

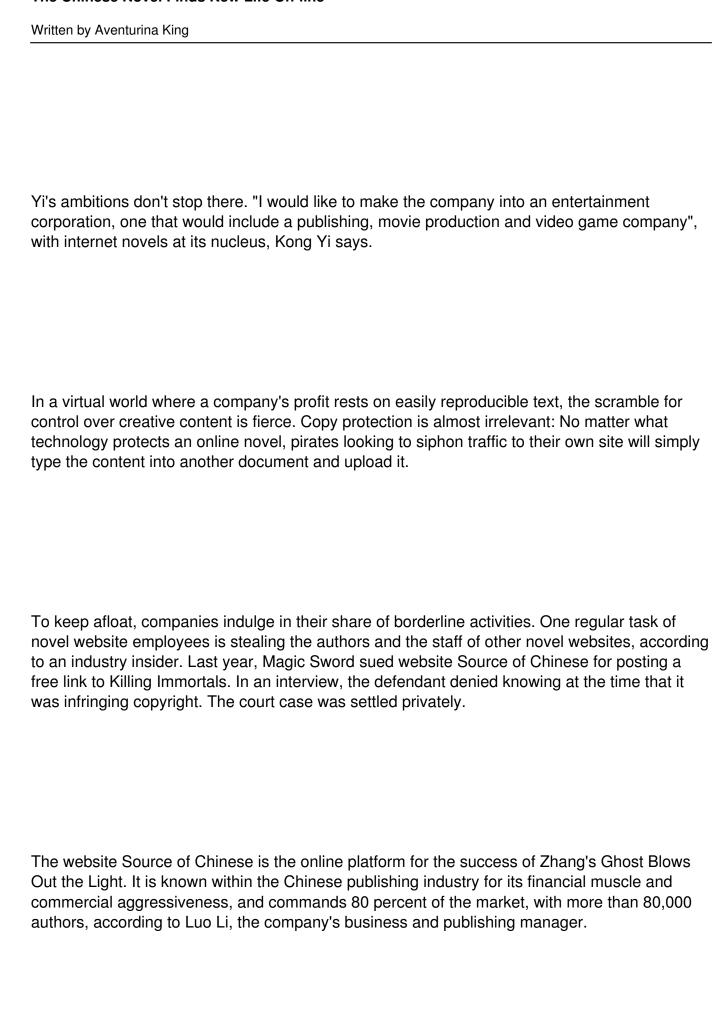
Written by Aventurina King								

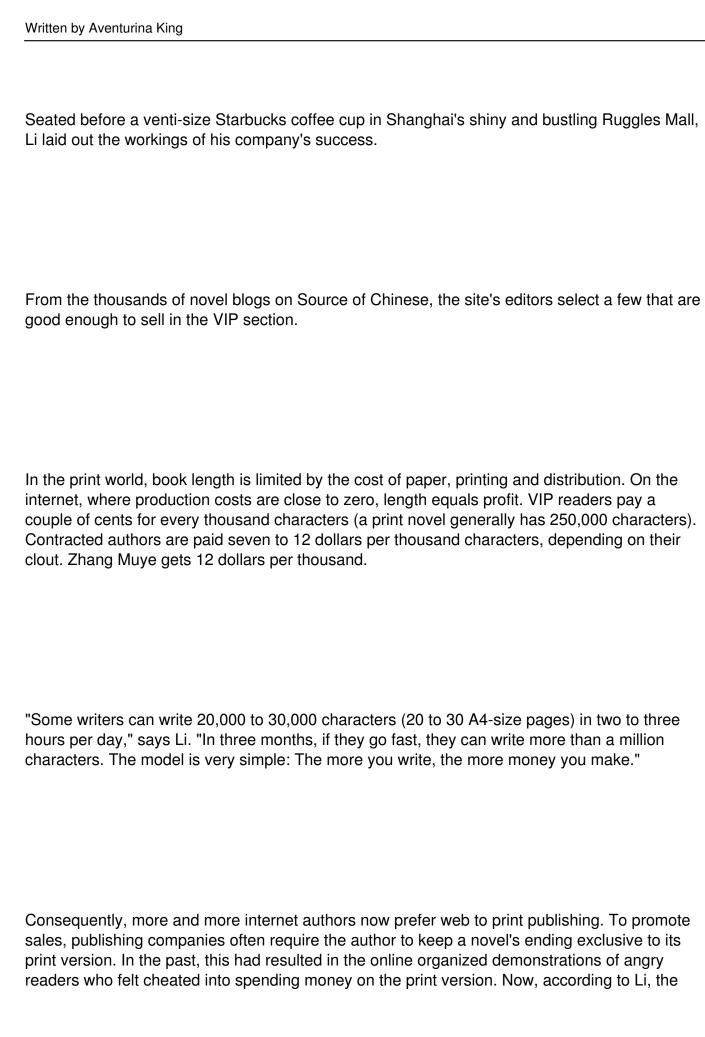
And it's not just print. Companies from almost every entertainment field, including films and video games, are joining forces, heralding the next generation of Chinese entertainment empires. The creative content of one internet novel can be sold to various national entertainment companies up to five times. A film version of "Ghost Blows Out the Light" is in pre-production and many popular internet novels have spawned TV series and online games.

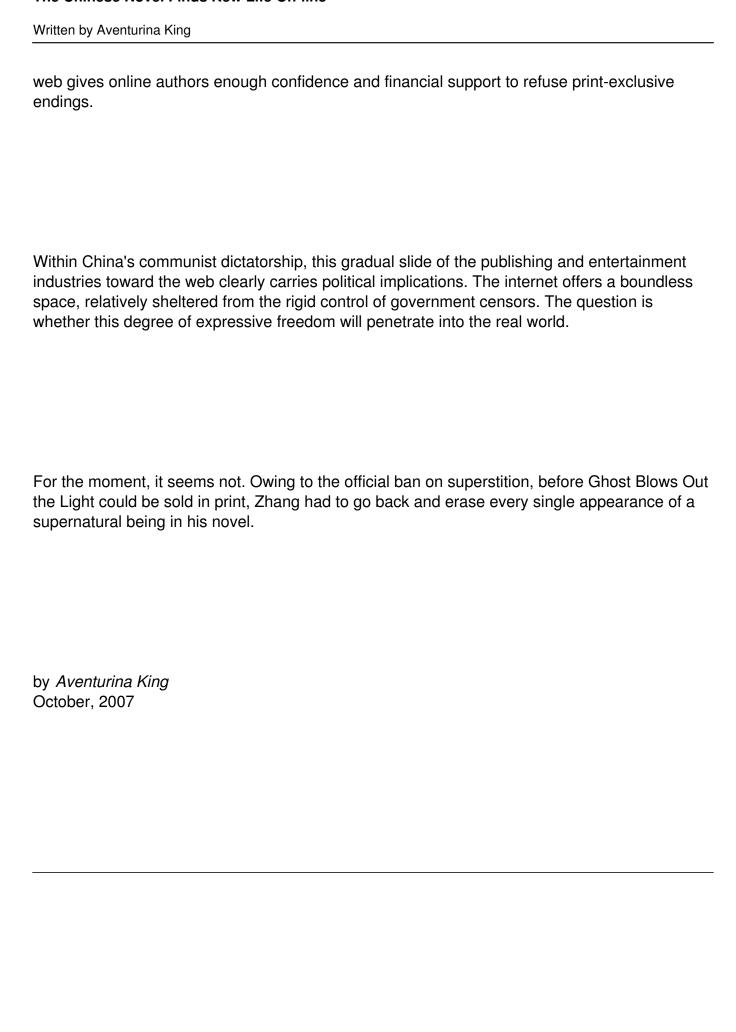
"The multi-dimensional utilization of copyright in China has just begun", says Kong Yi, the CEO of Magic Sword, a literary website whose hit series, Killing Immortals, has sold over a million copies. Yi and a few friends first hoisted Magic Sword onto the web in 2001 as a literary hobby, using a few shaky borrowed servers. By 2002, it was ranked in the top 100 websites worldwide on Alexa.com. The borrowed servers threatened to keel over under the weight of the traffic.

In 2003, Magic Sword became a commercial endeavor. It raised \$10,000 from investors, got new servers and finally became its creators' day job. Then the leading Chinese portal Tom.com bought Magic Sword, making Yi a millionaire. Magic Sword now has its own halogen-lit offices in a sprawling forest of glassed buildings just outside Beijing.

Magic Sword is now losing a few thousand dollars every year. Confident of future success, Kong Yi compensates for this loss with the money from the acquisition by Tom.com, supplemented by income from ads, fees paid by readers and a string of copyright sales. (As with other Chinese literature sites, anyone can publish stories and most of the content is free, but there is a fee to read the most popular novels.)







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