

# Discussion on the Application and Supervision Strategy of Digital Copyright Protection from the Perspective of Blockchain

**Guorong Chen**

*Jiangxi University of Software Professional Technology, Nanchang, JiangXi, China*

**Abstract:** Blockchain is a relatively novel existence in the development process of the new era, which protects the development and progress of China's modern economy to a certain extent. Moreover, in the process of using this modern blockchain technology, it also directly highlights the advantages and characteristics of its operation. The industry of digital copyright is also an important existence in the development of modern society in China, especially from the perspective of blockchain. Under such preconditions, this paper actively carries out more detailed research and exploration from three perspectives: the advantages of blockchain technology in digital copyright application, the problems faced in digital copyright protection application from the perspective of blockchain, and the analysis of digital copyright protection application and supervision strategy from the perspective of blockchain.

**Keywords:** Blockchain, Digital Copyright, Application and Supervision

## 1. Introduction

In the process of the continuous progress and development of the times, the production and life of the people have been significantly improved, especially China's information construction is gradually developing in a more perfect direction. The emergence and rise of digital copyright has further promoted the development of new industries. At present, the emergence of digital copyright in the Internet era has also changed the traditional mode of information communication from the source, and has directly driven the steady improvement of China's economic strength and scientific and technological strength. However, in this process, due to its unique display form, digital copyright is also facing brand-new problems, which hinders the all-round development of blockchain digital copyright at different levels. Many infringements lead to serious problems of digital copyright. Therefore, we must find new solutions.

## 2. Advantages of blockchain technology in digital copyright application

### 2.1. Advantages in digital copyright confirmation

In the rapid development of Internet technology, our production and life have also been affected to varying degrees, which facilitates our work and life. Especially in terms of "food, clothing, housing and transportation", it shows the powerful advantages that traditional media communication methods can not achieve. The characteristics of decentralized blockchain technology, timestamp and difficult tampering can provide more perfect help for it to establish a digital copyright protection platform, and reduce the investment of capital cost to the greatest extent<sup>[1]</sup>.

### 2.2. Advantages in transaction monitoring

As an important existence in the development process of blockchain technology, smart contract contains a lot of computer settings. It has a very strong automatic execution ability, solves the problem of mutual distrust between the two parties of the transaction, and meets the ultimate goal of decentralization. It can be seen that smart contract has certain feasibility all over the world, and more comprehensively solves the problems existing in politics, law, humanities and trust in various countries.

### ***2.3. Advantages in safeguarding rights with certificates***

There are essential differences between intellectual property rights and labor property rights, and its intangible characteristics are difficult to be confirmed in the entity's political power book. The emergence of the information storage mode of blockchain digital copyright technology directly reduces the cost of creators, ensures the ownership of digital copyright, and reflects the advantages of blockchain digital copyright technology in the storage and protection of rights to the greatest extent.

## **3. Problems faced in the application of digital copyright protection from the perspective of blockchain**

### ***3.1. Policy issues***

The country has always been a very important existence in the progress of economic strength and scientific and technological strength, and China's basic policies have also promoted the improvement of economic and scientific and technological strength at a certain level. The most important thing is the fast-growing blockchain technology. However, in this process, there are still some disadvantages in the policy support level of the national government departments. It is like that the state has focused on "blockchain+" without really understanding the difficult factors brought by the characteristics of decentralization and the advantages and values brought by the blockchain economy. In order to further improve this problem, national government departments should also keep more solutions in policy formulation<sup>[2]</sup>.

### ***3.2. Legal issues***

As we all know, at the legal level, evidence is the representative of authenticity under the premise of legitimacy. Today's blockchain technology can also fully realize the basic feature of decentralization, showing its basic feature of "code authenticity". Although so far, the cost of tampering with blockchain digital copyright in China is also very high, we should ensure the authenticity of blockchain digital copyright electronic data information in specific judicial practice. It also includes the legal loopholes in smart contracts and the lag of legal norms in blockchain protection mode, which directly affect the development of blockchain digital copyright technology.

### ***3.3. Conceptual issues***

Since the birth of blockchain technology, its powerful influence has played a role in many fields such as finance and digital currency. Although it plays a very important role in helping and promoting the improvement of China's economic and scientific and technological strength, it has not been applied to the people's lives, so that many people do not understand this technology, and do not think that this modern new blockchain digital copyright technology can help enterprises achieve more comprehensive development and progress. Therefore, more people still believe that the traditional third-party supervision mode has great advantages and functions.

## **4. Analysis of digital copyright protection application and supervision strategy from the perspective of blockchain**

### ***4.1. Improve the basic policy of application***

The application of blockchain in digital copyright facilitates our daily production and life to a certain extent. In order to further improve the problems existing in the development of blockchain digital copyright, relevant units and enterprises should actively improve the basic policies for the application of blockchain digital copyright technology. As the largest socialist country, China always adheres to the people-oriented development concept, especially the highly centralized government and the people always adhere to the development concept of following the party. Therefore, after China's government departments vigorously launched the blockchain development strategy, the application planning of blockchain digital copyright shows its strong advantages and functions, especially in the process of China's continuous economic and social development. After the introduction of this policy, the digital copyright field of blockchain has developed into a relatively new industry in China, thus forming the basic standard of national progress and showing the unique charm and advantages of a large country<sup>[3]</sup>.

Since the introduction of the outline of the 14th five-year plan, it has clearly emphasized that the digital age should pay more attention to data and information, and more comprehensively promoted various digital development forms such as digital economy, digital society and digital government. To a certain extent, these forms have also changed the development form of China's social economy and improved and constructed the digital ecological development structure to the greatest extent, which is also an important existence in China's economic innovation and development measures. In the "blockchain + X" model, the digital economy and the real economy have been reasonably integrated at a certain level, which has better created more perfect preconditions for China's economic and social development and changed the traditional production and life style of the people.

In addition, government departments should also comply with the development process of the times, actively improve the disadvantages existing in blockchain digital application technology, and formulate corresponding strategies, so as to lay a good foundation and premise for the further development of China's economic strength, scientific and technological strength and comprehensive national strength. Moreover, we should actively strengthen the cultivation and support of innovative talents in the field of blockchain, especially with the support and help of funds, which can obviously help blockchain enterprises make progress and development in innovation. Further, build a more perfect integrated blockchain digital technology platform.

#### ***4.2. Formulate corresponding legal norms***

The application of blockchain technology in modern digital copyright is mainly to stop all kinds of infringements, and to monitor at any time is also to avoid the situation that the infringer cannot find the responsible person. This further requires that government departments should actively strengthen the awareness of legal norms of blockchain application technology, so that every citizen can more truly realize the strong advantages brought by blockchain economic development to us and the standard legal norms in its operation. Public power itself is the development form of monitoring technology in the development process of modern society, and it is also the concentrated embodiment of China's legal society. Actively giving full play to the role of public power can avoid the adverse factors in the application field of modern science and technology at a certain level and create better opportunities for the development of China's legal society. Today, the state's leading departments have also issued corresponding laws and regulations. In 2021, China's Supreme People's Court issued the provisions on Several Issues concerning the online handling of cases by the people's court, each of which clearly stipulates the relationship between blockchain evidence and digital copyright protection, as well as the importance of application, which is also a new way for the country to improve blockchain technology at the legal level.

Moreover, there are still some defects in the application of blockchain digital copyright technology, which makes us need to constantly improve its internal operation mechanism in the development and progress of the times. The most important one is the defects of smart contract law and technology. It is very necessary for government departments to actively strengthen the intervention of policies and relevant laws and regulations. For example, in the process of blockchain digital copyright application transaction, if one party is coerced, the smart contract will take the initiative to transfer the copyright by itself, which also directly affects the interests of the copyright owner. In order to improve this problem, China has also successively established corresponding legal management regulations to ensure the basic rights and interests of copyright owners and provide more perfect conditions for the development of blockchain digital copyright economy.

#### ***4.3. Enhance legal management awareness***

As blockchain technology is a brand-new product in the development process of the times and has its own strong uniqueness, many people can not more truly understand the value and role of the application of blockchain digital copyright technology. In order to make more people understand and accept blockchain technology, we should actively promote the development of blockchain digital copyright technology and highlight the advantages of blockchain digital copyright technology to the greatest extent<sup>[4]</sup>.

Since 2016, China's blockchain technology has achieved relatively advanced development technology. Many Chinese enterprises have also actively applied this advanced technology, and then established network literature, pictures, audio and video, scientific research achievements and so on in the blockchain platform. Nowadays, many blockchain development technologies are not very perfect, making their

application fields relatively narrow and unable to attract more people's attention and understanding. However, in the process of the times, its strong operation and maintenance system will become the most important existence in China's economic progress.

#### **4.4. Building an integrated information sharing platform system**

In the process of integrating digital copyright technology with blockchain, it fully demonstrates its advantages in rights confirmation, trading and rights protection. In order to ensure that blockchain and digital copyright can build an integrated management platform in technological development, national leading departments have established blockchain development technology in courts, research institutions and other fields. The form of this work has also comprehensively promoted the integrity of the internal architecture of the blockchain digital copyright platform, and virtually solved the trust crisis.

As many Internet companies have built their own blockchain technology intellectual property protection platform in the process of development, many Internet courts have also established their own unique electronic deposit platform. Such development trend and scientific and technological strength cater to the public's cognition of the development of blockchain technology to a great extent, increase the people's trust in this new technology, and further promote the development of the field of digital copyright protection.

#### **Conclusion**

To sum up, blockchain digital copyright application technology has great potential and role, and it is the inevitable trend of China's economic and social development in the future. Now we are in the Internet era of rapid development, and the emergence and application of blockchain digital copyright technology has directly promoted the strength progress of China's economy, science and technology, especially the reasonable elimination of the disadvantages of traditional digital copyright, and fundamentally safeguarded the law protection rights and interests of more digital copyright creators.

#### **Acknowledgements**

The science and technology research project of Jiangxi Provincial Department of Education: Research on digital copyright protection based on blockchain Technology ( No. GJJ191491)

Jiangxi educational science "14th five year plan" project: Research on the application of blockchain technology in the process of vocational education modernization -- Taking Jiangxi Software Vocational and Technical University as an example ( No. 21YB309)

#### **References**

- [1] Zhao Shuangge, Li Yajie. *Research on innovation of digital copyright protection management mode under blockchain technology*[J]. *Journal of Southwest University of Political Science and Law*, 2022,24(01): 75-85.
- [2] Zhang Jiaqian. *Research on the construction and application of digital copyright industry ecosystem based on blockchain*[D]. *Beijing Institute of Graphic Communication*, 2021.
- [3] Qin Ke. *Rationally understand the value of blockchain technology for library digital rights management at this stage*[J]. *Library Development*, 2021(02): 75-82.
- [4] Guan Jun. *Research on the application and supervision of digital copyright protection from the perspective of blockchain*[J]. *Pioneering with Science & Technology Monthly*, 2020,33(05): 51-57.