legal regulation of Live-streaming re-created Video Clip. It combines the legislative situation and regulatory status to conduct an in-depth analysis of the difficulties in legal regulation. Then, it explores methods to improve the legal regulation of Live-streaming re-created Video Clip and puts forward feasible suggestions.

The Connotation, Characteristics, and Current State of Copyright Infringement Issues Related to Live-streaming re-created Video Clip.

Although China has established a legal regulatory system targeting copyright infringement, issues of copyright infringement concerning Live-streaming re-created Video Clip still persist in judicial practice. Thus, this paper has organized an understanding of the connotations, characteristics, and current state of copyright infringement issues related to Live-streaming re-created Video Clip, laying a foundation for subsequent research.

A. The Connotations and Characteristics of Live-streaming re-created Video Clip

Live-streaming re-created Video Clip produced through editing, modification, processing, and other forms of secondary creation based on existing live stream videos and audio works. The creative actions of secondary creators add new value to the original works, transforming them into new creations. These videos not only serve to disseminate the original works but also reflect the new thoughts and creativity of the secondary creators.

Live-streaming re-created Video Clip are characterized by free creative expression, reliance on original works, and the potential for profitability. When secondary creators produce these videos, they can express themselves based on their personal ideas and creativity, enjoying considerable freedom in their creative process. This freedom allows secondary creators to select content topics at will, innovate their presentation techniques, and choose themes and styles that reflect their personal interests and expertise, enabling them to express their viewpoints in a personalized manner. They can also

employ a variety of technical means to create unique derivative works.

In a comprehensive view, the various characteristics of Live-streaming re-created Video Clip make them more susceptible to copyright infringement. The relatively low threshold for creating these videos can lead some secondary creators to overstep the bounds of what is permitted under fair use doctrine. Although a highly free creative environment can stimulate creativity and cultural diversity, it may also make it more difficult to regulate acts of infringement. At the same time, although secondary creators acquire copyright by investing labor and demonstrating originality, they are still subject to the copyright of the original work, which carries potential risks of infringement. This highlights how live-stream derived short videos can contribute to cultural prosperity but may also lead to copyright disputes. Furthermore, some secondary creators may produce low-quality derivative videos or deliberately infringe for profit, which can hinder the healthy development of the industry.

B. The Current Situation of Infringement Issues with Live-streaming re-created Video Clip

1. The infringement targets are varied, making the losses difficult to quantify.

Live streaming content falls under the category of audiovisual works, encompassing a multitude of rights such as copyright, portrait rights, privacy rights, and reputation rights that can be subject to infringement. As illustrated in the "Second Instance Civil Judgment of Huapei Education Consulting Co., Ltd., Inner Mongolia, and Others," when the company engaged in secondary creation of the original author's live streaming content and published short videos, it not only infringed upon the original author's copyright but also violated the portrait rights by depicting the original author's appearance in the secondary created video clip. Similarly, if the live streaming content contains personal privacy of the original author, the unauthorized use of such content in secondary creation video clip could potentially infringe upon the original author's privacy rights. If the secondary created work features the original streamer's name or includes actions that defame the original streamer's image, it could also infringe upon the original streamer's name rights and reputation rights. The original author holds multiple rights over their work, including copyright, portrait rights, privacy rights, and reputation rights. Therefore, when the use of live streaming content in secondary created works exceeds the scope of the fair use doctrine, the original author's numerous rights are at risk of being

infringed, making the quantification of the damages sustained even more challenging.

2. The definition of infringement is ambiguous, making it difficult to determine infringement.

Live-streaming re-created Video Clip are inherently prone to infringement, and the determination of infringement is often ambiguous. According to Chinese law, "live streaming that is original and creative is considered a work, and its copyright and other rights are protected." However, in judicial practice, the ephemeral nature of live streaming sometimes makes it challenging to provide effective legal protection. The infringement behavior associated with Live-streaming re-created Video Clip often contains ambiguity, making it difficult to definitively judge whether a particular action constitutes infringement. This ambiguity arises from the difficulty in confirming that the original author holds the copyright to their live streaming work, compounded by the fact that current laws have yet to provide a clear definition of the fair use doctrine, which affects the determination of infringement in the context of live stream derived content.

3. The cost of infringement is too low, resulting in ineffective deterrence.

The costs associated with infringement for secondary creators of video clip are excessively low, encompassing two primary aspects: a low threshold for infringement and weak enforcement of penalties. Firstly, the low threshold for infringement means that utilizing pertinent internet tools to produce and disseminate infringing Live-streaming re-created Video Clip is exceedingly straightforward, enabling secondary creators to effortlessly commit acts of infringement and reap financial gains. Secondly, the penalties for infringement are insufficiently stringent; infringing secondary creators may often evade legal or platform sanctions, and even when subjected to legal constraints, they are typically only required to make nominal compensations. A review of the outcomes of relevant legal cases reveals that the damages awarded to infringing secondary creators are often meager. Original authors, in their pursuit of justice, expend considerable time and resources but frequently fail to receive the recompense they are entitled to. This scenario incentivizes an increasing number of secondary creators to engage in infringement-driven creation in pursuit of profit, undermining the deterrent effect that legal regulations should have on unlawful activities. This could potentially engender a vicious cycle within the industry, leading to a decline in original authors' motivation to create and eroding their trust in platform governance. Such

developments have the potential to adversely impact the sustainable growth of both the live streaming and video clip industries.

4. Infringing works are rampant, and corporate management is poor.

With the rise of video clip platforms, enterprises that organize and operate video clip to gain traffic and profits have begun to emerge. These types of enterprises usually cultivate marketing accounts and require them to create and publish content with traffic or benefits as the main goal. When these marketing accounts produce and release video clip based on live streams without authorization from the original creators, it leads to issues of infringement. Unlike individual behavior, determining whether an enterprise's behavior constitutes infringement depends on whether the secondary creation work has a commercial purpose. Once Live-streaming re-created Video Clip content goes beyond the scope of fair use, these works are inevitably considered to be used for commercial purposes, thus infringing on the rights of the original creator. Moreover, to produce more video clip and attract more traffic, the probability of infringing works appearing in short videos organized and operated by enterprises is much higher than that of other secondary creators. While these enterprises often lack effective management of Live-streaming re-created Video Clip infringement, they may even instruct marketing accounts to create and publish a large number of infringing works to obtain traffic. Such behavior not only violates the rights of original creators but also hinders the development of the enterprises and disrupts the entire industry environment.

The Necessity and Feasibility of Legal Regulation of Live-streaming re-created Video Clip

A. The Necessity of Legal Regulation for Live-streaming re-created Video Clip

Original content is the driving force behind the development of the industry, which is why the legal system emphasizes the protection of creators' copyrights, privacy rights, portrait rights, and other rights to stimulate their creative passion. However, acts of infringement, such as the unauthorized use of works, illegal use of portraits, and malicious editing, not only infringe on copyrights, portrait rights, and reputation rights but also pose a challenge to the rule of law in society. Currently, infringing secondary creations based on live streaming materials not only harm the legitimate rights of original creators but also disrupt the healthy ecosystem of the entire industry and the good social morals. In order to uphold the authority of the law and protect the rights of citizens, it is imperative to

strengthen the legal regulation of Live-streaming re-created Video Clip, ensuring that legal protections are effectively implemented.

Live-streaming re-created Video Clip occupy a significant position in the video clip industry. Infringement acts can violate the various rights of the original live stream creators, and the compensation they receive from successful legal actions often fails to make up for their losses. This may dampen their enthusiasm for creation and suppress the production of more high-quality audio-visual works. Due to the low production costs and potential profitability of infringement videos, a large number of secondary creators may choose to rely on infringement to churn out low-quality works in large volumes, leading to an increasing prevalence of infringing works in the market. If original creators are repeatedly infringed upon and infringing works can gain more attention and profits through sheer volume, original creators might lower the quality of their works or even exit the industry. The rampant proliferation of infringing works will disrupt the industry ecosystem, hinder the growth of new creators, and impede the overall development of the industry. In the long run, this could potentially lead to the decline of Live-streaming re-created Video Clip industry.

As acts of infringement increase, a large number of infringing video clip obtained through the secondary creation of live streaming have surfaced on video clip platforms. Due to the current law's ambiguity in infringement determination and lack of clear definition regarding the infringement of Live-streaming re-created Video Clip, many consumers find it difficult to distinguish whether these works constitute infringement. The existence of a large amount of infringing content runs counter to the societal moral values of respecting originality and copyright. If consumers are exposed to such content for a prolonged period, it may foster a distorted value system, particularly among minors who are in the critical phase of value formation, making them highly susceptible to negative influences. Therefore, in order to safeguard the industry's development and maintain a healthy online environment, there is an urgent need to improve the legal regulation of Live-streaming re-created Video Clip.

B. The Feasibility of Legal Regulation for Live-streaming re-created Video Clip

This paper analyzes the drawbacks brought about by copyright infringement issues in Live-streaming re-created Video Clip, identifying that such infringements may lead to serious consequences, thus making it necessary to improve the legal regulation of Live-streaming re-created Video Clip. The paper will

demonstrate that in the current environment, enhancing the legal regulation of Live-streaming re-created Video Clip is entirely feasible, given both a solid theoretical foundation and adequate technical safeguards, from both theoretical underpinnings and practical conditions.

The legal regulation of Live-streaming re-created Video Clip, both domestically and internationally, reflects a pursuit of balancing original protection with public interest. Abroad, for instance in the United States, the implementation of the fair use doctrine in copyright law, particularly the application of the transformative use standard, effectively regulates derivative video clip works. In China, there has been a strengthening of legal protection for the rights of original creators, highlighting the country's high regard for originality. Therefore, improving the legal regulation of Live-streaming re-created Video Clip has a solid theoretical foundation.

The legal regulation of Live-streaming re-created Video Clip abroad primarily relies on the fair use doctrine in copyright law, which aims to balance the interests of copyright holders with the public. In the United States, for instance, the determination of whether secondary creation constitutes infringement typically employs a four-factor test. In judicial practice, however, greater emphasis is placed on the "transformative use standard." If a secondary creation work is deemed transformative, it is considered fair use and does not constitute infringement. This system in the U.S. effectively balances the interests of original creators and secondary creators, fostering the development of culture and industry.

By referring to foreign legal regulations, it can be seen that improving the legal regulation of Live-streaming re-created Video Clip in China requires clear standards for the reasonable use system, which is theoretically feasible. In China, the original author's portrait rights, privacy rights, reputation rights, etc. are protected by the Civil Code of the People's Republic of China, while copyright, online dissemination rights, and remuneration rights are protected by the Copyright Law of the People's Republic of China. The Opinion on Strengthening the Protection of Copyright and Copyright Related Rights issued by the Supreme People's Court further emphasizes the protection of the rights of original authors. This indicates that China attaches great importance to the protection of originality and continues to promote the construction of relevant laws and regulations. At present, there are already laws such as the Copyright Law of the People's Republic of China and the Civil Code of the People's Republic of China as the basis, which provide a solid basis for improving the legal regulation of Live-

streaming re-created Video Clip, and further prove their feasibility and suitability for the national conditions.

Improving the legal regulation of Live-streaming re-created Video Clip not only requires theoretical support but also necessitates efficient technological means, for which the rapid development of internet technology provides a solid technical foundation. The widespread adoption of short video platforms, along with the application of technologies such as big data, smart contracts, and digital transactions, makes the review of Live-streaming re-created Video Clip and copyright queries more convenient. Major video clip platforms can optimize copyright trading models and enhance the protection of original creators' rights by constructing digital copyright trading platforms and employing big data technologies. Moreover, the powerful information retrieval capabilities of network technology, combined with platform registration systems, facilitate the rapid identification and handling of infringing works, tracking of infringers, and achieving precise and efficient law enforcement. Therefore, from a technological perspective, improving the legal regulation of Live-streaming re-created Video Clip is also entirely feasible.

Regulatory Status and Issues of Live-streaming re-created Video Clip

A. Current Regulatory Situation of Live-streaming re-created Video Clip

To protect the legitimate rights and interests of original creators, relevant departments in our country have issued a number of laws, regulations, and policy documents related to the legal regulation of Live-streaming re-created Video Clip, and have coordinated efforts among various departments, live streaming platforms, and short video platforms to jointly carry out legal regulation.

Although China has laws such as the "People's Republic of China Copyright Law" to protect citizens' rights, there is still a lack of specific written law in the emerging field of rights protection for Live-streaming re-created Video Clip. Since 2016, relevant departments such as the former State Administration of Press, Publication, Radio, Film and Television and the Cyberspace Administration of China have successively issued regulations and documents targeting the live streaming industry, such as the "Opinions on Further Standardizing Online Live Streaming Profit Activities and Promoting the Healthy Development of the Industry" in 2022, which intensified the management of online live streaming and its secondary distribution. In 2023, CPPCC National Committee member Fan Zongchao proposed the establishment of a short video secondary creation

authorization mechanism, defining the concept of "second creation" works, balancing the rights of all parties, and achieving shared benefits. He also recommended improving legislation and judicial interpretations for audiovisual works, clarifying the definition of "audiovisual works," and incorporating the results of judicial practice to issue relevant judicial interpretations. This indicates that China still needs to improve the legal regulation of Live-streaming re-created Video Clip, with relevant laws and regulations still in the legislative process.

In judicial practice, the legal regulation of Live-streaming re-created Video Clip faces numerous challenges. Due to the inadequate definition of the scope of "audiovisual works" and the unclear delineation of the concept of "fair use," determining the rights of original creators and the attribution of infringing works becomes complicated. Relevant cases show that many infringement cases require multiple trials, with lengthy legal processes and high resource consumption. Furthermore, the compensation from infringers often falls short of compensating the original creators for their losses incurred during infringement and the costs of rights protection, revealing problems in the current legal system in handling such infringement issues, including ambiguous definitions of infringement and insufficient penalties. Therefore, it is necessary to strengthen relevant legal regulations and improve the efficiency and fairness of judicial practices.

B. Issues with the Legal Regulation of Live-streaming re-created Video Clip

Drawing on the above research, this paper identifies the following main issues with the legal regulation of Live-streaming re-created Video Clip in China:

1. The complexity of realworld situations makes it difficult for laws to be fully applicable.

Current laws and regulations do not directly address issues of copyright infringement in Live-streaming re-created Video Clip, with many relevant legal regulations still in the stage of soliciting opinions. Although the 2020 revision of the "People's Republic of China Copyright Law" introduced the concept of "audiovisual works," covering various formats such as films, TV series, and web animations, the definition of live streaming as a new type of audiovisual work remains unclear, making it difficult to determine the legal status of Live-streaming re-created Video Clip. Moreover, the definition of the "fair use" system concept provided by existing written laws sometimes fails to accurately determine whether a situation falls under fair use in current judicial practice, thus making it difficult to determine whether a work is infringing. This indicates that current

written laws do not fully align with actual circumstances and still need to be improved.

2. Lack of legal basis leads to ambiguous definitions of infringement.

Live streaming is not a traditional audiovisual work, so there is still no written legal basis for whether it is a work that should be protected in the sense of the Copyright Law of the People's Republic of China. This has brought many inconveniences to judicial practice, such as difficulties in filing cases. Although Article 24 of the Copyright Law of the People's Republic of China stipulates that reasonable use is constituted under the conditions of meeting legal requirements, indicating the author's identity, not affecting the normal use of the work, and not reasonably damaging the legitimate rights of the copyright owner, such a description is not detailed enough to cope with the complex and ever-changing reality. Therefore, in judicial practice, there is still significant controversy and difficulty in determining whether a secondary creative short video meets the standard of reasonable use. There is no clear and consistent definition of the infringement boundary for Live-streaming re-created Video Clip, which has also caused difficulties in determining infringement in judicial practice.

3. The unclear obligations of platforms lead to a lack of accountability for responsibilities.

Currently, all major video clip platforms in China have dedicated staff responsible for reviewing video content uploaded by users. However, there are no clear legal provisions regarding whether video clip platforms should implement prescreening, and the specific extent and standards of such screening. Furthermore, the distribution of responsibility between video clip platforms and users remains unclear. When users upload infringing content, they directly infringe, while platforms may bear indirect infringement liability for allowing the upload of such content. In copyright infringement lawsuits, the original authors often sue both the secondary creators and the platform. However, determining how to allocate the liability and extent of infringement between the two remains a challenge in the adjudication process.

4. The damages are difficult to quantify, and the compensation system is yet to be perfected.

Although China has introduced a punitive damages system in the Copyright Law of the People's Republic of China. However, in practical judicial practice, it is not uncommon for the original author to be unable to successfully apply for punitive damages, such as being unable to obtain compensation due to difficulties in defining infringement. In addition,

when live streaming works are infringed, the lack of clear compensation calculation standards often makes it difficult to accurately quantify the amount of compensation, which will also affect the effectiveness of the compensation system. At the same time, the original author needs to invest a lot of time, energy, and financial resources in the process of safeguarding their rights, and the current compensation system is often difficult to fully compensate for their losses, which also increases the difficulty for the original author to recover. This indicates that the compensation system for infringement damages of Live-streaming re-created Video Clip in China is not yet perfect, and punitive damages have not effectively compensated for the losses of the original author, nor have they formed sufficient deterrence against infringers.

5. Lax corporate management damages the market environment.

The rise of video clip platforms has presented market opportunities for businesses, yet some organizations operating these platforms exhibit lax management. This issue goes beyond mere disregard for copyright laws and regulations, reflecting a lack of effective copyright management and risk control mechanisms. When confronted with a massive volume of content, businesses fail to conduct rigorous review and selection, leading to unauthorized works being casually remixed and disseminated. Additionally, there is a lack of systematic copyright education and training within these companies, resulting in inadequate understanding and respect for copyright law among employees, further fueling infringement activities. Moreover, in the face of infringement, companies lack timely and effective countermeasures, failing to swiftly remove infringing content from the platform, thereby causing actual losses to copyright holders. This not only undermines the legitimate rights of original creators but also damages corporate reputation and the market environment.

Pathways for Perfecting Legal Regulation of Live-streaming re-created Video Clip

As can be seen from the above, current legal regulations governing Live-streaming re-created Video Clip in China still suffer from numerous issues such as discrepancies between codified law and practical circumstances, ambiguous definitions of infringement, unclear obligations of short video platforms, and an inadequate system for damages compensation for infringement. This paper will address these problems one by one and propose feasible recommendations for perfecting the legal regulation of Live-streaming re-created Video Clip.

A. Refine Relevant Legal Provisions and Clarify the Criteria for Identifying Infringement

Due to the mismatch between the codified laws relevant to legal regulations for Live-streaming re-created Video Clip and practical circumstances, it is necessary to refine these laws based on judicial practice. Firstly, the content concerning "audiovisual works" within the laws should be improved to clearly categorize new works from live streaming under the protection of audiovisual works. Concurrently, the description of the concept of the "fair use" system should be enhanced. By taking into account the delineation of fair use in judicial practices, the scope of fair use should be elaborated in detail to better align with actual situations. With the aim of protecting authors' rights, new laws should be added, based on a perfected fair use system, to ensure that comprehensive codified laws cover the industry of Live-streaming re-created Video Clip. By refining the codified laws related to legal regulations for Live-streaming re-created Video Clip, we can promote the practice of laws being based on codified statutes. Relying on clearly detailed laws, we can better safeguard citizens' rights.

B. Standardize Platform Responsibilities and Enhance Management Standards

To improve the legal regulations for Live-streaming re-created Video Clip, relevant management regulations should be introduced to clearly define the obligations that video clip platforms must undertake, thus urging these platforms to enhance their management standards. These regulations should require video clip platforms to rigorously verify originality certification applications for accounts, supervise and promptly address secondary creation video clip works involving infringement, and strictly fulfill the obligations that video clip platforms should bear. When a creator submits an application for original certification to the platform along with necessary supporting documents, the platform should not only carefully review the submitted materials and verify their authenticity, but also issue an original certification mark to creators who pass the review. Furthermore, the platform should continuously monitor the certified content to ensure its sustained originality. At the same time, when faced with infringement issues reported by users, the platform should strictly adhere to relevant laws and regulations, impose penalties for violations, and maintain a healthy online environment.

C. Strengthen Platform Review and Clarify the Determination of Fault

The standard for determining the liability of video clip platforms is crucial for protecting creators' rights

and promoting the healthy development of the video clip industry, hence it is imperative to clarify the standard of liability for short video platforms. Video clip platforms have the obligation to protect users' legal rights and create a healthy online environment. To achieve this, video clip platforms should establish clear content publishing rules, including copyright declarations, prohibitions against unauthorized secondary creation, and other stipulations. These rules should be communicated to users through pop up windows or checkboxes during the registration process to ensure that users fully understand them when using the platform. In the face of user uploaded content, video clip platforms should establish stringent content review mechanisms, including both automated and manual reviews of uploaded video clips, to ensure that their content does not infringe on the rights of others. Clear standards for determining liability can help platforms promptly identify and address infringement, reducing the occurrence of such incidents while also providing a more equitable creative environment for creators, promoting the healthy development of the video clip industry.

D. Establish a Robust Compensation System to Make Up for Losses Due to Infringement

To improve the legal regulations for Live-streaming re-created Video Clip, there should also be a robust system established for damages compensation in cases of copyright infringement. Based on the authenticity and completeness of the information provided by users during the application process, as well as the genuine relationship between the video clip platform and the user, the regulations should refine the identification of infringing parties, establishing a sound mechanism for determining liability to ensure accurate identification of those responsible for infringement. At the same time, clear criteria for assessing the consequences of infringement should be established to accurately evaluate compensation amounts in infringement litigation. When setting these criteria, factors such as the number of views, likes, and plays of the video clip, as well as the effort and expenses incurred by the creator, should be taken into consideration. Improving the legal regulations for Live-streaming re-created Video Clip not only involves establishing a comprehensive mechanism for compensating interests and increasing the cost of infringement to deter such acts, but also requires considering the perspective of the aggrieved party. Measures should be taken to better compensate the original authors for their losses, reduce the costs associated with identifying infringement and compensation, and minimize the time and effort original authors must expend when defending their rights.

E. Strengthen Corporate Oversight and Operate in a Legal and Compliant Manner

At the legal level, companies in the video clip industry should be required to strengthen management to reduce issues related to infringement of derivative video clips caused by negligence or misconduct. In addition, the law should encourage companies to adopt measures such as purchasing copyrights, entering into licensing agreements, or joining collective copyright management organizations, thereby enabling them to legally exercise copyrights or related rights on behalf of others. Within the collective copyright management system, authorized users can exercise rights on behalf of the copyright holders under their own names. This not only standardizes the legal use of original content by companies and effectively protects the rights of original creators but also promotes effective communication between original creators and companies in the online environment. On the other hand, purchasing copyrights and similar practices can increase the income of original creators, incentivizing them and driving economic development. By purchasing copyrights, entering into licensing agreements, and participating in collective copyright management organizations, companies can more conveniently and efficiently acquire and use original content within a legal framework. They can profit from the production of derivative video clips while providing fair economic returns to the original creators, thus achieving a virtuous cycle in the industry.

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