

《霸总微短剧泛滥：广电总局出手整治“霸总”微短剧》

国家广电总局近期发布了关于整治“霸总”微短剧的管理提示，旨在治理这些通过拜金、炫富等低俗内容制造虚假爽点的作品。微短剧作为近年流行的一种内容形式，其规范化和精品化成果来之不易，此次整治行动是为了维护微短剧行业的健康发展，避免低俗和恶趣味内容的泛滥。下面请看相关双语报道。



China's National Radio and Television Administration (NRTA) is set to formulate the micro-short drama management regulations, aimed at fostering industry growth while ensuring stricter governance.

中国国家广播电视总局(NRTA)将制定微短剧管理规定，旨在促进产业发展的同时确保更严格的治理。

During a work conference held in Beijing from Friday to Saturday, the NRTA outlined 10 key tasks centered on promoting the high-quality development of radio, television and network audio-visual content.

在周五至周六于北京举行的工作会议上，国家广播电视总局概述了围绕推动广播电视

和网络视听内容高质量发展的十项重点任务。

One of the key tasks is to formulate the micro-drama management regulations to balance industry development with regulatory oversight, to enhance governance capacity in the field of online audio-visual industry, improve the content management of audio-visual content programs.

其中一项重点是制定微短剧管理规定，以平衡产业发展与监管监督，提升网络视听产业领域的治理能力，改进视听节目内容管理。

According to NRTA, "micro-dramas" refer to online audio-visual programs with a length of single episode ranging from dozens of seconds to about 15 minutes, with a relatively clear theme and main storyline, as well as continuous and complete narrative.

据国家广播电视总局介绍，“微短剧”是指单集时长从几十秒到约15分钟不等的网络视听节目，具有相对明确的主题和主线故事情节，以及连续完整的叙事。

Due to their short duration and concise content, short videos have witnessed rapid growth in recent years. According to the 2024 white paper of micro-drama industry development, the number of micro-short drama users in China had reached 576 million as of June of 2024, representing 52.4 percent of the total internet users.

由于时长短、内容精炼，短视频近年来发展迅速。根据《2024微短剧行业发展白皮书》，截至2024年6月，中国微短剧用户数量已达5.76亿，占网民总数的52.4%。

The rapid development of micro-dramas also has given rise to issues such as excessive consumption by the elderly, as well as the induced consumption and unclear charging standards in its profit model, raising public concerns.

微短剧的快速发展也引发了诸如老年人过度消费、盈利模式中的诱导消费和收费标准不明等问题，引起公众关注。

A TV series producer told the Global Times on Sunday on condition of anonymity that the short drama industry urgently needs review and supervision since most of the micro-dramas played on the short video platforms are commodities offering emotional value rather than serving as meaningful film and television works promoting positive values. Without sufficient regulations, short dramas with negative content will have negative impact on youngsters and harm the interests of the elderly.

一位不愿透露姓名的电视剧制片人在周日接受《环球时报》采访时表示，短剧行业迫切需要审查和监管，因为大多数在短视频平台上播放的微短剧是提供情感价值的商品，而非弘扬正能量的影视作品。缺乏足够监管的情况下，含有负面内容的短剧将对年

轻人产生负面影响，并损害老年人的利益。

The network audio-visual department of the NRTA issued a management notice in December 2024 to strengthen the review of micro-drama titles. The notice requires that the titles of micro-dramas should reflect deeper ideological content and convey mainstream values. Titles must not use vulgar or distasteful expressions that violate public order and moral standards, nor should they promote extreme confrontation, revenge, violence or anxiety, the Xinhua News Agency reported.

据新华社报道，国家广播电视总局网络视听节目管理司于2024年12月发布了一份管理通知，以加强对微短剧标题的审核。

该通知要求，微短剧的标题应反映更深层次的思想内容，传达主流价值观，不得使用违反公共秩序和道德标准的粗俗或令人反感的表述，也不得宣扬极端对立、复仇、暴力或焦虑。

In addition to micro-drama management regulations, the NRTA's work deployment also included the implementation of a high-quality creation initiative in radio, television and online audio-visual content by improving overall plans, policies and measures, providing enhanced support and guidance, and promoting the production of more high-quality content, wider dissemination and a better environment for the content.

除了微短剧管理规定外，国家广播电视总局的工作部署还包括通过改进总体规划、政策和措施，提供更有力的支持和指导，推动广播电视和网络视听内容的高质量创作倡议的实施，以促进更多高质量内容的生产、更广泛的传播和更好的内容环境。

The authority also pledged to promote systemic reforms in the broadcasting and television industry, including consolidating and enhancing radio and television services, reducing the number of channels, resolutely addressing violations in pharmaceutical advertising, strengthening the new media sector, and deepening institutional reforms.

该机构还承诺推进广播电视行业的系统性改革，包括巩固和加强广播电视服务、减少频道数量、坚决打击医药广告违规行为、加强新媒体领域、深化体制改革。

The NRTA also emphasized the need to strengthen the legal and regulatory framework by speeding up the enactment of the broadcasting and television law, drafting and revising related regulations and normative documents, and enhancing comprehensive governance capacity within the industry.

国家广播电视总局还强调了加强法律和监管框架的必要性，包括加快广播电视法的制定、起草和修订相关法规和规范性文件，以及提升行业内的综合治理能力。

Meanwhile, the authority also committed to systematically promoting security efforts,

strengthening the management of content security, network security and data security, and developing a modern security assurance system.

同时，该机构还致力于系统推进安全保障工作，加强内容安全、网络安全和数据安全管理，构建现代安全保障体系。

The work deployment also called for accelerating the construction of the national emergency broadcasting system, establish and improve mechanisms, expedite the planning and construction of emergency broadcasting projects to enhance its effectiveness.

工作部署还要求加快国家应急广播体系建设，建立和完善机制，加快应急广播项目的规划和建设，以提高其有效性。

In addition, the authority emphasized accelerating the systematic layout of the international dissemination of radio, television and audio-visual content, achieving key breakthroughs and building an international communication system for the industry, in a bid to enhance dissemination effectiveness and support broader diplomatic objectives.

此外，该机构还强调了加快广播电视和视听内容国际传播的系统性布局，实现关键突破，构建行业国际传播体系，以提升传播效果并支持更广泛的外交目标。

The authority also called for strengthening governance over television service charges, simplifying operations for television audiences, with a remote control and TV set box.

该机构还呼吁加强对电视服务费用的监管，简化电视观众的操作流程，通过遥控器和电视机顶盒实现便捷服务。

重点词汇

Radio and Television Administration 【法】广播电视行政

in Beijing 在北京；相会在北京

One of ... 之一

in the field of 在...方面，在...领域

According to 根据；按照；按；依照；据

refer to 提到；查阅

a length of 长度；一段；一根，一段

ranging from 从...排列

dozens of 几十；很多

15 minutes 15分钟

