

Notice Regarding the Transmittal of the Work Program for the National Campaign to Curb the Trend of Internet Indecency

Source: Beijing Communications Administration website

Source URL: <http://www.bca.gov.cn/file.jsp?id=01162300449922171827>

Retrieved: January 20, 2009

Translation: The English translation is by William Farris and was first published on January 25, 2009 at www.feichangdao.com/documents and is licensed under a Creative Commons Attribution-Noncommercial 3.0 License.*

Notice Regarding the Transmittal of the Work Program for the National Campaign to Curb the Trend of Internet Indecency

Beijing Communications Administration Market Supervision Office (2009) No. 31

Basic telecommunications operators and all related enterprises engaged in Internet businesses:

This Notice of the Work Program for the National Campaign to Curb the Trend of Internet Indecency is hereby transmitted to you, with the hope that your company will focus its energy on investigating and addressing the specific circumstances of your website and the 13 types of indecent content defined by the Program. Please report the status of your cleansing and curbing to our office in writing. The specific requirements are as follows:

I. A Common Understanding and a Vigorous Implementation

The leaders of all basic telecommunications operating companies and all value-added Internet enterprises must thoroughly recognize the importance and necessity of the National Work Program for the Campaign to Curb the Trend of Internet Indecency, and do away with the ideology of "focus on operations and neglect management" and "focus on economic gain and neglect security work." They must spare no efforts in implementation and work to effectively put measures in place in order to ensure the success of this campaign.

II. Seize Key Points and Seek Practical Results

All basic telecommunications operating companies and all value-added Internet enterprises must take appropriate responsibility for network and information security management. Their information security management, systems, personnel, and technical measures must all meet stipulated standards. Basic telecommunications operators and network access service operators

* License terms available at <http://creativecommons.org/licenses/by-nc/3.0>. When attributing please include the translator's name and the following link: <http://www.feichangdao.com>.

must require all accessing websites to carry out self-examination and self-correction; information service operators must address the specific characteristics of their company's website and focus on inspecting links to electronic bulletin boards and company websites, and promptly correct any problems their inspection uncovers.

III. Cooperate Closely and Perfect Mechanisms

Internet governance comprises a harmoniously coordinated mechanism made up of different government agencies such as those responsible for business regulation, content regulation, and content screening. The relevant departments shall quickly and severely sanction those who refuse to accede to their authority or to correct and reform their websites, and will make these refusals public. You should actively coordinate with relevant government agencies on this campaign to curb the trend of Internet indecency and ensure your company plays its part as an integral link in the chain of Internet governance.

January 16, 2009

With a Copy To: Ministry of Industry and Information Technology
Issued by the Administration's Office on January 16, 2009

Work Program for the National Campaign to Curb the Trend of Internet Indecency

In order to implement the spirit of the central leadership comrades' important instructions, since June 2008, relevant government agencies have organized a campaign to "purge the trend of online indecency," and comprehensively cleanse online indecent information. Since the launch of the campaign, most websites have been able to meet the requirements of enterprise self-regulation and cleanse and block indecent content and purify the network environment, and their efforts in purging the trend of online indecency have shown some partial success. We must not, however, overestimate the results of this cleaning of trend of online indecency, as many websites have been careless in their management, even recalcitrant, in order to acquire traffic and profits, and the result has been that, despite repeated bans, online indecent content could not be stopped. In order to thoroughly change this situation, during the first ten days of January, 2009, a national campaign to curb the trend of Internet indecency was launched under the leadership of the International Communication Office of the Central Committee of the Communist Party of China, joined by the Ministry of Industry and Information Technology, the Ministry of Public Security, the Ministry of Culture, the State Administration of Industry and Commerce, the State Administration of Radio, Film and Television, and the General Administration of Press and Publication. The work program is as follows:

I. Guiding Ideology and Work Goals

Under the guidance of Deng Xiaoping Theory and the "Three Represents" thoroughly implement the concept of scientific development. In accordance with the requirements of socialism's core value system steadfastly promote the construction and management of network culture. Earnestly

implement the requirements of the "CPC Central Committee General Office of the State Council General Office Opinion on Strengthening Network Culture Construction and Management" (CCGO Issue [2007] No. 16) and the spirit of the central leadership comrades' important instructions. Unify organization, act in a concerted manner, concentrate on cleansing and curbing online indecent content, regulate the order of Internet information transmission, further strengthen the social responsibility of network information services, promote a cultured approach to network management, make going online in a cultured way a practical reality, and ensure that the Internet environment is improved and cleansed as quickly as possible and that the trend of online indecency is effectively restrained, allowing the Internet to become an important arena for the transmission of healthy culture.

II. Primary Duties

1. Focus on cleansing and curbing online indecency content. Focus on carrying out an examination for the following 13 aspects of indecent content based on a standard of whether it is contrary to social morality and detrimental to the physical and mental health of the youth:

- (1) Blatant or veiled displays of sexual behavior, and content that produces sexual associations in people's minds, is provocative, or is degrading;
- (2) Direct exposure or depiction of human genitalia;
- (3) Language that describes or is sexually suggestive or provocative with respect to sexual activities, sexual processes, or sexual methods;
- (4) Description, exposure, or only slight coverage of genitalia;
- (5) Full nudity, unclothed private parts, and private parts that are only covered by human limbs;
- (6) Content that violates personal privacy by showing underwear, nudity, or exposed private parts where the subject was unaware they were being photographed;
- (7) Solicitation of clicks through provocative titles;
- (8) Pornography, indecent fiction, and audio and video content, including some censored scenes from full-length movies that are prohibited by relevant government agencies;
- (9) Information regarding immoral relationships such as those involving one night stands, wife swapping, and sado-masochism;
- (10) Erotic animation;
- (11) Content that promotes bloody violence, malicious invectives, insults to others, etc.;
- (12) Advertisements for illicit "sex drugs" and treatments for sexually transmitted diseases;
- (13) Maliciously disseminating personal private information without the subject's permission or through the use of "human flesh searches."

2. Focus on cleansing and curbing those websites that have a relatively large influence and the kinds of websites and channels that are likely to create problems. During this campaign it is necessary to carry out a comprehensive examination and enlarge the scope of cleansing and remediating central party and government news websites, local party and government key news websites, major commercial websites, search engine websites, large-scale community forum websites, video websites, gaming websites, animation websites, WAP websites, and mobile

television, as well as the imagery, photo albums, health, gender, women, entertainment, sexual knowledge, and blogs, podcasts, and message board sections of all websites. Websites that disseminate indecent information shall be given a warning, and in serious circumstances an exposure and censure shall be undertaken. Indecent websites that show underwear, nudity, or exposed private parts where the subject was unaware they were being photographed shall be shut down without exception, those responsible will be held strictly accountable and those who refuse to correct and reform their behavior will be severely sanctioned, while those who show outstanding achievements will be publicly commended.

3. Strike hard against network obscenity and pornography. All relevant departments must comply with the division of responsibilities of the "campaign to crack down on network obscenity and pornography," increase the scope of their work, cleanse and curb obscenity and pornography in search engines, blogs, podcasts, network audio and video programs, online publishing, online literature, online games, online animation, WAP sites, mobile phone literature, and mobile television. Resolutely break the chain of actors who benefit from the dissemination of network obscene and pornographic information. Severely punish websites that disseminate obscene and pornographic information and all types of telecommunications enterprises that act as fee collection agents for obscene and pornographic websites.

III. Division of Duties

In early January 2009 the International Communication Office of the Central Committee of the Communist Party of China, the Ministry of Industry and Information Technology, the Ministry of Public Security, the Ministry of Culture, the State Administration of Industry and Commerce, the State Administration of Radio, Film and Television, and the General Administration of Press and Publication convened a teleconference on the National Campaign to Curb the Trend of Internet Indecency to implement specific deployments for campaign activities, set forth specific requirements, and clarify work objectives. The specific division of work is as follows:

The International Communication Office of the Central Committee of the Communist Party of China is responsible for the campaign's leadership and overall coordination. It is responsible for cleansing and curbing indecent content on central and local party and government key news websites, major commercial websites, and search engine websites.

The Ministry of Industry and Information Technology is responsible for raising requests to telecommunications operators, coordinating the inspection and cleansing of online indecent content by all content regulators, and sanction in accordance with the law websites that disseminate indecent information.

The Ministry of Public Security is responsible for cracking down on illegal criminal activities such as the online dissemination of obscene and pornographic information.

The Ministry of Culture is responsible for implementing the management requirements of Internet cafes, strengthening oversight of online gaming services (including mobile phone

games) and online animation (including mobile phone animation), and cleansing indecent information from Internet cafes, online game services (including mobile phone games), and online animation (including mobile phone animation).

The State Administration of Industry and Commerce is responsible for coordinating health, drug Administration and other departments to investigate and deal with online illegal "sex medicine" advertisements and sexually transmitted disease treatment advertisements.

The State Administration of Radio, Film, and Television is responsible for carrying out law enforcement investigations of online audio and video programs, video websites, and mobile phone video, and for removing indecent content from audio-visual programs.

The General Administration of Press and Publication is responsible for cleansing and curbing indecent content from online publishing, online literature, and mobile phone literature.

IV. Work Requirements

The current National Campaign to Curb the Trend of Internet Indecency began in the first ten days of January, 2009 and will continue for one month until the first ten days of February. Through this remediation campaign we will be able to gain effective control over the trend of Internet indecency and illegal and harmful information, as well as establish a healthy and cultured Internet environment for young people who go online. The main work requirements are as follows:

1. Raise awareness, pay close attention, and make careful arrangements. Cleansing and curbing the trend of network indecency and protecting the development of minors is an important initiative in winning the people's hearts and complying with the popular will, and is an inevitable prerequisite of the construction of a harmonious network culture. All locales and all government agencies must build a socialist harmonious society, strengthen strategies for network culture construction and management, fully appreciate the important meaning of the current cleansing and remediation work, remain resolute, and with the knowledge that justice is on your side, clean up network indecent information and reverse the tendency toward the spread of trends of network indecency. The primarily responsible comrades at all government agencies must personally, and the leading responsible comrades must specifically, make the task of cleansing and curbing network indecent information the focus of their current work. Strengthen leadership, rely on previous directions, make careful arrangements, carry out all work responsibilities in a practical manner, and ceaselessly enlarge the scope of cleansing and remediation.

2. Unify organization, act in concert, and pool efforts. The International Communication Office of the Central Committee of the Communist Party of China, the Ministry of Industry and Information Technology, the Ministry of Public Security, the Ministry of Culture, the State Administration of Radio, Film and Television, the General Administration of Press and Publication, and the State Administration of Industry and Commerce shall do the work of deploying this system, defining clear work flows, establishing rapid and effective unified

response mechanisms, clarifying responsibilities, ensuring close coordination, and creating synergies. All government agencies of the provinces, autonomous regions, and municipalities directly under the central government will establish appropriate working mechanisms to ensure the completion of all cleansing and remediation tasks.

3. Increase the scope of propaganda and encourage public supervision. It is necessary to organize mainstream media and websites to publicize the meaning underlying the launch of the cleansing and remediation campaign, as well as the results it achieves, fully explain the dangerous nature of the trend of online indecency, strengthen mechanisms for exposure and censure as well as mechanisms for publicizing praise, form strong public opinion momentum throughout the nation for the cleansing and curbing of the trend of network indecency, encourage public supervision, and expand the mobilization of the masses in reporting problems. Bring fully into play the utility of the Information and Network Security reporting website, the Internet Society of China's Illegal Information Reporting Centre, and the 12321 Internet Harmful Information and Spam Report Acceptance Center, and provide powerful support for the cleansing and curbing of network indecent content.

4. Establish long term mechanisms to cleanse and curb indecent information. In order to cleanse and curb network indecent information, it is necessary to unite daily management with concentrated action. With feet firmly planted in the present, look to the future, grasp the fundamental management of the Internet; stop the production of indecent information at its source, formulate standards for identifying indecent information; clearly require all websites to establish work responsibility systems; strictly execute a system of prior censorship of forums, blogs, podcasts, bulletin boards, and other kinds of websites that are likely to produce indecent information; establish systems for pursuing those responsible for publishing indecent information; and establish and perfect long-term mechanisms for cleansing and curbing indecent information.

Translator's notes:

- In the original Chinese "Internet" (互联网) and "network" (网络) appear to be used interchangeably. The English translation follows the Chinese original in this regard.
- "低俗" is translated as "indecent" based on the nature of the 13 types of prohibited content. "Vulgar" is also arguably appropriate.
- "整治" is generally translated as "curb" when used as a verb. It has been translated as "remediation" when used as a noun and as an adjective.
- "人肉搜索" is translated as "human flesh search" because the original Chinese placed the term in quotes, and to in accordance with the current convention of literally translating the term. A better translation would be "personal background search."
- The formatting of the Chinese original has been changed to improve readability.
- Punctuation errors in the Chinese original have been corrected.
- Comments and suggestions welcome: infoatfeichangdaodotcom.

关于转发全国整治互联网低俗之风专项行动工作方案的通知

京信市监发〔2009〕31号

各基础电信运营商、各相关互联网业务经营单位：

现将全国整治互联网低俗之风专项行动工作方案的通知转发给你们，望你公司集中力量，针对本公司网站的具体情况及工作方案中确定的十三个方面的低俗内容进行核查清理。有关清理整治情况请书面报送我局。具体要求如下：

一、统一认识，狠抓落实

各基础电信运营公司、各增值互联网企业的领导要深刻认识互联网低俗之风专项整治活动的重要性和必要性，破除“重经营，轻管理”、“重经济效益，轻安全投入”的思想，要将认识统一到中央的整体部署上来，要下大力气贯彻落实中央的部署。要在狠抓落实上下功夫，切实把措施落实到实处，确保专项行动取得成效。

二、抓住重点，务求实效

各基础电信运营公司、各增值互联网企业要承担起网络与信息安全相应的管理责任。要求对信息安全管理认识、制度、人员、技术手段都要到位。基础电信运营商和网络接入服务运营商要要求所接入网站进行自查自纠；信息服务运营商要针对本公司网站的具体特点，重点检查电子公告栏目、公司网站的链接等，及时纠正检查中发现的问题。

三、紧密配合，完善机制

互联网管理已经建立了由业务主管部门、内容主管部门、内容前置审批部门等不同部门组成的紧密的协调配合机制。对拒不接受管理，拒不整改的网站，相关部门将依法从快、从重处罚，并向社会公布。你单位要积极配合相关部门对互联网低俗之风整治的专项行动，充分发挥你公司作为互联网管理中关键环节的重要作用。

二〇〇九年一月十六日

抄报：工业和信息化部。

局办公室 2009年1月16日印发

全国整治互联网低俗之风专项行动工作方案

为贯彻落实中央领导同志的重要指示精神，2008年6月以来，有关部门组织开展了“清除网上低俗之风”专项工作，全面清理网上低俗信息。专项工作开展以来，大部分网站能够按照行业自律的要求，清理和抵制低俗内容，净化网络环境，清除网上低俗之风工作取得阶段性成果。但是，对清理网上低俗之风的成果不能估计过高，不少网站为了追求流量，获取利益，疏于管理，甚至屡改屡犯，致使网上低俗内容屡禁不止。为彻底改变这一状况，由中央外宣办牵头，联合工业和信息化部、公安部、文化部、工商总局、广电总局、新闻出版总署等部门，自2009年1月上旬开始，在全国开展整治互联网低俗之风专项行动。工作方案如下：

一、指导思想和工作目标

以邓小平理论和“三个代表”重要思想为指导，深入贯彻落实科学发展观，按照社会主义核心价值体系的要求，扎实推进网络文化建设和管理，认真贯彻落实《中共中央办公厅、国务院办公厅关于加强网络文化建设和管理的意见》（中办发〔2007〕16号）要求和中央领导同志的重要指示精神，统一组织、联合行动，集中清理整治网上低俗内容，规范互联网信息传播秩序，进一步强化网络信息服务单位社会责任，推动文明办网、文明上网落到实处，尽快使网络环境得到改善净化、网上低俗之风得到有效遏制，使互联网成为传播健康文化的重要阵地。

二、主要任务

1、集中清理整治网上低俗内容。根据有悖社会公德，损害青少年身心健康的标准，集中对以下十三个方面的低俗内容进行核查清理：

- (1) 表现或隐晦表现性行为、令人产生性联想、具有挑逗性或者污辱性的内容；
- (2) 对人体性部位的直接暴露和描写；
- (3) 对性行为、性过程、性方式的描述或者带有性暗示、性挑逗的语言；
- (4) 对性部位描述、暴露，或者只用很小遮盖物的内容；
- (5) 全身或者隐私部位未着衣物，仅用肢体掩盖隐私部位的内容；
- (6) 带有侵犯个人隐私性质的走光、偷拍、漏点等内容；
- (7) 以挑逗性标题吸引点击的；
- (8) 相关部门禁止传播的色情、低俗小说，音视频内容，包括一些电影的删节片段；
- (9) 一夜情、换妻、SM等不正当交友信息；
- (10) 情色动漫；
- (11) 宣扬血腥暴力、恶意谩骂、侮辱他人等内容；
- (12) 非法“性药品”广告和性病治疗广告；
- (13) 未经他人允许或利用“人肉搜索”恶意传播他人隐私信息。

2、集中对影响较大的网站和容易产生问题的栏目、频道进行清理整治。专项行动期间，要对中央重点新闻网站、地方重点新闻网站、主要商业网站、搜索引擎网站、大型社区论坛网站、视频网站、游戏网站、动漫网站、WAP网站、手机电视，以及各类网站中的图片、相册、健康、两性、女性、娱乐、性知识和博客、播客、贴吧等栏目和频道进行全面核查，加大清理整治力度。对传播低俗信息的网站要予以警告，对情节严重的要进行曝光谴责，对偷拍、走光、漏点、一夜情等低俗栏目一律关闭，严肃追究相关责任人的责任，对拒不整改的进行严厉处罚，对成绩突出的进行通报表扬。

3、严厉打击网络淫秽色情。各相关部门要按照“打击网络淫秽色情专项行动”的责任分工，加大工作力度，清理整治搜索引擎、博客播客、网络视听节目、网络出版、网络文学、网络游戏、网络动漫、WAP网站、手机文学、手机电视中的淫秽色情信息。要坚决切断网络淫秽色情信息传播利益链条，严厉处罚传播淫秽色情信息的网站和为淫秽色情网站提供代收费的各类电信企业。

三、任务分工

中央外宣办、工业和信息化部、公安部、文化部、工商总局、广电总局、新闻出版总署于2009年1月上旬召开全国整治互联网低俗之风专项行动电视电话会议，对专项行动进行具体部署，提出具体要求，明确工作目标。具体分工如下：

中央外宣办负责专项行动的牵头和总体协调，负责对中央和地方重点新闻网站、主要商业网站、搜索引擎网站上的低俗内容进行清理整治。

工业和信息化部负责对电信运营商提出要求，配合各内容主管部门对网上低俗内容进行检查和清理，并依法对传播低俗信息的网站进行处罚。

公安部负责依法打击网上传播淫秽色情信息等违法犯罪活动。

文化部负责落实对网吧的管理要求，加强对网络游戏服务（含手机游戏）及网络动漫（含手机动漫）的监管，清理网吧、网络游戏服务（含手机游戏）及网络动漫（含手机动漫）的低俗内容。

工商总局负责协调卫生、药监等部门，依法查处网上非法“性药品”广告和性病治疗广告。

广电总局负责对网络视听节目、视频网站和手机视频进行执法检查，清除网络视听节目中的低俗内容。

新闻出版总署负责清理整治网络出版、网络文学、手机文学中的低俗内容。

四、工作要求

这次全国整治互联网低俗之风专项行动从2009年1月上旬开始到2月上旬，为期一个月。通过整治行动，使互联网低俗之风和违法不良信息得到有效治理，为青少年上网创造健康文明的网络环境。主要工作要求如下：

1、提高认识，高度重视，周密部署。清理整治网络低俗之风、保护未成年人成长，是人发群众的强烈呼声，是得民心，顺民意的重要举措，也是构建和谐网络文化的必然要求。各地、各部门一定要从构建社会主义和谐社会、加强网络文化和管理的战略高度充分认识这次清理整治工作的重要意义，坚决果断、理直气壮地清理网络低俗信息，扭转网上低俗之风蔓延的势头。各部门主要负责同志要亲自抓，主管负责同志要具体抓，把清理整治网络低俗信息工作列为当前工作重点，加强领导，靠前指挥，周密部署，切实落实各项工作责任，不断加大清理整治工作的力度。

2、统一组织，联合行动，形成合力。中央外宣办、公安部、工业和信息化部、文化部、广电总局、新闻出版总署、工商总局要做好本系统的部署工作，制定明确的工作流程，建立快速高效的联动机制，明确职责，密切配合，形成合力。各省、自治区、直辖市网管部门建立相应工作机制，确保完成清理整治各项工作任务。

3、加大宣传力度，鼓励公众监督。要组织主流媒体和互联网站广泛宣传开展清理整治行动的意义和取得的成效，充分说明网上低俗之风的危害性，强化曝光谴责机制和通报表扬机制，形成全国范围内清理整治网上低俗之风的强大舆论声势，鼓励公众监督，广泛发动群众举报。充分发挥信息网络安全报警网站、中国互联网协会互联网违法和不良信息举报中心、12321网络不良与垃圾信息举报受理中心的作用，及时受理公众举报，为清理整治网络低俗信息提供有力支持。

4、建立清理整治低俗信息的长效机制。清理整治网络低俗信息，要把日常管理和集中行动结合起来，立足当前，着眼长远，抓好互联网基础管理，从低俗信息产生的源头抓起，制订低俗信息鉴定标准，明确要求各网站建立工作责任制，对论坛、博客、播客、贴吧等易产生低俗信息的栏目和频道严格执行先审后发制度，建立对发布低俗信息的责任人的责任追究制度，建立和完善清理整治低俗信息的长效机制。