

Publishing a digital product

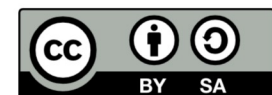
出版数字化产品

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This presentation contains material taken from a Master's level module, Electronic Publishing, taught at the Department of Information Studies, University College London and several workshops run in Chinese Universities. For more details and the rest of the collection see the cover sheet at: <http://ucloer.eprints-hosting.org/55/>

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Webspace

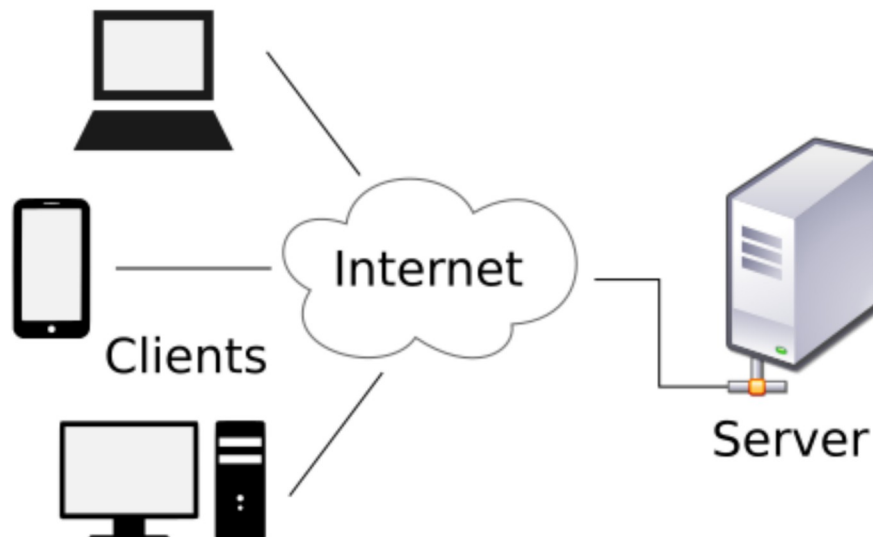
网络空间

- FTP (file transfer protocol) to webserver
FTP（文件传输协议）到网络服务器
 - Web hosting service 网络托管服务
- Make use of existing online platform
利用现有的在线平台
 - Wordpress, Blogger 博客系统软件，博客
 - YouKu 优酷
- Social Media Platform
社交媒体平台
 - Sina Weibo, Renren 新浪微博，人人

FTP to Webserver

FTP 到网络服务器

- Web space from Internet Service Provider (not in China)
来自 Internet 服务提供商的 Web 空间
- Rent space from a hosting service
从主机服务租用空间
- FTP software to transfer files between client and server for hosting online
FTP 软件在客户端和服务端之间传输文件以在线托管



Source (GNU LGPL):
<https://commons.wikimedia.org/wiki/File:Client-server-model.svg#/media/File:Client-server-model.svg>

Web hosting service

网络寄存服务

- Rent space from hosting service
从主机服务租用空间
- ICP (Internet Content Provider)
ICP 备案
 - licence required by Chinese government
中国政府要求的许可证
 - Issued by Ministry of Industry and Information Technology
由工业和信息化部颁发
- Some sub-brands of Alibaba (Aliyun, Wangwang)
阿里巴巴的一些子品牌（阿里云，旺旺）
- Many other commercial companies
许多其他商业公司



Personal or Public space

个人或公众网站

- Photo hosting sites

摄影网站

- Net ease 网易摄影

- Tuchong 图虫

- Video hosting 视频网站

- YouTube (blocked in CN)

- YouKu 优酷

Apps 应用

- Android Google Store – not in China
安卓系统的谷歌应用商店 - 中国不可用
在中国，安卓系统使用安卓应用商店
- App Store
应用商店
- iOS Apple Store
IOS 系统苹果应用商店