NETWORK PLATFORM SYSTEM AND MANAGEMENT METHOD

ABSTRACT

A network platform system and a network platform management method are provided. The A network platform system for implements implementing publishing and using services for an MPR by managing a unique code of a cross-media relating relationship of the MPR, and includes a publishing business management platform, a reader service platform, a publishing business database and a reader platform database. The publishing business management platform is used for issuing a unique code of a cross-carrier relating relationship of an MPR to a publisher; and is further used for synchronizing/issuing data in the publishing business database to the reader platform database; the reader service platform is connected to the reader platform database, and is used for obtaining multimedia information from the reader platform database according to a request submitted by a reader, and providing the multimedia information to the reader. By implementing the network platform system and the network platform management method, automatization and unification for publishing and using services of an MPR may be implemented, and a digital publishing service platform with copyright protection is provided for a publisher.

Figure 1