CLAIMS

1. A network platform system, used for implementing publishing and using services for a Multimedia Print Reader (MPR) by managing a unique code of a cross-media relating relationship of the MPR, and comprising a publishing business management platform, a reader service platform, a publishing business database and a reader platform database, wherein

the publishing business management platform is used for issuing a unique code of a cross-carrier relating relationship of an MPR to a publisher, wherein, the unique code of the cross-carrier relating relationship of the MPR is used for uniquely identifying a cross-carrier relating relationship of the MPR, so as to ensure uniqueness of all codes generated under a specific unique code; and is further used for storing multimedia information of the MPR submitted by the publisher in the publishing business database, and 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 the multimedia information from the reader platform database according to a request submitted by a reader, and providing the multimedia information to the reader.

2. The system according to claim 1, further comprising: a organization operation management platform, wherein

the publishing business management platform is further used for, according to request information of the unique code of the cross-carrier relating relationship of the MPR submitted by the publisher, obtaining the unique code of the cross-carrier relating relationship of the MPR from the organization operation management platform; and

the organization operation management platform is used for performing verification on the request information of the unique code of the cross-carrier relating relationship of the MPR obtained by the publishing business management platform, obtaining the unique code

of the cross-carrier relating relationship of the MPR after the verification is passed, and providing the unique code of the cross-carrier relating relationship of the MPR to the publishing business management platform.

3. The system according to claim 1, wherein

the publishing business management platform is further used for generating a management request of the unique code of the cross-carrier relating relationship of the MPR according to a request of the publisher, and sending the management request of the unique code of the cross-carrier relating relationship of the MPR to the organization operation management platform; and

the organization operation management platform is further used for performing a management operation according to the received management request of the unique code of the cross-carrier relating relationship of the MPR;

wherein, the management request comprises a revocation request or postponement request, and the management operation comprises revoking the unique code of the cross-carrier relating relationship of the MPR or postponing service life of the unique code of the cross-carrier relating relationship of the MPR.

4. The system according to any one of claims 1 to 3, wherein the MPR comprises an MPR publication, the unique code of the cross-carrier relating relationship of the MPR comprises a prepositive code of an MPR code, and information of the unique code of the cross-carrier relating relationship of the MPR is stored and issued in a form of authorization file.

5. The system according to any one of claims 1 to 3, wherein the publishing business database or reader platform database comprises a zone-based or language-based database; or the publishing business database or reader platform database is a distributed database.

6. The system according to claim 4, wherein

the organization operation management platform is further used for performing universal encryption processing on the multimedia information of the MPR stored in the database of the network platform, and obtaining the MPR only capable of being commonly used together with a printing material; or

the organization operation management platform is further used for obtaining information of a user account number of the reader, performing personalization encryption processing on the multimedia information of the MPR stored in the database of the network platform according to the information of the user account number, and obtaining an encrypted multimedia file identified only by a reader using the user account number and using an MPR reading tool.

7. The system according to any one of claims 1 to 3, wherein the organization operation management platform is further used for:

performing verification on the request information of the unique code of the cross-carrier relating relationship of the MPR obtained by the publishing business management platform; and

generating the unique code of the cross-carrier relating relationship of the MPR according to a sequence number after the verification is passed, generating an authorization file according to the unique code of the cross-carrier relating relationship of the MPR, and storing the authorization file and the information of the unique code of the cross-carrier relating relationship of the MPR in the database of the network platform, wherein the authorization file comprises the unique code of the cross-carrier relating relationship of the MPR, and the publisher is capable of obtaining the authorization file through the publishing business management platform.

8. A network platform management method, wherein the method is used in a network platform system, and implements publishing and using services for a Multimedia

Print Reader (MPR) by managing a unique code of a cross-media relating relationship of the MPR, the system comprises a publishing business management platform, a reader service platform, a publishing business database and a reader platform database, and the method comprises:

issuing, by the publishing business management platform, a unique code of a cross-carrier relating relationship of an MPR to a publisher, wherein, the unique code of the cross-carrier relating relationship of the MPR is used for uniquely identifying a cross-carrier relating relationship of the MPR, so as to ensure uniqueness of all codes generated under a specific unique code;

storing, by the publishing business management platform, multimedia information of the MPR submitted by the publisher in the publishing business database, and synchronizing/issuing data in the publishing business database to the reader platform database; and

obtaining, by the reader service platform, the multimedia information from the reader platform database according to a request submitted by a reader, and providing the multimedia information to the reader.

9. The method according to claim 8, further comprising:

generating, by the publishing business management platform, a management request of the unique code of the cross-carrier relating relationship of the MPR according to a request of the publisher, and sending the management request of the unique code of the cross-carrier relating relationship of the MPR to the organization operation management platform; and

performing, by the organization operation management platform, a management operation according to the received management request of the unique code of the cross-carrier relating relationship of the MPR,

wherein, the management request comprises a revocation request or postponement request, and the management operation comprises revoking the unique code of the cross-carrier relating relationship of the MPR or postponing service life of the unique code of the cross-carrier relating relationship of the MPR.

10. The method according to claim 8, wherein the MPR comprises an MPR publication, the unique code of the cross-carrier relating relationship of the MPR comprises a prepositive code of an MPR code, and information of the unique code of the cross-carrier relating relationship of the MPR is stored and issued in a form of authorization file.

11. The method according to any of claims 8 to 10, wherein the system further comprises an organization operation management platform, and the method further comprises:

obtaining, by the publishing business management platform, according to request information of the unique code of the cross-carrier relating relationship of the MPR submitted by the publisher, the unique code of the cross-carrier relating relationship of the MPR from the organization operation management platform; and

performing, by the organization operation management platform, verification on the request information of the unique code of the cross-carrier relating relationship of the MPR submitted by the publishing business management platform, obtaining the unique code of the cross-carrier relating relationship of the MPR after the verification is passed, and providing the unique code of the cross-carrier relating relationship of the MPR to the publishing business management platform.

12. The method according to any one of claims 8 to 10, further comprising:

seeking, by an application of a client, according to printing reading material information comprising the unique code of the cross-carrier relating relationship of the MPR, an address of a corresponding printing reading material database, wherein the multimedia information of the MPR is stored in the printing reading material database; and

obtaining multimedia information corresponding to the printing reading material information in the corresponding printing reading material database according to the address of the printing reading material database, so as to implement real-time and online reading.

13. The method according to claim 10, wherein converting, by the organization operation management platform, the multimedia information of the MPR stored in the publishing business management platform comprises:

performing, by the organization operation management platform, universal encryption processing on the multimedia information of the MPR stored in the database of the network platform, and obtaining the MPR only capable of being commonly used together with a printing material; or

obtaining, by the organization operation management platform, information of a user account number of the reader, performing personalization encryption processing on the multimedia information of the MPR stored in the database of the network platform according to the information of the user account number, and obtaining an encrypted multimedia file identified only by a reader using the user account number and using an MPR reading tool.

14. The method according to claim 11, wherein the performing, by the organization operation management platform, verification on the request information of the unique code of the cross-carrier relating relationship of the MPR submitted by the publishing business management platform, obtaining the unique code of the cross-carrier relating relationship of the MPR after the verification is passed, and providing the unique code of the cross-carrier relating relationship of the MPR to the publishing business management platform comprises:

performing, by the organization operation management platform, verification on the request information of the unique code of the cross-carrier relating relationship of the MPR

obtained by the publishing business management platform; and

generating the unique code of the cross-carrier relating relationship of the MPR according to a sequence number after the verification is passed, generating an authorization file according to the unique code of the cross-carrier relating relationship of the MPR, and storing the authorization file in the database of the network platform, wherein the publisher is capable of obtaining the authorization file through the publishing business management platform.

CLAIMS

1. A network platform system, used for implementing publishing and using services for a Multimedia Print Reader by managing a unique code of a cross-media relating relationship of the Multimedia Print Reader, and comprising a publishing business management platform, a reader service platform, a publishing business database, a reader platform database and an organization operation management platform, wherein

the publishing business management platform is used for issuing a unique code of a cross-media relating relationship of an Multimedia Print Reader to a publisher, wherein, the unique code of the cross- media relating relationship of the Multimedia Print Reader is used for uniquely identifying a cross- media relating relationship of the Multimedia Print Reader, so as to ensure uniqueness of all codes generated under a specific unique code; and is further used for storing multimedia information of the Multimedia Print Reader submitted by the publisher in the publishing business database, and synchronizing/issuing data in the publishing business database to the reader platform database;

the publishing business management platform is further used for, according to request information of the unique code of the cross-media relating relationship of the Multimedia Print Reader submitted by the publisher, obtaining the unique code of the cross-media relating relationship of the Multimedia Print Reader from the organization operation management platform;

the reader service platform is connected to the reader platform database, and is used for obtaining the multimedia information from the reader platform database according to a request submitted by a reader, and providing the multimedia information to the reader;

the organization operation management platform is used for performing verification on the request information of the unique code of the cross- media relating relationship of the Multimedia Print Reader obtained by the publishing business management platform, generating the unique code of the cross-media relating relationship of the Multimedia Print Reader after the verification is passed, and providing the unique code of the cross-media relating relationship of the Multimedia Print Reader to the publishing business management platform,

the Multimedia Print Reader includes an MPR (Multimedia Print Reader)

publication, the unique code of the cross-media relating relationship of the Multimedia Print Reader includes a prepositive code of an MPR code, and by relating to a digital media file including audio/video relevant to printing image-text, the network platform system allows a reader to synchronously listen to or watch corresponding multimedia content with the use of a related electronic device at the same time of reading.

2. The system according to claim 1, wherein

the publishing business management platform is further used for generating a management request of the unique code of the cross-media relating relationship of the Multimedia Print Reader according to a request of the publisher, and sending the management request of the unique code of the cross-media relating relationship of the Multimedia Print Reader to the organization operation management platform; and

the organization operation management platform is further used for performing a management operation according to the received management request of the unique code of the cross-media relating relationship of the Multimedia Print Reader,

wherein, the management request comprises a revocation request or postponement request, and the management operation comprises revoking the unique code of the cross-media relating relationship of the Multimedia Print Reader or postponing service life of the unique code of the cross-media relating relationship of the Multimedia Print Reader.

3. The system according to any one of claims 1 to 2, wherein information of the unique code of the cross-media relating relationship of the Multimedia Print Reader is stored and issued in a form of authorization file.

4. The system according to any one of claims 1 to 2, wherein the publishing business database or reader platform database comprises a zone-based or language-based database; or the publishing business database or reader platform database is a distributed database.

5. The system according to claim 3, wherein

the organization operation management platform is further used for performing universal encryption processing on the multimedia information of the Multimedia Print

Reader stored in the database of the network platform, and obtaining the Multimedia Print Reader only capable of being used together with a printing material; or

the organization operation management platform is further used for obtaining information of a user account number of the reader, performing personalization encryption processing on the multimedia information of the Multimedia Print Reader stored in the database of the network platform according to the information of the user account number, and obtaining an encrypted multimedia file identified only by a reader using the user account number and using an Multimedia Print Reader reading tool.

6. The system according to any one of claims 1 to 2, wherein the organization operation management platform is further used for:

performing verification on the request information of the unique code of the cross-media relating relationship of the Multimedia Print Reader obtained by the publishing business management platform; and

generating the unique code of the cross-media relating relationship of the Multimedia Print Reader according to a sequence number after the verification is passed, generating an authorization file according to the unique code of the cross-media relating relationship of the Multimedia Print Reader, and storing the authorization file and the information of the unique code of the cross-media relating relationship of the Multimedia Print Reader in the database of the network platform, wherein the authorization file comprises the unique code of the cross-media relating relationship of the Multimedia Print Reader, and the publisher is capable of obtaining the authorization file through the publishing business management platform.

7. A network platform management method, wherein the method is used in a network platform system, and implements publishing and using services for a Multimedia Print Reader by managing a unique code of a cross-media relating relationship of the Multimedia Print Reader, the system comprises a publishing business management platform, a reader service platform, a publishing business database, a reader platform database and an organization operation management platform, and the method comprises:

obtaining, by the publishing business management platform, request information of

the unique code of the cross- media relating relationship of the Multimedia Print Reader submitted by a publisher to provide the organization operation management platform with the request information;

performing, by the organization operation management platform, verification on the request information of the unique code of the cross-media relating relationship of the Multimedia Print Reader obtained by the publishing business management platform, generating the unique code of the cross-media relating relationship of the Multimedia Print Reader after the verification is passed, and providing the unique code of the cross-media relating relationship of the Multimedia Print Reader to the publishing business management platform;

obtaining, by the publishing business management platform, a unique code of a cross-media relating relationship of the Multimedia Print Reader from the organization operation management platform;

issuing, by the publishing business management platform, a unique code of a cross-media relating relationship of the Multimedia Print Reader to the publisher, wherein, the unique code of the cross-media relating relationship of the Multimedia Print Reader is used for uniquely identifying such cross-media relating relationship of the Multimedia Print Reader, so as to ensure uniqueness of all codes generated under a specific unique code;

storing, by the publishing business management platform, multimedia information of the Multimedia Print Reader submitted by the publisher in the publishing business database, and synchronizing/issuing data in the publishing business database to the reader platform database; and

obtaining, by the reader service platform, the multimedia information from the reader platform database according to a request submitted by a reader, and providing the multimedia information to the reader;

wherein the Multimedia Print Reader includes an MPR(Multimedia Print Reader) publication, the unique code of the cross-media relating relationship of the Multimedia Print Reader includes a prepositive code of an MPR code, and by relating to a digital media file including audio/video relevant to printing image-text, the network platform system allows a reader to synchronously listen to or watch corresponding multimedia content with the use of a related electronic device at the same time of reading.

8. The method according to claim 7, further comprising:

generating, by the publishing business management platform, a management request of the unique code of the cross-media relating relationship of the Multimedia Print Reader according to a request of the publisher, and sending the management request of the unique code of the cross-media relating relationship of the Multimedia Print Reader to the organization operation management platform; and

performing, by the organization operation management platform, a management operation according to the received management request of the unique code of the cross-media relating relationship of the Multimedia Print Reader,

wherein, the management request comprises a revocation request or postponement request, and the management operation comprises revoking the unique code of the cross-media relating relationship of the Multimedia Print Reader or postponing service life of the unique code of the cross-media relating relationship of the Multimedia Print Reader.

9. The method according to claim 7, wherein the Multimedia Print Reader comprises an MPR publication, the unique code of the cross-carrier relating relationship of the Multimedia Print Reader comprises a prepositive code of an MPR code, and information of the unique code of the cross-carrier relating relationship of the Multimedia Print Reader is stored and issued in a form of authorization file.

10. The method according to any of claims 7 to 9, wherein the system further comprises an organization operation management platform, and the method further comprises:

obtaining, by the publishing business management platform, according to request information of the unique code of the cross-carrier relating relationship of the Multimedia Print Reader submitted by the publisher, the unique code of the cross-carrier relating relationship of the Multimedia Print Reader from the organization operation management platform; and

performing, by the organization operation management platform, verification on the request information of the unique code of the cross-carrier relating relationship of the Multimedia Print Reader submitted by the publishing business management platform,

obtaining the unique code of the cross-carrier relating relationship of the Multimedia Print Reader after the verification is passed, and providing the unique code of the cross-carrier relating relationship of the Multimedia Print Reader to the publishing business management platform.

11. The method according to any one of claims 7 to 9, further comprising:

seeking, by an application program of a user terminal, according to printing reading material information comprising the unique code of the cross-carrier relating relationship of the Multimedia Print Reader, an address of a corresponding printing reading material database, wherein the multimedia information of the Multimedia Print Reader is stored in the printing reading material database; and

obtaining multimedia information corresponding to the printing reading material information in the corresponding printing reading material database according to the address of the printing reading material database, so as to implement real-time and online reading.

12. The method according to claim 9, wherein converting, by the organization operation management platform, the multimedia information of the Multimedia Print Reader stored in the publishing business management platform comprises:

performing, by the organization operation management platform, universal encryption processing on the multimedia information of the Multimedia Print Reader stored in the database of the network platform, and obtaining the Multimedia Print Reader only capable of being used together with a printing material; or

obtaining, by the organization operation management platform, information of a user account number of the reader, performing personalization encryption processing on the multimedia information of the Multimedia Print Reader stored in the database of the network platform according to the information of the user account number, and obtaining an encrypted multimedia file identified only by a reader using the user account number and using an Multimedia Print Reader reading tool.

13. The method according to claim 10, wherein the performing, by the organization operation management platform, verification on the request information of the unique code

of the cross-carrier relating relationship of the Multimedia Print Reader submitted by the publishing business management platform, obtaining the unique code of the cross-carrier relating relationship of the Multimedia Print Reader after the verification is passed, and providing the unique code of the cross-carrier relating relationship of the Multimedia Print Reader to the publishing business management platform comprises:

performing, by the organization operation management platform, verification on the request information of the unique code of the cross-carrier relating relationship of the Multimedia Print Reader obtained by the publishing business management platform; and

generating the unique code of the cross-carrier relating relationship of the Multimedia Print Reader according to a sequence number after the verification is passed, generating an authorization file according to the unique code of the cross-carrier relating relationship of the Multimedia Print Reader, and storing the authorization file in the database of the network platform, wherein the publisher is capable of obtaining the authorization file through the publishing business management platform.