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**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

WH/T 54-2013

**Requirements of content for smart phone (mobile terminal)
animation and comics
(English Translation)**

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Foreword

This standard is drafted in accordance with the rules given in GB/T 1.1-2009.

This standard is proposed and centralized by the Ministry of Culture of the People's Republic of China.

The drafting of the standard units. Tianjin God of the World Comic Co., Ltd., Beijing University of Posts and Telecommunications, China Mobile phone animation base, China Telecom animation Camp center, China Unicom Network Communications Group Co., Ltd., Beijing Branch in a science and technology limited liability company, Beijing Yang rabbit culture development is limited Company, Beijing April Star Network Technology Co., Ltd., Tianjin Fufengda Television Technology Investment Development Co., Ltd., Hunan Tuowei Information Systems Co., Ltd., Hubei Concert Group, Fujian Sirius Animation Co., Ltd., Hangzhou Magic News Technology Co., Ltd., Guangzhou Friends of the Friends of Culture Technology Development Co., Ltd., Shanghai Hyun Motion Communication Co., Ltd., Shanghai Today Animation Animation Culture Co., Ltd., Jilin Animation Academy.

1 Scope

This standard specifies the content of the content and content quality that the mobile content (mobile terminal) animation content provider should follow.

This standard applies to the mobile phone (mobile terminal) animation production process. Not applicable to mobile phone (mobile terminal) animation derivative Making.

2 Normative reference documents

The following documents are indispensable for the application of this document. For dated references, only the dated edition applies to this article. For undated references, the latest edition (including all modifications) applies to this document.

Code for archiving and management of electronic documents GB/T 18894-2002
Specification for cataloging audio and video data for radio and television WH/T 55-2013
mobile phone (mobile terminal) animation operation service requirements ISO/IEC 14496-02
Information technology - Audio - visual object coding - Part 2. Information (Information technology - Coding of audio-visual objects - Part 2. Visual) ISO/IEC 14496-10
Information technology - Audio - visual object coding - Part 10. Advanced video coding (Information technology - Coding of audio-visual objects - Part 10. Advanced video coding)

3.1 Terms and definitions

WH/T 55-2013 and the following terms and definitions apply to this document.

3.1.1

Mobile (mobile terminal) animation mobile animation and comics Spread through the network to mobile terminals to receive digital animation products, covering digital comics, digital animation, digital animation derivatives, etc., with a typical digital cultural industry characteristics, the new economic model and language form.

3.1.2

Content source

Mobile phone (mobile terminal) Anime content provider to obtain a copyrighted picture, video and other documents.

3.1.3

Bitmap image bitmap

Raster image

An image represented by a pixel array is used, and the color information of each pixel is represented by an RGB combination or a gray scale value.

3.1.4

Image file format the organization of the graphic information when stored on a disk as a file is represented by an extension.