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Copyright and Trademark Protection in Digital Markets: A Bibliometric Study

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Abstract:

This bibliometric review investigates the literature of copyright and trademark protections in digital markets between 1996 and 2025 included reference to 166 publications involving a total of 262 authors and references from all the records. Definitions The opening work was related to EU law, Intellectual Property and Telecommunications Regulation. Over time, the focus turned to digital media, social networks and hot topics such as AI and the DMCA which projected a new world of regulation for telecoms/tech. Authorship attributes reveal numerous single contributions and little international collaboration, indicating potential for cross-jurisdictional research. The work profiles the thematic evolution of the field, offers trends, gaps and an agenda in order to contribute to scientists as well as policy makers willing to design legal structures for digital commerce.

Keywords:

copyright; trademark; digital markets; intellectual property; digital platforms, EU law; bibliometric analysis.

INTRODUCTION

The digital revolution has completely changed how people create, distribute, and consume intellectual property, creating complex legal and regulatory challenges as to how copyright and trademarks are enforced in the virtual world¹. As the scope of online markets and platform-based economies is extended, regulatory frameworks in digital content, participation in cross-border enforcement, and mediator liability are increasingly questioned². The new business models that have risen due to e-commerce (e.g., Amazon),³ digital streaming services (e.g., Spotify), and social networking platforms (e.g., Facebook) have posed new legal, economical and technological challenges that are placing a burden on age-old intellectual property doctrine.⁴ The developments trigger the need to rethink the classical copyright and trademark regimes to make them effective in protecting them without eliminating innovation and competition in the market.⁵ To this end, subtle interpretation of copyright and trademark relations in the digital market place becomes

¹ Unnikrishnan, A. (2024). Analyzing the impact of emerging technologies on intellectual property rights (IPR): a comprehensive study on the challenges and opportunities in the digital age. *Law & World*, 29, 66.

² Nooren, P., Van Gorp, N., van Eijk, N., & Fathaigh, R. Ó. (2018). Should we regulate digital platforms? A new framework for evaluating policy options. *Policy & Internet*, 10(3), 264-301.

³ You, C., & Bu, Q. (2020). Transformative digital economy, responsive regulatory innovation and contingent network effects: The anatomy of E-commerce law in China. *European Business Law Review*, 31(4).

⁴ Senftleben, M. (2020). User generated content: towards a new use privilege in EU copyright law. In *Research handbook on intellectual property and digital technologies* (pp. 136-162). Edward Elgar Publishing.

⁵ Beard, T. R., Ford, G. S., & Stern, M. (2018). Fair Use in the Digital Age. *J. Copyright Soc'y USA*, 65, 1.

critical not only to the policymakers and legal professionals,⁶ but also to the companies operating in the international digital market and platform-based trade.⁷

The challenge Digital technology has allowed easy reproduction and distribution of content within a brief period.⁸ Digital technologies empower fast distribution or sharing of creative content, while the enforcement tools frequently follow behind.⁹ For example, press publishers face difficulty in enforcing rights against digital news aggregators that copy or abstract content without sufficiently paying for it, prompting debate over appropriate remuneration and access.¹⁰ Cross-border electronic commerce faces the same challenges - in the case of software and digital content, taxation and licensing give rise to uncertainties on how to develop compliance for creators (and

⁶ Gupta, A. (2024). The Economics of Intellectual Property Rights: Balancing Innovation and Market Competition. *LawFoyer Int'l J. Doctrinal Legal Rsch.*, 2, 141.

⁷ Iaia, V. (2021). The remodelled intersection between copyright and antitrust law to straighten the bargaining power asymmetries in the digital platform economy. *International Journal of Law and Information Technology*, 29(3), 169-203.

⁸ Hargittai, E. (2018). The digital reproduction of inequality. In *The inequality reader* (pp. 660-670). Routledge.

⁹ Doseva, S., Schmid-Petri, H., Schillmöller, J., & Heckmann, D. (2022). Uploaders' perceptions of the German implementation of the EU copyright reform and their preferences for copyright regulation. *Internet Policy Review*, 11(4).

¹⁰ Balasingham, B., Kozak, M., & Ruiz Palacios, T. A. (2025). Fair Play in the Digital Arena—In Search of a Balanced Relationship Between Press Publishers and Digital News Aggregators: B. Balasingham et al. *IIC-International Review of Intellectual Property and Competition Law*, 56(6), 1092-1116.

intermediaries).¹¹ The events also highlight the tension between advocating an open marketplace of ideas and protecting commercial interests of content providers.

Online exclusive rights meanwhile are enhancing more complicated with e-commerce markets growing. Indirect infringement, for example an intermediary's use by a third party of well-known trademarks in virtual marketplaces, gives rise to potential obligations.¹² Platform-enabled peer-to-peer economies, such as Airbnb, disrupt traditional IP norms, and in particular “public communication” clauses polarize the objectives of brand creators wanting to safeguard their identity from those of innovation implementors.¹³

Furthermore, the overlap of IP, patent and digital trade law muddies dispute determination. These digital content clashes are also frequent in cross border and enforcement proceeds where laws and standards vary across nations.¹⁴ These developments illustrate the demand for flexible legal

¹¹ Vijay, R. (2024). Taxation of Computer Software: Challenges Under E-Commerce Transaction. In *Intellectual Property Rights and Competition Law in India* (pp. 193-205). Routledge.

¹² Marsoof, A. (2019). *Internet intermediaries and trade mark rights*. Routledge.

¹³ JIMÉNEZ, V. P. (2025). ¿los airbnb deberían pagar derecho de autor por comunicación pública?. *Propiedad Inmaterial*, (40).

¹⁴ Huang, Y., & Vaicondam, Y. (2024). Total Factor Productivity and Digital Trade Disputes: Insights from WTO Trade Settlement Cases. *China and WTO Review*, 10(2), 98-118.

surroundings harmonizing rights, market innovation and cross-jurisdictional coordination.¹⁵

The World Trade Organization and regional institutions have emphasised the importance of aligning standards on CR and Tm in trade policies, so that PTs do not stifle innovation or limit market access accidentally.¹⁶ Similarly, new regulatory options have the ambition to establish standardized responsibilities for gatekeeper platforms affecting on-line IP enforcement activities.¹⁷ In addition to acknowledging such a right, these policy developments highlight the trend for traditional IP to be balanced against the digital economy.¹⁸

Moreover, it would be unwise to dismiss the role of social media and the network effect in IP enforcement.¹⁹ The digital form of contents, with the attributions of ownership and control tracking that it implies,²⁰ appears to be part of a world

¹⁵ Feng, S., & Sik, C. P. (2024). Multifaceted challenges of jurisdictional divergence in cross-border intellectual property violations. *International Journal of Criminal Justice Sciences*, 19(1), 20-40.

¹⁶ Bondi, V. A. (2025). Procedural environmental rights in regional trade agreements: trends, policy drivers and the case for multilateralisation within the World Trade Organization.

¹⁷ Habich, E. (2022). FRAND Access to Data: Perspectives from the FRAND Licensing of Standard-Essential Patents for the Data Act Proposal and the Digital Markets Act: E. Habich. *IIC-International Review of Intellectual Property and Competition Law*, 53(9), 1343-1373.

¹⁸ Burden, K. (2017). EU update. *Computer law & security review*, 33(5), 729-738.

¹⁹ Collopy, D. (2017). Social media's impact on intellectual property rights. In *Handbook of Research on Counterfeiting and Illicit Trade* (pp. 276-321). Edward Elgar Publishing.

²⁰ Volckmann, W. M. (2023). The effects of market size, wealth, and network effects on digital piracy and profit. *European Journal of Law and Economics*, 55(1), 61-85.

where network effects might amplify the economic impact from infringement.²¹ In consequence it is in scholarly and policy debates that the balance between protecting creators (and investors of capital) on the one hand and allowing a productive, fair use of digital resources on the other is gradually being addressed.²² Strategic litigation is one approach for promoting digital rights, but it faces obstacles of procedure and district in our interlinked online world.²³

Lastly, from a competition law standpoint, access to digital information is not just an economic matter and borders with IP enforcement since content,²⁴ in many cases, represents much of what gives worth to the market.²⁵ Additionally, FRAND (fair, reasonable and non-discriminatory) licensing for standard-essential patents is creating controversy on how

²¹ Barrientos-Báez, A., Egido-Piqueras, M., & Caldevilla-Domínguez, D. (2025). Propiedad intelectual y su influencia en las redes sociales. *Novum Jus*, 19(2), 435-456.

²² Harris, S. L. (2024). Opportunities and difficulties for strategic litigation to advance digital rights in the internet audience economy. *German Law Journal*, 25(6), 956-976.

²³ Zhao, Y., & Chen, H. (2024). Enhancing access to digital justice: digital governance of dispute resolution and dispute prevention in online commercial activities. *Journal of International Dispute Settlement*, 15(2), 273-304.

²⁴ Lundqvist, B. (2023). An access and transfer right to data—from a competition law perspective. *Journal of Antitrust Enforcement*, 11(Supplement_1), i57-i71.

²⁵ Colangelo, G. (2022). Enforcing copyright through antitrust? The strange case of news publishers against digital platforms. *Journal of Antitrust Enforcement*, 10(1), 133-161.

classical IP instruments may need to evolve to retain their efficiency in data-consuming digital economy.²⁶

Given the complexity of these challenges, a bibliometric analysis on CR and Tm in DM would serve as an important instrument for mapping out research trends, detecting knowledge gaps, and supporting policy design. In mapping the scholarly contributions from different countries and a range of disciplines, such an overview can shed light on the dynamic relationship between law, technology, and market, and provide useful inputs for those involved in attempting to triangulate innovation, access, and incentives in the digital age.

Methodology

This research attempts to utilize a bibliometric methodology for systematically mapping the research in CR and TmP in digital market marks.²⁷ Bibliometric analysis provides a framework for measuring academic literature,²⁸ for the enumeration of key authors and centers of influence, and for tracking trends over time in particular foci.²⁹ By using in-depth

²⁶ Habich, E. (2022). FRAND Access to Data: Perspectives from the FRAND Licensing of Standard-Essential Patents for the Data Act Proposal and the Digital Markets Act: E. Habich. *IIC-International Review of Intellectual Property and Competition Law*, 53(9), 1343-1373.

²⁷ Sun, H., Liu, J., Chen, B., & Yang, L. (2024). Exploring intellectual property in the digital realm: A bibliometric study on research on the management and protection of data-based intellectual property. *Information*, 15(12), 780.

²⁸ Modi, R., Vasmatkar, A., & Nandekar, U. P. (2023). Relationship between human rights and copyright law: Bibliometric analysis. *Journal of Intellectual Property Rights (JIPR)*, 28(1), 15-20.

²⁹ Balasingham, B., Kozak, M., & Ruiz Palacios, T. A. (2025). Fair Play in the Digital Arena—In Search of a Balanced Relationship Between Press

bibliographic records covering almost three decades, this method can provide in-depth insights into the evolution, collaboration, and citation dynamics within the discipline. The dataset ranges from 1996 to 2025 including a total of 166 documents obtained from 66 sources (journals, books, proceedings, and book chapters). The distribution of annual publications in this area is an upward trend, and the annual growth rate for the number of documents was 7.87%.

To make a thorough analysis of contributions, we gathered bibliometrics as total citation, citation per document and the number of keywords (Keyword Plus) both by author's writing and belonging to ISI Web of Science (ISI WoS). The dataset comprises 262 authors – single-authored papers represent 102 in 166. Average number of collaborators per document is 1.89, which indicates a moderate level of collaboration in this field. International co-authorships are interestingly absent from this dataset, indicating possible national or localized academic networks.³⁰

Publishers and Digital News Aggregators: B. Balasingham et al. *IIC-International Review of Intellectual Property and Competition Law*, 56(6), 1092-1116.

³⁰ Poologanathan, P. (2025). Research Mapping of “Intellectual Property Law”: A Bibliometric Visualization Analysis Based on the Scopus Database from 2000 to 2023.

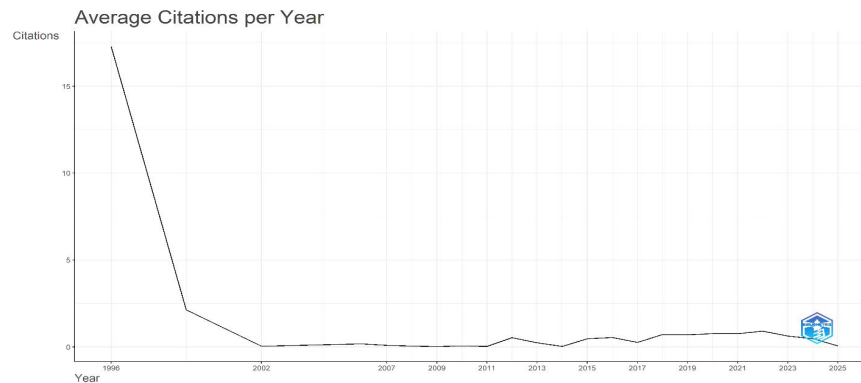


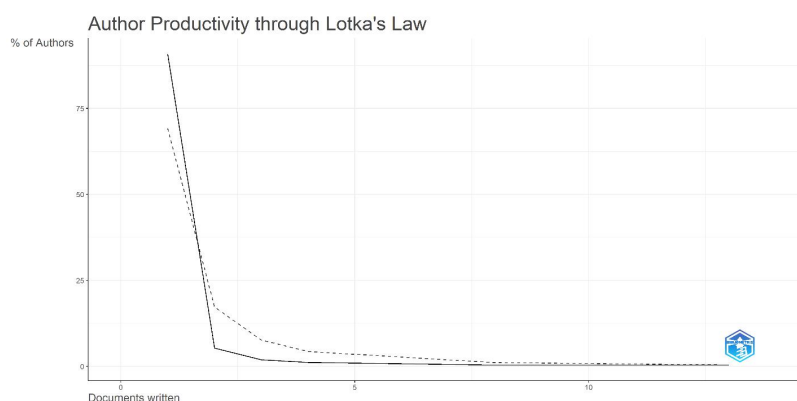
Figure 1. Mean Citations per Article and Year (1996–2025)

The dynamics of publications citations was further analyzed to reveal influences and trends. The mean number of citations, averaged in the whole 29 years, is shown for each year. The data has an initial peak in 1996 with a mean of around 17.3 citations per paper, indicating one seminal work that continues to have impact. This is followed by a significant decrease from 1996 until 2002 and then near zero citation averages through 2011. This indicates that during this period, there was a low volume or minimal impact on field research, which may indicate an emerging area of academic interest or disaggregated sub-areas of focus.³¹ Since 2012, there has been a continual but slight increase of citations, which shows the revival and increasing impact of research on CR and Tm in digital markets. The dip in 2025 is due to the recency effect

³¹ Doseva, S., Schmid-Petri, H., Schillmöller, J., & Heckmann, D. (2022). Uploaders' perceptions of the German implementation of the EU copyright reform and their preferences for copyright regulation. *Internet Policy Review*, 11(4).

where the articles which are published recently have not been cited.³²

Lotka's Law Lotka's (1926) claim that the distribution of authors by total number of articles credited follows an inverse square law, which has been commonly evaluated through citation analysis as well. The observed distribution is shown in Figure 2 versus theoretical prediction. Around 90% of authors (44) have only contributed one document, exceeding the theoretical Lotka's curve between 60–70%. This distribution suggests a field comprised of infrequent contributors with very few “elite” authors who churn out multiple works. Only 0.10% authors published more than ten items, which limits sustained involvement of highly productive authors.³³ These results express the dependence on a wide number of single contributors to the scholarly discourse related to digital IP PT.



³² Ahmed, B. A., & Ahmad, H. F. (2023). Press publishers' rights in the Digital Age: Challenges and opportunities for legal and policy frameworks.

³³ Volckmann, W. M. (2023). The effects of market size, wealth, and network effects on digital piracy and profit. *European Journal of Law and Economics*, 55(1), 61-85.

Figure 2. Distribution of Author Productivity according to Lotka's Law

To place the studies in context, we shortened publications by type: 139 journal articles, 23 article/book chapter combinations, 3 proceedings papers and 1 timely access article. This distribution is due to the dominance of peer-review outlets as the primary source of scholarly authority, with proceedings being a lower status outlet especially in law and interdisciplinary study as.³⁴

Keyword analysis: Investigation of the 95 Keywords Plus records and 368 author-assigned keywords also revealed hot topics, such as “digital copyright enforcement”, “e-commerce trademark infringement”, “platform liability” and “consumer protection in online transactions”.³⁵ Such issues cut throughout current struggles over regulation generally, providing a lens on how the law, commerce, and technology collide in digital sells.

In summary, bibliometric mapping conducted analysis of network structure and author cooperation pattern. The value of international co-author per paper stands at 1.89, indicating the locally involved nature of research in this field. These may reflect local regulatory practices (e.g., EU CR directives,³⁶

³⁴ Calabrese, B. (2024). The Evolving Protection of Geographical Indications Against Services: “Brand” New World?. *IIC-International Review of Intellectual Property and Competition Law*, 55(3), 348-367.

³⁵ Anna, P. (2025). Liability for Indirect Trademark Infringements in E-Commerce Platforms. *Право. Журнал Высшей школы экономики*, (3), 278-296.

³⁶ Doseva, S., Schmid-Petri, H., Schillmöller, J., & Heckmann, D. (2022). Uploaders' perceptions of the German implementation of the EU copyright

efforts to harmonize laws governing Tms across districts.³⁷ Understanding these constituency's property can assist in clarifying future strategies that could potentially spur enhanced cross-national cooperation and a more coherent response to the PT of digital IP.

Although the utilization of bibliometrics involving these counts and distributions, networks and trends allow us to identify a holistic view of research activity on digital marketplace with impact on CR and TmP in a nutshell. In combining longitudinal and thematic analysis, it can account for both the evolution of the field and its current blossoming concerns. Such scrutiny above is needed to identify what research is missing, where policy should intervene and what still needs to be done in order for the phenomenon of protecting IP in ever more digital and global markets to be addressed in full.³⁸

Historical Evolution

Their development throughout history, how they apply in future DM and how new developments are linked to technical progress, regulation and academic inquiry shows the dynamic interaction between these factors. The last decade has seen such

reform and their preferences for copyright regulation. *Internet Policy Review*, 11(4).

³⁷ Lundqvist, B. (2023). An access and transfer right to data—from a competition law perspective. *Journal of Antitrust Enforcement*, 11(Supplement_1), i57-i71.

³⁸ Habich, E. (2022). FRAND Access to Data: Perspectives from the FRAND Licensing of Standard-Essential Patents for the Data Act Proposal and the Digital Markets Act: E. Habich. *IIC-International Review of Intellectual Property and Competition Law*, 53(9), 1343-1373.

scholarships evolve beyond foundational research on EU law and intellectual property, towards novel studies of digital platforms, artificial intelligence (AI), and emerging market regulations. Through bibliometric mapping, a clear view of these trends can be observed, reflecting continuity in core legal issues and new challenges related to platform governance, social media, and e-commerce.

Figure 3 Mapping the Global Intellectual Landscape (2014–2024) showing changes of emphasis in research over a period of ten years. Dark blue and teal nodes indicate that national foundational EU law, IP, and the e-commerce directive formed the historical center of scholarly discourse (2014–2018). Through these early analyses of the CMC, a way of thinking about legal compliance and enforcement in the digital market emerged, with references to literature theory development set against this context, especially in that of the European Union.³⁹ As time goes by, bright yellow clusters corresponding to 2022–2024 show up in the map as emerging research frontiers, also comprising DMA, AI, social media, and influencer marketing. This transition portrays the transformation of legal scholarship in response to technological and market-based developments, concentrating on the operational challenges confronting digital platforms and their attendant regulatory implications.

³⁹ Colangelo, G. (2022). Enforcing copyright through antitrust? The strange case of news publishers against digital platforms. *Journal of Antitrust Enforcement*, 10(1), 133-161.

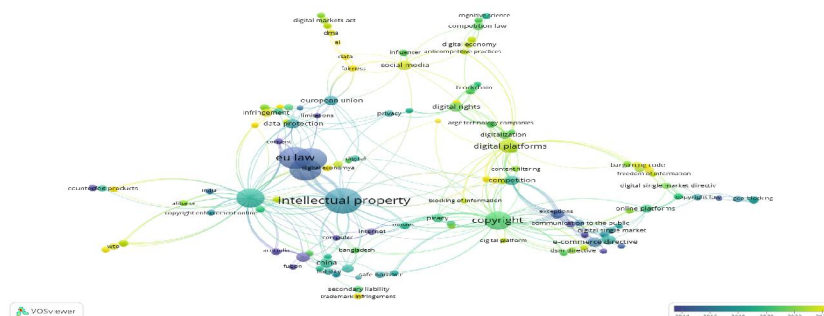


Figure 3. The Global Intellectual Landscape (2014-2024)

Figure 4 stretches this analysis, and presents the Thematic Pivot to Platform Governance (2016–2024), which graphically displays the reversal of traditional legal perspectives in wrestling with sophisticated digital phenomena such as e-commerce. IP and e-commerce are two principal intersections connecting existing legal doctrines with new market forces. Between 2022, the yellow circles (corresponding to highly connected research) also expansion considerably from previous cases (6a), which directs an increasing scholarly focus. This mapping shows that attention flows also to platform governance, compliance, liability and regulation extending beyond traditional copyright and trademark law.⁴⁰ These themes also track the moving legal discussion concerning platform-driven business models and IP-market competition.⁴¹

⁴⁰ Anna, P. (2025). Liability for Indirect Trademark Infringements in E-Commerce Platforms. *Право. Журнал Высшей школы экономики*, (3), 278-296.

⁴¹ Ramírez, S. C. R. (2024). Does Amazon use someone else's trademark to market products?. *Revista Electrónica de Direito. RED*, 34(2), 10.



⁴² JIMÉNEZ, V. P. (2025). ¿ los airbnb deberían pagar derecho de autor por comunicación pública?. *Propiedad Inmaterial*, (40).

improves, legislative control of infrastructure accounts for very little.⁴³

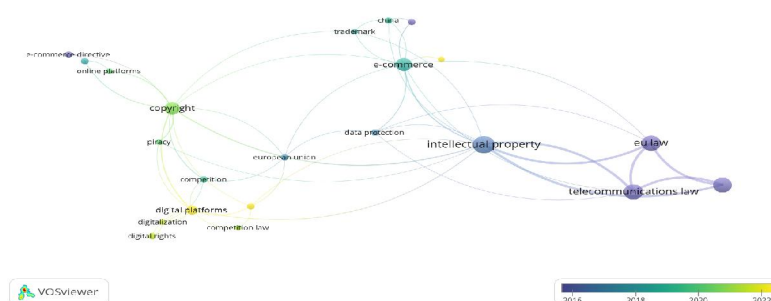


Figure 5. Hardening of Infrastructure and Content-law Specialization (2016-2022)

Figure 6, The Road to the EU DSM (2014–2022), embodies a synthesis of research on the European DSM. Initial studies focused on telecommunications law and intellectual property in 2014–2017, then privacy and data protection, e-commerce by 2019 and finally digital platforms & digital rights as of 2022. This change is the product of a largely western centric trajectory of adaption of legal doctrine relocating from early architectures to more flexible regulatory tools for the platform economy⁴⁴.

⁴³ Harris, S. L. (2024). Opportunities and difficulties for strategic litigation to advance digital rights in the internet audience economy. *German Law Journal*, 25(6), 956-976.

⁴⁴ Habich, E. (2022). FRAND Access to Data: Perspectives from the FRAND Licensing of Standard-Essential Patents for the Data Act Proposal and the

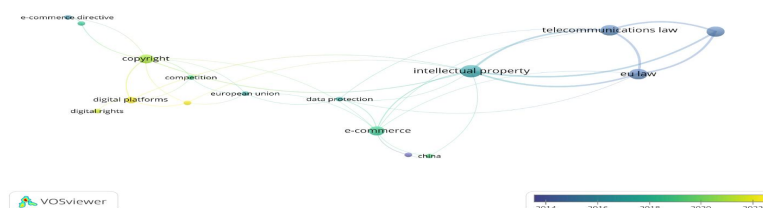


Figure 6. Simplified Development of the Digital Law (2014–2022)

These historical trends are consistent with bibliometric statistics. The 1996–2025 database contains 166 publications, and the annual growth rate amounts to 7.87%, suggesting a constant scholarly interest in digital IP and trademark law. Examination of citation data finds that the beforehand ground-breaking papers (approximately 1996) had a great impact, with an average of 17.3 citations per paper. Citation be an average of fell around 2012 but then rose again; this is linked to the advancement of platformist research and regulatory innovation .⁴⁵ These trends, we believe, reveal a process of coevolution between technological advance, regulation and academic attention in digital law.

The distribution of authorship suggests that over 90% of contributors published one document, thus reflecting most occasional contributors to literature. Only a minority of authors

Digital Markets Act: E. Habich. *IIC-International Review of Intellectual Property and Competition Law*, 53(9), 1343-1373.

⁴⁵ Volckmann, W. M. (2023). The effects of market size, wealth, and network effects on digital piracy and profit. *European Journal of Law and Economics*, 55(1), 61-85.

who published at least twice, however, meaning that the participation of leaders is still inactive. It is also remarkable that the lack of international co-authorship... indicates an exceptionally dwindling number of conducted projects with an international coverage and most are regional, focusing solely on the EU law, national frame of IP and platform regulation at district level.⁴⁶ This highlights the potential for greater cross-national collaboration to address global forces in the digital marketplace.

Keyword analyses complement these observations. EU law and telecommunications laws were mentioned a lot, as was the catch-all name for the realm itself, intellectual property. And so, 'Intellectual Property' (not even in wording but also an overarching area of research; that directly does not appear on the headlines of surveyed methods)? These are slowly but surely being overtaken, through the more recent, better-timed rounds of funding that have occurred since and by its competitors, including digital platforms, digital rights, social media, AI, and DMA. These developments suggest the field's responsiveness to technological innovation, platform governance and regulatory change with a special attention on platform liability, regulation, and consumer PT.⁴⁷ Thematic "clusters" associating IP enforcement with (data PT, competition law and) platform responsibility exemplify what complexity nowadays surrounds

⁴⁶ Burden, K. (2017). EU update. *Computer law & security review*, 33(5), 729-738.

⁴⁷ Swandari, S., Mahardika, S. G., & Prayudha, T. A. (2025). Legal Protection for Consumers in E-Commerce Transactions: Challenges and Solutions in the Digital Era. *Journal of Mujaddid Nusantara*, 2(1), 23-38.

IP enforcement in DM and further highlight that it is the multi-layered nature of contemporary (legal) studies.

And industry analyses also indicate a focus — specifically on content creators and news publishers and third-party marketplaces. In media publisher-relevant case law tensions have occurred between digital news aggregator platforms and fair return while the focus in e-commerce litigation has been on indirect impact of likelihood of confusion for a stretched claim for Tm infringement and brand misappropriation. The Everything Store "was clearly described in Parliament by Commons Minister of State Jo Johnson from the UK Government as a "publishing platform". Accordingly, it is our contention that CR communities should be involved with advocacy from this perspective rather than focusing narrowly on exceptions like text-and-data mining. In addition, the rise of social media and influencer marketing complicates enforcement, which requires a grant understanding of when CR- and Tm-PT are enforced in DM. Competition-law aspects (FRAND access, platform liability) further compound the amalgam of economic regulation, digital trade, and IP PT.

Discussion

Several interesting aspects can be discovered by the statistical analysis of digital copyright and trademark protection. In the past few decades, the work has expanded from a traditional importance on EU law, intellectual property and telecommunications regulation to growing areas of more contemporary curiosity including platform governance, digital rights, and artificial intelligence. This changing landscape is a

salient instance of how advances in technology and modifications in the marketplaces forever alter areas of scholarly inquiry, causing academics to give attention to materials such as the DMCA , social media, and platform liability.⁴⁸

Undeniably, mid-2010s Europe had somewhat slim takings in its literature on regulating digital soos, but bottom-up legal scholarship including on patent law enabled the understanding of how copyright and trademarks are challenged by digitization.⁴⁹ But as cyberspace became more digitalized, a body of literature started to consolidate involving platform governance and competition law (on the one hand)’ and consumer PT (on the other). The increase of keywords such as “???digital platforms????,” “social media” or “digital rights” in the 2020–2024 period signaled a shift from static legal categorizations towards dynamic regulatory spaces. This development has shifted academic research in solid and sustainable internet-based business models towards solving real-life problems of online marketplaces, cross-border e-commerce procurement, platform-mediated content spread among others.

Authorships and network properties of collaboration also provide some insights. The ubiquity of ‘one-time-writers’ (90%

⁴⁸ Vijay, R. (2024). Taxation of Computer Software: Challenges Under E-Commerce Transaction. In *Intellectual Property Rights and Competition Law in India* (pp. 193-205). Routledge.

⁴⁹ Colangelo, G. (2022). Enforcing copyright through antitrust? The strange case of news publishers against digital platforms. *Journal of Antitrust Enforcement*, 10(1), 133-161.

of the writers in the field) suggests a wide but ephemeral scholarly footing for this subject. While it results in a diversity of perspectives, it also suggests only few "scholars" with continuous high productivity throughout their careers that sustain and create. Moreover, the absence of international co-authorship is another indication that research is still primarily regional (especially inside EU), potentially affecting the global relevance of findings. These developments underscore the importance of fostering international co-operation to understand the growing international character of DM and platform activity.

Bibliometric mapping reveals trends in research and policy momentum. Preliminary research on telecommunication and IP law laid the groundwork for explore on e-commerce, digital platforms, and data rights. This arc mirrors the legal academy's response to dynamic digital developments, shifting from infrastructure adjustment to nuanced rights enforcement in cyberspace. Run-on network Co-occurrence networks reveal increasing ties between IP, antitrust, data protection and AI regulation underscoring the strategic, economic and technical viewpoint of copyright and trademark governance.

Sectoral studies also show continuing frictions between content owners, intermediaries and users, especially press publishers' rights, digital news aggregation and platform responsibility. Ongoing challenges to secondary trademark liability and other forms of enforcement at digital platforms, combined with the rise of social media, influencer promotion, AI-based content distribution – show that traditional IP systems are under strain in decentralized global markets.

There are gaps: a focus on the EU is in danger of failing to consider Asia, Latin America and African's several world digital markets. Restricted longitudinal authorship cooperation does not indicate empirical accumulation. The effectiveness of application, cross-border jurisdiction and harmonization in platform governance are under-researched issues.

Conclusion

The analysis of copyright and trademark protection in the digital age clearly indicates that there has been a movement away from the realm of litigation issues related to fairness, equity and legal morals in many technology related disputes including those of content syndication. The research focus shifted from EU law, IPR and telecommunications more commonly to concerns that come with the Web 2.0 age such as digital platforms, social media, AI and platform liability – which pressures for a dynamic, technology-savvy legal education.

Results suggest increasing global research on podium governance, digital rights and consumer protection, despite still not organized-yet with few cases of multi-national co-operation. Coordinated international rejoinders, empirical evidence and coherent theories are required to come to terms with the global complexity of digital markets.

In the end, information era copyright and trademark fortification involves technology and regulation at multiple levels. Policy should seek a balance between evolving technology and user behavior, on one hand, and commercial reality on the other to contract fair play and enforceable

practices for platforms, rights holders, and consumers. Policymakers and scholars can draw on historical trends to help confront new challenges arising in digital markets.

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