WEP Warwick Evans Publishing

International Journal of Global Economics and Management

ISSN: 3005-9690 (Print), ISSN: 3005-8090 (Online)
Volume 10, Number 9, Year 2026
DOI: https://doi.org/10.62051/ijgem.v10n9.04



# An Analysis of the Influence of Digital Intellectual Property on Cross-border Copyright Trade from the Perspective of Global Economy

Xiaoyan Sun

Faculty of Business, Lingnan University, Hong Kong, China

## ABSTRACT

The digital economy has deeply penetrated global markets, continuously driving the evolution of international trade models and profoundly reshaping the overall development pattern of cross-border copyright trading. Traditional copyright trade, reliant on print publications and physical audiovisual media, is gradually shrinking, leading to a sustained weakening of industry growth momentum. Digital cultural content distributed via the internet has now become a new core driver of global service trade. The implementation and refinement of digital intellectual property systems have fundamentally restructured the global copyright trade landscape from an industrial foundation, providing solid institutional support for the orderly development of the digital cultural and creative industries. Drawing on China's achievements in digital governance and the current state of domestic cultural products going global, this paper combines foundational theories with field-based industry research to examine the intrinsic connections between digital intellectual property and cross-border copyright trade, analyzing their real-world dynamics of mutual influence and constraints. Currently, global copyright regulations lack uniformity, cross-border regulatory frameworks remain significantly inadequate, and transnational copyright infringement occurs frequently—directly hindering high-quality development in cross-border digital copyright trade. Addressing these pressing industry challenges, this paper proposes optimization pathways along three dimensions: alignment with international rules, digital technology governance, and cross-border risk prevention, aiming to further improve the governance system for cross-border digital copyrights and provide feasible theoretical foundations and practical references for China's digital cultural exports and the transformation and upgrading of traditional copyright trade.

## KEYWORDS

Global economy; Digital Intellectual Property; Cross-border Copyright Trade; Digital trade; Copyright protection

## 1. INTRODUCTION

With the continuous iteration and widespread application of digital technology, the international trade system has completed a comprehensive digital transformation. Traditional international cultural trade is highly dependent on physical goods transportation and paper-based copyright agreements, and the overall transaction process is cumbersome. Business operations have long been constrained by multiple external conditions such as geography, customs clearance, and logistics. Digital development has broken the dual constraints of physical carriers and geographical space, and the forms of cross-border cultural content dissemination and copyright transaction landing models have been completely innovated. The deep integration of economic globalization and digital industrialization has made digital trade gradually become the mainstream form of international trade.

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The commercial operation of cross-border cultural content has completely broken away from the limitations of traditional models and achieved a comprehensive digital upgrade [1].

The overall digital transformation of the industry has fully exposed the inherent development shortcomings of traditional copyright trade. Paper publications and physical audio-visual products have relatively high production, storage, and logistics costs. The differentiated customs policies and regional circulation barriers of various countries further compressed the survival space of the traditional business model, making it difficult to adapt to the current international cultural consumption market with fast-changing content and diverse categories. Small and medium-sized cultural enterprises are most affected by industry changes, and they generally face operating difficulties such as long repayment cycles and high market trial-and-error costs. Limited financial reserves and anti-risk capabilities make it difficult for these enterprises to carry out regular overseas market layouts. Digital films, electronic books, and online cultural products, with their controllable operating costs, wide dissemination range, and flexible content update advantages, are highly adapted to cross-border trade scenarios and quickly occupy the global cultural consumption market. Digital content inherently has the attribute of borderless dissemination, and it forms an inherent contradiction with the independent copyright legislation and differentiated regulatory systems of various countries. Various regulatory loopholes and rule differences continue to affect the standardized development of the industry.

In recent years, the cross-border digital copyright trade market has maintained a stable growth trend. Emerging markets such as Southeast Asia and Latin America have continuously increased their acceptance of our country's digital cultural products such as online literature, short videos, and film IP. The market potential of local cultural exports has been continuously released. While the market size has steadily expanded, the structural contradictions accumulated over the long term in the industry have gradually become prominent. The progress of copyright system construction varies among countries, and there are significant differences in industry implementation standards, directly causing industry problems such as ambiguous copyright ownership, high overseas litigation costs for enterprises, and frequent cross-border piracy and infringement. Digital technology can achieve copyright verification, content traceability, and dynamic monitoring, which can effectively curb basic infringement behaviors, but it cannot solve the core problems of fragmented international rules and insufficient cross-border regulatory coordination [2]. Clarifying the interaction logic between digital intellectual property rights and cross-border copyright trade can effectively optimize the global copyright industry ecosystem and enhance the international competitiveness of our country's cultural industry, with sufficient practical research value.

## 2. THE COUPLING LOGIC OF DIGITAL INTELLECTUAL PROPERTY AND CROSS-BORDER COPYRIGHT TRADE

Digital intellectual property rights are extensions and supplements of the traditional copyright system that have emerged to adapt to the development of the digital economy. They are mainly used to regulate the ownership definition, commercial authorization, and market circulation of original online content, filling the gap in the traditional copyright system that is difficult to adapt to online digital transactions. The digital intellectual property rights studied in this article focus on cross-border commercial transaction scenarios, covering rights such as online dissemination rights, digital adaptation rights, information diffusion rights, and digital reproduction rights, and have clear and distinct rights and responsibilities boundaries from ordinary digital copyrights and offline physical copyrights used for personal entertainment.

Digital intellectual property rights possess core characteristics such as intangible form, batch replicability, global dissemination, and strong technical dependence. They are highly compatible with the online, borderless, and highly flexible operation characteristics of cross-border digital copyright trade. Traditional physical copyright trade relies on physical transportation, offline review, and

manual signing to complete the entire transaction process, which is redundant in the overall process, has strict geographical restrictions, and has low transaction efficiency [3]. Currently, cross-border copyright trade has been fully realized through online operation, and copyright rights can be finely divided, and the authorization model can be flexibly adjusted according to market demand. Content dissemination completely breaks through national boundaries. The disruptive changes in the industrial landscape have compelled countries to accelerate the digital upgrade of copyright systems, and digital intellectual property rights have become an important institutional support for the compliant conduct of cross-border copyright trade.

Digital intellectual property rights and cross-border copyright trade are not a one-way adaptation relationship; they have formed a coupled system that mutually empowers and dynamically balances each other. Complete digital copyright regulation can standardize cross-border transaction order and effectively reduce the overall trade risks and operational costs of the industry. The continuous innovation and mode upgrading of cross-border digital trade also prompt countries to optimize their domestic copyright systems and actively align with international common trade rules [4]. The economic and trade cooperation practices in the RCEP region have strong reference value. The unified digital copyright regulation in the region effectively reduces institutional trade costs and drives the continuous expansion of copyright authorization, IP joint development, and other cooperation projects within the China-Japan-Korea and China-ASEAN regions. The positive adaptation of institutional rules and industrial landscapes is an important guarantee for the long-term stable development of cross-border digital copyright trade.

The global digital copyright industry as a whole presents an uneven development pattern. The copyright system construction in most developing countries is relatively lagging. The traditional territorial supervision model cannot adapt to the non-national, all-day, and high-frequency operation characteristics of digital trade, and there are widespread problems such as regulatory gaps, rule deficiencies, and insufficient enforcement, which have laid deep institutional risks for the breeding of cross-border trade barriers and the rampant spread of cross-border piracy and infringement.

# 3. THE DUAL IMPACTS OF DIGITAL INTELLECTUAL PROPERTY RIGHTS ON CROSS-BORDER COPYRIGHT TRADE

By combining industry implementation practices with existing academic research, it can be observed that the impact of digital intellectual property on cross-border copyright trade has a clear two-way nature. A mature and complete copyright protection system can regulate market operation order, activate industrial development vitality, and promote industry improvement and efficiency enhancement. The fragmented global copyright rules, inconsistent regulatory standards among countries, and imbalanced industrial development, among other real-world issues, have also given rise to many new industry governance challenges derived from digital intellectual property. This two-way effect runs through the entire process of industrial development, resulting in the current development pattern of cross-border digital copyright trade featuring both opportunities and challenges [5].

## 3.1. Positive Impact: Empowering Cross-Border Copyright Trade To Improve Quality And Efficiency

The comprehensive implementation of the digital intellectual property rights system has fundamentally addressed the shortcomings of traditional copyright trading, such as low efficiency, cumbersome processes, and high operational costs. Traditional cross-border copyright cooperation requires multiple layers of paper-based approval and manual item-by-item verification, resulting in lengthy transaction cycles that can lead to information deviations, unclear rights and responsibilities, and transaction disputes. Small-scale overseas cultural enterprises with limited financial reserves and

weak risk-resistance capabilities find it difficult to bear such implicit compliance costs, directly restricting their overseas market expansion pace. With the widespread adoption of digital governance models, technologies such as blockchain evidence storage, smart contract performance, and online authorization verification have achieved large-scale application. The completion of the entire process of copyright trading is carried out through intelligent operation, and redundant manual procedures have been streamlined. The overall trade operation efficiency of the industry has significantly improved [6].

The standardized digital copyright supervision system effectively regulates the global cultural trade market and optimizes the distribution of industry interests. Digital means such as data traceability, dynamic monitoring, and intelligent screening can precisely identify infringement behaviors such as cross-border piracy, illegal adaptation, and unauthorized commercial use, effectively safeguarding the legitimate commercial rights of original creators and cultural media enterprises. From the industry's overseas data, it can be seen that in regions with mature copyright systems and complete regulatory frameworks such as Europe, the United States, Japan, and South Korea, the market share and commercial returns of China's cultural IP are higher. In regions with weak copyright supervision and lagging institutional construction, the market performance is relatively weak. This difference directly reflects the positive enabling effect of copyright protection on cross-border copyright trading.

Digital intellectual property rights have achieved the refined division of copyright rights, completely breaking the extensive operation model of traditional trade that involves overall transfer and one-time settlement. Market entities can combine content dissemination channels, commercial application scenarios, and the differentiated needs of target markets to set up exclusive special authorization modules. New trade formats such as sub-licensing operation, cross-border joint authorization, and copyright pledge financing are constantly emerging, effectively expanding the commercial development boundaries of copyright trading. The refined and diversified operation models provide rich business choices for overseas enterprises and continuously inject internal driving force for industry model innovation and market size expansion [7].

### 3.2. Negative Impacts: The Emergence of New Trade Barriers And Governance Challenges

While digital intellectual property rights promote the standardized development of the industry, they also bring prominent negative constraints. Developed countries started to develop the digital copyright industry earlier and have formed a mature and complete rule system and technical supervision framework. To consolidate their domestic cultural industry's competitive advantages and gain the dominant discourse power in global digital trade, developed countries have introduced strict data control, copyright review, and market access standards. The conventional industry regulatory measures have gradually evolved into implicit non-tariff barriers, significantly raising the overseas entry barriers for developing countries' digital cultural products.

The overseas practice of small and medium-sized cultural enterprises in China generally faces such trade injustice issues. A large number of high-quality domestic online literature, original illustrations, and short video IPs are difficult to adapt to the strict compliance review standards of European and American countries and cannot smoothly enter the mainstream consumer markets. Some successful overseas cultural products also continue to face business risks such as content removal, compliance penalties, and infringement accountability. The trade injustice caused by rule differences has continuously widened the North-South development gap in global digital cultural trade, and the problem of industry polarization has been continuously exacerbated [8].

Copyright laws have typical territorial characteristics, but digital content can achieve borderless and global dissemination. The two constitute an inherent contradiction that is difficult for the industry to avoid. There are obvious differences in legal definitions of copyright protection periods, infringement determination standards, and coverage of rights in various countries. Cross-border infringement,

secondary creation commercial use, and other behaviors are prone to trigger cross-border copyright disputes. Currently, there is no unified international adjudication standard in the world. New industries such as AI creation, short video remixing, and cross-border content transfer have rapidly emerged, and the absence of relevant international industry norms has further amplified the compliance risks for cultural enterprises' overseas expansion.

The overall application threshold of digital technology is relatively low, leading to the normalization and scale of cross-border infringement behaviors. The difficulty of industry governance continues to increase. Copying and reprinting in batches, private link dissemination, and platform covert publication are low-cost, simple to implement, and highly covert infringement operations. The regulatory system of a single country is limited by geographical jurisdiction and technical capabilities and cannot achieve effective control in all areas and at all times. The long-standing rampant infringement will not only damage the actual operating income of cultural enterprises, dampen the enthusiasm for original creation, but also continuously disrupt the market ecology for the healthy development of global digital copyright trade [9].

# 4. THE OPTIMIZED DEVELOPMENT PATH OF CROSS-BORDER DIGITAL COPYRIGHT TRADE FROM A GLOBAL PERSPECTIVE

The development challenges of cross-border digital copyright trade are a comprehensive industry issue formed by multiple factors. The fragmentation of copyright rules has given rise to various hidden trade barriers. The uneven technological governance capabilities of different countries have made it difficult to completely eliminate infringement problems. The incomplete risk guarantee system has further increased the operational uncertainty for enterprises when going global. This article, based on the practical pain points in the industry, has identified a systematic optimization path suitable for the long-term development of the industry [10].

## 4.1. Promote the Coordinated And Unified Establishment of Global Digital Intellectual Property Rules

The differences in national copyright regulations are the core problem restricting the high-quality development of global digital cultural trade. The effective alignment and deep collaboration of copyright regulations among different countries can effectively eliminate hidden trade barriers, reduce the compliance costs for enterprises, and resolve various cross-border copyright disputes. Each country can rely on multilateral cooperation platforms such as RCEP and WTO to establish regular copyright consultation, rule alignment, and dispute co-governance mechanisms, unify the basic industry standards for cross-border rights confirmation, commercial authorization, and infringement protection, and minimize the trade obstacles caused by institutional differences to the greatest extent [11].

The global copyright governance system is currently in a critical reconfiguration stage. China does not need to passively adapt to the established rules of overseas countries. Instead, it can actively participate in the revision and optimization of international digital copyright provisions, and actively establish bilateral and multilateral copyright cooperation channels. The diversified cooperation model of mutual recognition of rules, mutual recognition of qualifications, and dispute co-governance can help build a fair, inclusive, efficient, and orderly global copyright governance new pattern, creating a favorable institutional environment for the large-scale overseas export of domestic digital cultural products.

### 4.2. Establish An Intelligent Cross-Border Copyright Governance Technology System

Technology empowerment is the core means to address the shortcomings in cross-border supervision and solve the problem of cross-border infringement. There is a significant gap in the digital governance technology levels among countries around the world [12]. Developed countries have established a full-process intelligent supervision system, while most developing countries still rely mainly on traditional manual review methods. The supervision efficiency is low and there are numerous loopholes, which are important reasons for the repeated occurrence of infringement issues. Blockchain, big data, artificial intelligence and other cutting-edge technologies have been fully integrated into the entire chain of copyright transactions, industry supervision, and rights protection and advocacy. This is an inevitable trend for the upgrade of global copyright governance.

Building an integrated cross-border digital copyright public service platform has high practical value in the industry. The platform can realize the traceability verification of the entire process of digital works creation, authorization, dissemination, and trading, and standardize the industry transaction behavior from the source, avoiding issues such as ambiguous ownership and illegal transactions. The technical functions such as intelligent early warning and automatic screening can quickly identify and accurately handle various cross-border infringement and violation behaviors, effectively improving the industry pain points of asymmetric cross-border supervision information, lagging investigation, and inefficient handling, and comprehensively enhancing the overall efficiency of global digital copyright governance [13].

### 4.3. Improve the Risk Prevention And Rights Protection System for Cross-Border Copyright Trade

The international economic and trade environment is complex and volatile, and the regulatory policies of various countries are in a state of dynamic adjustment. The compliance risks faced by overseas cultural enterprises continue to rise. Establishing a systematic and regular risk prevention and control system is of great practical significance [14]. Industry associations and overseas enterprises can establish a linkage mechanism, combine the legal regulations and regulatory details of different countries to build a dynamic risk assessment system, adjust business strategies according to the development characteristics of the target market, and minimize business losses caused by rule differences to the greatest extent.

The industry can integrate diverse resources such as international arbitration, cross-border legal services, and industry mediation to build a specialized cross-border copyright dispute resolution platform, effectively improving the efficiency and quality of resolving cross-border disputes. Relevant departments need to further the main responsibilities of online platforms, strengthen regular industry self-discipline and regulatory work, and severely crack down on violations such as regulatory evasion, copyright resale, and unauthorized commercial use, to comprehensively purify the market ecology of cross-border digital copyright trade [15].

## 5. CONCLUSION

Digital intellectual property rights and cross-border copyright trade have a close two-way linkage relationship. The deep integration of digital copyright systems and digital technologies effectively compensates for the inherent shortcomings of traditional copyright trade, such as low efficiency, high costs, and cumbersome processes. The various new trade forms generated by the refined division of copyright rights have continuously optimized the global layout of copyright trade industries, injecting new vitality into the long-term development of the industry. The existing real-world problems such as global industrial imbalance, significant differences in national rules, and insufficient cross-border governance coordination have given rise to hidden trade barriers, high compliance risks, and frequent

cross-border infringements, significantly restricting the healthy and sustainable development of cross-border digital copyright trade.

This article addresses the above industry development challenges from three dimensions: rule alignment, intelligent technology governance, and cross-border risk prevention and control, and proposes targeted optimization countermeasures to provide theoretical support for the industry to break through development bottlenecks and achieve high-quality development. This research mainly focuses on macro mechanism and industry status analysis, and has certain research limitations, not differentiating the differences and development characteristics of different countries and different copyright categories. Future research can further deepen by combining empirical data, accurately measuring the strength of the effects of various influencing factors, and refining differentiated development strategies, providing more practical theoretical references for the upgrading of China's digital cultural industry and the transformation of the copyright trade industry.

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