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**Specifications for operation and services of mobile terminal
animation and comics**

移动终端动漫运营及服务规范

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Table of Contents

Preface... III 1 Scope	1
2 Normative references	1
3 Terms and Definitions	1
4 Basic Principles	1
5 Personnel requirements	2
6 Service Guarantee	2
7 Rights Protection	2
8 Service Content	2
8.1 Information Services	2
8.2 Content Services	2
8.3 Payment Services	3
8.4 Promotion services	3
8.5 Data Services	3
8.6 Innovative Services	3
9 Service Agreement	4
10 Service Quality Evaluation and Improvement	4
10.1 Service Quality Evaluation	4
10.2 Service Quality Improvement	4
References	5

Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting is required.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed by the Ministry of Culture and Tourism of the People's Republic of China.

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Mobile terminal animation operation and service specifications

1 Scope

This document establishes the basic principles for mobile terminal animation operations and services, and stipulates personnel, service guarantees, rights protection, service content, etc.

content, service agreements, and requirements for service quality evaluation and improvement.

This document applies to animation operations and services provided by mobile terminal animation operators to various users.

2 Normative references

This document has no normative references.

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 mobile terminal animation and comics platform

Animation apps, mini programs, M sites, H5 sites and other mobile terminal clients as well as new forms that emerge with technological development provide users with A carrier for various animation contents or services provided.

Note 1.App is the abbreviation of Application, which refers to the software program installed on mobile devices such as smartphones and tablets.

Note 2.M station refers to an aggregation animation and comics program that collects barrage audio, video, two-dimensional pictures and other information related to animation and games.

Note 3.H5 station is the abbreviation of HTML5 technology development website, which supports multimedia formats and has cross-platform features.

3.2 mobile terminal animation and comics products

Original animation content or secondary creation content independently created by the licensor and uploaded through the mobile terminal animation platform, as well as the content generated during the creation process All information and materials.

Note. Including but not limited to the title, story outline, script/lines, role relationships, character images, costumes, scenes, etc. of each work.

3.3 mobile terminal animation operators

A service provider that operates animation content by relying on mobile Internet and using mobile terminals as content presentation carriers.

3.4

mobile terminal animation and comics operation data mobile terminal animation and comics operation data Related information generated by users and contributors when using the mobile animation platform services.

Note. This includes but is not limited to data submitted by users or contributors, data generated by operational behaviors, and various types of transaction data.

4 Basic Principles

4.1 Mobile terminal animation operators shall carry out business operations and services in accordance with national laws, regulations, departmental rules and policy documents.

4.2 Mobile terminal animation operators should establish a sound organizational structure, professional technical team and efficient management system to ensure the normal operation of their business.

Operation and continuous development.

4.3 Mobile terminal animation operators shall establish and improve network and information security systems to ensure user information security and network security during operations.

4.4 Mobile terminal animation operators shall abide by the principles of fair competition and honest operation, and avoid engaging in unfair competition and behaviors that harm the interests of users.