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U.S. manufacturing contracts; private payrolls post first drop since 2017



Inside C2

Southern DAILY

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U.S. banks gird for mad grab of another \$310 billion in new small business aid



WASHINGTON (Reuters) - U.S. banks were girding on Monday for another chaotic dash to grab \$310 billion in fresh small business aid due to be released by the government, after it changed some of the rules of the first-come-first-served program at the 11th hour.

The Small Business Administration (SBA) was set to re-open its Paycheck Protection Program at 10:30 a.m. EDT (1430 GMT), allowing lenders to resume processing applications from businesses hurt by the novel coronavirus shutdown.

With the nation's lenders already sitting on hundreds of thousands of backlogged applications, the fresh funds are expected to be burnt through in days - leaving swathes of mom-and-pop enterprises out in the cold again, banking groups said.

"Everyone pretty much has applications ready to go. It should be a week or so before the money is eaten through," said Paul Merski, an executive vice president at the Independent Community Bankers of America.

He added it would be "very challenging" for anyone who has not already applied for a loan to successfully do so this week.

Created as part of a \$2.3 trillion congressional economic

relief package, the program kicked off on April 3 with an initial \$349 billion in funding which was quickly exhausted in less than two weeks. The program allows small businesses hurt by the coronavirus to apply for government-guaranteed loans with participating banks. Those loans will be forgiven if they are used to cover payroll costs, subject to some conditions.

Given the pent-up demand, banking groups said they were worried that the flood of new applications would strain the SBA's loan processing system which ground to a halt several times during the first round, bankers said at the time.

"Everybody is going to go through the same one-inch pipeline," said Richard Hunt, chief executive of the Consumer Bankers Association. "It'll be every bank for themselves."

On Sunday, the SBA said it would try to mitigate that problem by announcing that banks could submit a minimum of 15,000 applications in a one-off bulk file, leaving smaller lenders left to battle with the SBA's clunky online portal.

That could also create a dilemma for some banks as to whether to start processing their backlog on Monday, or wait for more applications so they can submit a one-time bulk submission.

Amid the rush to get funds out the door, the first round of the program was hobbled by technology and paperwork issues.

FILE PHOTO - U.S. Speaker of the House Nancy Pelosi (D-CA) signs H.R. 266, the Paycheck Protection Program Healthcare Enhancement Act, an additional economic stimulus package that passed earlier in the week by the U.S. Senate, during a signing ceremony on Capitol Hill as the coronavirus (COVID-19) disease pandemic continues, in Washington, U.S., April 23, 2020. REUTERS/Tom Brenner

It has also come under scrutiny after banks channeled some of the money to their larger, more profitable clients, including hedge funds and public companies.

The SBA and the U.S. Treasury appeared to try to address those worries on Sunday by imposing a \$60 billion cap on the amount of funds a lender can process under the scheme, although few if any banks are likely to hit that high ceiling.

"The banks have been less than helpful in all this," said Brian Rindos of Maryland after care provider Kids Adventures, who tried more than nine lenders after several turned him away or ignored him altogether. On Friday, he said he received tentative approval.

"Let's say I'm cautiously optimistic...this time."

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Some countries prise open lockdowns, but UK doesn't budge

ROME/LONDON (Reuters) - Countries from Italy to New Zealand have announced the easing of coronavirus lockdowns but British Prime Minister Boris Johnson, back at work on Monday after being in intensive care with the disease, said it was too soon to relax the restrictions.

Britain's Prime Minister Boris Johnson speaks outside 10 Downing Street after recovering from the coronavirus disease (COVID-19), in London, Britain April 27, 2020. Pippa Fowles/10 Downing Street/Handout via REUTERS
Nearly 3 million people have been infected by the coronavirus across the world and 205,948 have died, according to a Reuters tally of official figures. But many countries are looking to ease lockdowns as rates of infections fall and fears of economic ruin rise.

The world's worst pandemic in a century, which originated in China in December, has forced a dilemma upon governments. People cooped up in their homes for weeks on end are growing frustrated and anxious about what the future holds.

And with economic activity from shops and bars to factories and tourism curtailed, prolonged recessions are forecast for many countries.

But with no antidote yet found for the coronavirus, leaders are also acutely aware that a second wave of infections could sweep over their countries just as life gets back to some kind of normal.

Italy, which has the world's second-highest number of coronavirus deaths at more than 26,000, will allow factories and building sites to reopen from May 4 and permit limited family visits as it prepares a staged end to Europe's longest coronavirus lockdown, Prime Minister Giuseppe Conte said on Sunday.

Italy is looking ahead to a second phase of the crisis in



Britain's Prime Minister Boris Johnson speaks outside 10 Downing Street after recovering from the coronavirus disease (COVID-19), in London, Britain April 27, 2020. Pippa Fowles/10 Downing Street/Handout via REUTERS

which it will attempt to restart the economy without triggering a new wave of infections.

"We expect a very complex challenge," Conte said. "We will live with the virus and we will have to adopt every precaution possible."

HIKING AND SURFING
New Zealanders will be able to go fishing, surfing, hunting and hiking this week for the first time in more than a month as it begins to ease its way out of a strict lockdown.

About 400,000 people will return to work after the country shifts its alert level down a notch at midnight on Monday, but shops and restaurants will remain closed.

Offices, schools, bars and restaurants, including take away and delivery services, had been closed since March 26. In Norway, schoolchildren from first to fourth grades returned to classes for the first time since mid-March, while a range of small businesses, including hairdressers, were allowed to open.

"I feel like a burden has been lifted," said Abi Qadar, a 36-year-old artist, after dropping off his seven-year-old daughter at school in central Oslo. "It was tough."

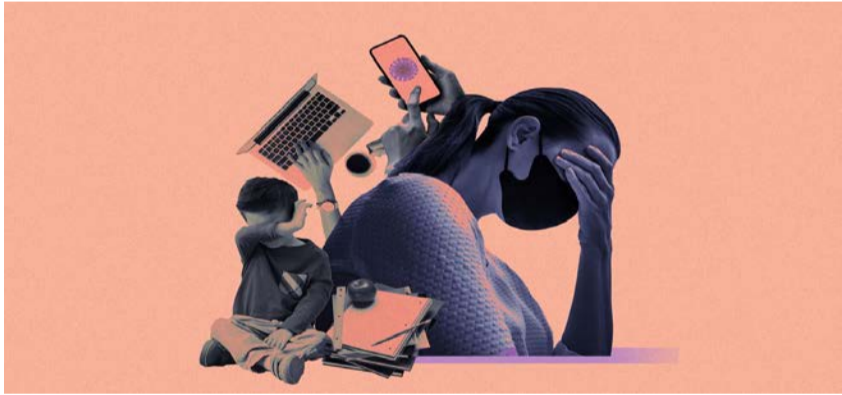
Germany's economy minister urged its 16 states on Monday to reopen slowly. As the number of new infections has fallen, many businesses like smaller stores or car dealerships have been allowed to reopen and some students are returning to schools.

Stay Home!

BUSINESS

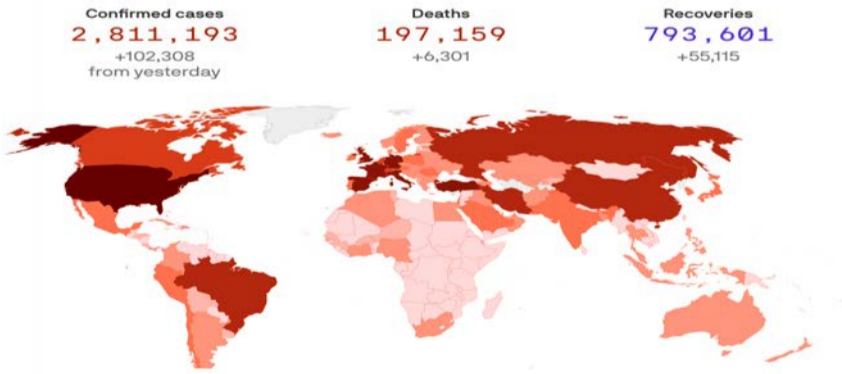
Save Lives!

World Coronavirus Updates



Confirmed cases of COVID-19

As of April 24, 8pm EDT



Confirmed cases					Deaths					Recoveries				
2,811,193					197,159					793,601				
+102,308 from yesterday					+6,301					+55,115				

1 . U.S.	905,333	6 . U.K.	144,640	11 . Brazil	54,043
2 . Spain	219,764	7 . Turkey	104,912	12 . Belgium	44,293
3 . Italy	192,994	8 . Iran	88,194	13 . Canada	44,056
4 . France	159,952	9 . China	83,899	14 . Netherlands	36,729
5 . Germany	154,999	10 . Russia	68,622	15 . Switzerland	28,677

Data: The Center for Systems Science and Engineering at Johns Hopkins; Map: Axios Visuals

Compiled And Edited By John T. Robbins, Southern Daily Editor

Italy on Sunday reported its lowest single-day death toll since March 12, as Prime Minister Giuseppe Conte signaled that the country will ease its coronavirus restrictions over the next few weeks.
By the numbers: The coronavirus has infected over 2.9 million people and killed over 200,000, Johns Hopkins data shows. More than 829,000 people have recovered from COVID-19. The U.S. has reported the most cases in the world (more than 940,000 from 5.1 million tests), followed by Spain (over 223,000).
What's happening: Australian Health Minister Greg Hunt announced a new coronavirus tracing app on Sunday that the government hopes at least 50 percent

of the population will use. A top health official said the app is "only for one purpose, to help contact tracing," as he sought to reassure Australians on privacy issues.
• **Children in Spain** were allowed to go outside on Sunday for the first time since a nationwide lockdown began six weeks ago.
• **China** reported 11 new cases and no deaths on Sunday. It's been 10 days since the country reported any deaths. China's reported infections and deaths have been treated with suspicion by foreign leaders and the CIA.
• **Argentina** is extending a nationwide shelter-in-place order that was due to

expire Sunday until May 10, President Alberto Fernandez said on Saturday, per Reuters. The country has confirmed over 3,700 cases, according to Johns Hopkins.
• **Spain** will gradually ease nationwide stay-at-home restrictions starting May 2 if coronavirus cases continue to decline, Prime Minister Pedro Sánchez said Saturday.
• **British** Prime Minister Boris Johnson plans to return to work on Monday after recovering from the coronavirus.
• **The World Health Organization** said Saturday there is "no evidence" that people who recover from COVID-19 and have antibodies are protected from a second infection.
• **India** announced it will be easing lockdown measures for its 1.3 billion people in the areas outside of hotspots — providing some relief for locally owned businesses and daily wage workers.
• **The director of Israel's** foreign intelligence agency, Mossad, said in a briefing to health care officials on Thursday that Iran and its regional allies are intentionally underreporting cases and deaths from the coronavirus.
• **Brazil and Ecuador** are becoming coronavirus epicenters in Latin America, as prolonged lapses in tracking and testing have led to severely undercounted death tolls, the Washington Post and the N.Y. Times report.
• **New Zealand's** level 4 lockdown measures requiring non-essential workers to stay home have been extended to 11:59 p.m. next Monday, when the country moves into a still-strict level 3. NZ reported just three cases on Thursday.
• **Pakistan** has decided to keep mosques open during the fasting month of Ramadan, which began Thursday, as cases continue to climb, AP reports.
The big picture: The world faces its gravest challenge in decades, but geopolitical tensions won't wait until it's over. Trump's threat on Wednesday to "destroy" Iranian boats that harass U.S. ships comes amid arrests of Hong Kong pro-democracy activists and clashes in Afghanistan that could further undermine peace there.

Between the lines: Policy responses to the crisis have been every-country-for-itself and — in the case of the U.S. and China — tinged with geopolitical rivalry.
• **But the scientific work** under way to understand the virus and develop a vaccine has been globalized on an unprecedented scale.
Coronavirus symptoms: Fever, cough, shortness of breath.
Editor's note: The graphic includes "probable deaths" that New York City began reporting on April 14. This article has been updated with new details throughout.

Related Q&A: How To Do Social Distancing Right



What is the most responsible way to avoid spreading the virus, support your neighbors, and take care of your own basic needs, all at the same time? Here below are some of the most commonly asked questions regarding the coronavirus and being quarantined:
My kids are driving me insane; can I please let them play with their friends?
• Sorry, but preferably not. If you're desperate, try picking one family you can trust and agree that your families will only hang out with each other.
• If you do allow your kids to be with friends, encourage them to pick activities that don't require them to be in very close contact — bike rides, for example.
How am I supposed to feed myself without encountering other people?
• It's OK to go to the grocery store. Experts recommend that you limit how often you go, and try to go during off-peak hours. Touch as few things as you can, and wash your hands when you get home. Also wash fresh produce and any packaging.

• Delivery and takeout are also good options. And tip generously! Servers, bartenders and other tipped workers will be taking a huge economic hit while all their customers stay home.
Is it actually a good idea to do errands for my elderly or "immune-compromised" neighbors?
• Absolutely — especially if you're young and healthy. But do it safely. Pick up and drop off groceries or laundry on front porches or doorsteps, if possible, to avoid close contact. And of course, wash your hands.
How much food and supplies should I be buying to avoid frequent trips to the store, but also avoiding depleting stores' supplies?
• Enough for two weeks.
Am I ever going to be able to get more toilet paper?
• Yes. Shelves are being restocked, major stores are changing delivery routes to get items faster, and production is being slightly increased. (Courtesy axios.com)



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Editor's Choice



Student from a closed Brussels' circus school hang on ropes attached to an abandoned bridge during the lockdown imposed by the Belgian government to slow down the coronavirus disease (COVID-19) spread, Belgium April 27, 2020. REUTERS/Francois Lenoir



A U.S. military personnel wearing face mask walks outside the Jacob K. Javits Convention Center, which was converted into a hospital during the outbreak of the coronavirus disease (COVID-19), in New York City, U.S. April 27, 2020. REUTERS/Brendan McDermid



Gustav Lloyd Akerblad, 32, getting a tattoo onto arm in the shape of the face of Anders Tegnell, Sweden's chief epidemiologist, in Stockholm



Nuria Bravo, 38, shows to her neighbors her newborn son Jesus next to her husband Francisco Pimentel, 40, and their children Cristina, 8, and Daniel, 11, as they greet to the neighbors from the balcony of their house during a lockdown amid the coronavirus disease (COVID-19)



Britain's Prime Minister Boris Johnson chairs a meeting to update on the coronavirus disease (COVID-19) outbreak, in the cabinet room of the 10 Downing Street in London, Britain April 27, 2020. Andrew Parsons/10 Downing Street/Handout



Nuria Bravo, 38, and her husband Francisco Pimentel, 40, pose for a photo with their newborn son Jesus as they arrive to their home from the hospital after she gave birth during a lockdown amid the coronavirus disease (COVID-19) outbreak, in Ronda, southern Spain, April 22, 2020. Picture



Gang members are secured during a police operation at Izalco jail during a 24-hour lockdown ordered by El Salvador's President Nayib Bukele in Izalco



Bolivian citizens, who were stranded in Chile after the border was closed as preventive measure, gather as they cross the border between Chile and Bolivia to get to their country, following the outbreak of the coronavirus disease (COVID-19) in Colchane, Chile April 27, 2020.

Community Pulls Together In Time Of Coronavirus Crisis

April 25, 2020 - Congressman Al Green Joined State Rep. Ron Reynolds And Bishop Destry Bell For Church Food Distribution
(Houston, TX) — On Saturday, April 25, 2020, Congressman Al Green joined State Representative Ron Reynolds and Bishop Destry C. Bell, Sr. of the Christ Temple of Deliverance to distribute food to 500 families. Congressman Green released the following statement:

“According to Feeding Texas, Texas food banks have experienced a 90% increase in people seeking nutrition assistance in the last few weeks due to the coronavirus crisis,” Congressman Al Green stated. “The Houston Food Bank, which normally serves an estimated 250,000 households per month, has successfully answered this clarion call by partnering with organizations across the Greater Houston area to offer food at no cost to those in need.”

During the unprecedented COVID-19 pandemic, Green has participated in several emergency relief events where food from the Houston Food Bank was dispersed.

Congressman Green added, “This global health crisis has threatened the lives and livelihood of many people across our nation. As more businesses lay off and furlough workers, we must work to ensure that people are not going without one of the most basic needs of life – food. I must issue a special thank you to the Houston Food Bank for consistently serving communities in need even when we are not in times of crisis. I must also thank State Representative Ron Reynolds for his dedicated service to the constituents of House District 27 as well as Bishop Bell for his spiritual leadership during this tumultuous time.”

State Representative Ron Reynolds said, “I look forward to partnering with Bishop Bell and Congressman Al Green to provide food for our community. I understand that many Texans are suffering financially due to the economic downturn caused by COVID-19. I will continue to fight for additional resources to assist my constituents.”

“I greet you our neighbors (in divine love) and pray that each of you will find comfort and peace in the power of prayer. This global pandemic has caused fear, anxiety, hopelessness, and death. The negative impact across our nation and communities has been devastating to say the least,” **Bishop Destry C. Bell, Sr. of the Christ Temple of Deliverance noted.** “Due to unemployment or a reduction in income, many families are unable to provide for themselves the bare necessities of life. Therefore, it is imperative that we rise to the occasion and assist in meeting the needs of our community. I must say that I am delighted to partner with the Houston Food Bank in conjunction with Congressmen Al Green of the 9th Congressional District of Texas and Representative Ron Reynolds of House District 27. In providing COVID-19 Food Distribution to our community, a big thanks to all our volunteers you are truly a

blessing.”

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HCC

Houston Non-Proit, Connect Community, Launches Sewn Goods Collaborative During COVID-19 Crisis

Partners i include Houston Community College and Houston Furniture Bank to deliver high quality,washable, protective face masks

HOUSTON, TX (April 21, 2020) – Today, Connect Community, a local non-profit organization, launched the Sewn Goods Collaborative to protect our public workers, local businesses, and residents during the COVID-19 crisis. This collaborative was launched in tandem with Houston Community College, Houston Furniture Bank, and several small-batch manufacturers, non-profits and local sewists to create a partnership to better serve the Greater Houston community.

Connect Community is a non-profit based in the Gulfton/Sharpstown community that works predominantly with the resident immigrant and refugee population. When COVID-19 hit and the request for face masks increased, Connect Community saw an opportunity to mobilize the talents of local sewists to sell masks to the public.

“Vulnerable communities like Gulfton are often the hardest hit during a crisis, but we know they also have a lot to offer in overcoming this crisis,” said Anne Whitlock, Founding Director of Connect Community. “We are leveraging the tailoring and seamstress skills they acquired in their home countries to sew and sell cloth face masks, allowing Gulfton residents to earn some extra income while also helping protect all of Houston.”

Houston Community College joins the Connect Community Sewn Goods partnership to assist in the production of face masks. HCC plans to utilize equipment at their West Houston Institute IDEASudio and their Advanced Manufacturing



Compiled And Edited By John T. Robbins, Southern Daily Editor

Additionally, HCC is recruiting volunteers through its HCC Fashion department, AARP students, as well as through its newly established H-Force Crisis Collaborative, which seeks to bring organizations and people together to address personal protective equipment (PPE) shortages across the Houston area amidst the COVID-19 crisis.

“We created H-Force to partner with organizations like Connect Community and the other Sewn Goods partners so we could make a real difference for our communities,” said Dr. Kurt Ewen, HCC’s Vice Chancellor, Strategy, Planning & Institutional Effectiveness. “Boosting the production of these sewn face masks is crucial and we are honored to support the effort and do our part to help stop the spread.”

Houston Furniture Bank has a long history of leveraging community partnerships and finding resilient solutions to unprecedented challenges. Just as they responded to Hurricane Harvey, providing furniture assistance to over 3,500 families, Houston Furniture Bank has pivoted quickly to respond to COVID-19. Not only is Houston Furniture Bank making masks at its 8220 Mosley Road facility, but they are also activating their industry partners to donate fabric, and working to connect their partner social service agencies with the masks they need to protect their staff.

“These difficult times demand action,” said Oli Mohammed, Executive Director. “We are proud to be doing our part to protect the workers who are on the front lines of this crisis.”

In addition to selling face masks to the general public, the Sewn Goods Collaborative is also donating masks through its matching program. Purchases of up to 50 masks are matched with mask donations that will go directly to healthcare institutions and public-facing organizations. As of today, over 8,000 masks have been produced and distributed through the partnership with the goal of distributing 40,000 masks to the Houston community. This work is only possible because of the collaborative efforts of all partners.

Additional partners include:

- **Renovation Manufacturing:** Gulfton-based, Renovation takes your ideas from Prototype to Production to cut and sew apparel and products.
- **Nomadic Strand:** An apparel production and consulting company. Nomadic Strand works with emerging designers and established brands as a

production partner assisting them every step of the way, starting with consultation to brand and product development, design, patternmaking, grading, sample making and production.

- **Eagle Distributors:** Masterline and Eagle products are proudly designed and manufactured in the USA. All Eagle wetsuits are handmade in Houston but the facility has been retrooled to respond to COVID needs.
- **KitMade:** Kit takes a smart approach to size, tailoring our elegant essentials to your figure. Fusing unmatched fit with classic, versatile designs, we make getting dressed easy.
- **Jessitex:** Her multidisciplinary background gives her a unique perspective into all industries excelling in team management, development of educational programming at the highest level, managing small batch manufacturing operations, and designing products using the best CAD programs available.
- **Projects + Matter:** A company that works to elevate Houston through building connections and opportunities for collaboration. We work alongside non-profits, start-ups, and local governments to scale programs that develop workforce, creative placemaking and economic development initiatives.
- **Gulfton Super Neighborhood Council:** The Gulfton Super Neighborhood Council is a group of community residents and stakeholders who work collaboratively to improve the Gulfton neighborhood.
- **Silverline Sleep:** Silverline Sleep, dba Restonic-Houston, Spring Air-Houston, a top 10 mattress manufacturer in the Houston area has rapidly retrooled and modified its manufacturing process to assist the COVID-19 response efforts by making face masks.

Funders include:

- **Westmont Hospitality Group:** Westmont Hospitality Group was founded in 1975 by the Mangalji family, who settled in North America after being exiled as refugees from Uganda. The company has grown from a single motel investment to become one of the largest privately-held global hospitality organizations and actively works to support economic advancement programs for underserved communities.
- **LISC:** Houston LISC is a local office of the Local Initiatives Support Corporation (LISC), the nation’s largest community development support organization, provides capital, technical expertise and training to develop local leaders and invest in the creation and growth of affordable housing, local community centers, and businesses that create new jobs.

- **TXRX Labs (PPE GoFundMe funding):** A diverse network of creators, artists, and inventors coupled with tools and knowledge, enable dreams to become reality through classes, education and scalable innovation support.

To learn more or purchase a mask, visit www.myconnectcommunity.org/pf/sewn-goods/

About Connect Community:

Connect Community is a collaboration of best-in-class organizations that builds healthy neighborhoods in Sharpstown/Gulfton by partnering with residents to advance their educational, economic, physical, and spiritual wellbeing and improve outcomes for every person, every step of the way.

About Houston Community College:

Houston Community College (HCC) is composed of 14 Centers of Excellence and numerous satellite centers that serve the diverse communities in the Greater Houston area by preparing individuals to live and work in an increasingly international and technological society. HCC is one of the country’s largest singly accredited, open-admission community colleges offering associate degrees, certificates, workforce training and lifelong learning opportunities.

About Houston Furniture Bank:

Houston Furniture Bank is a 501(c)3 nonprofit organization dedicated to Making Empty Houses Homes. First established in 1992, Houston Furniture Bank has provided furniture assistance to thousands families and individuals in the greater Houston region. For more information about Houston Furniture Bank visit houstonfurniturebank.org, or call 713-842-9771.

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About HCC:

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Due to the COVID-19 pandemic, HCC campus locations and buildings remain closed to all faculty, staff, students and visitors. The College has resumed all of its classes online.



小小表情包蘊含無限商機。今年初，騰訊“微信新表情”登上微博熱搜，截至記者發稿，該話題已有7.9億閱讀量，超過7萬人次討論，原因僅僅是因為騰訊在微信新增“吃瓜”、“加油”等數個默認表情。在目前手機通訊軟件的熱門表情包中，不少中國原創IP更從二次元世界走向現實，在實體化的同時得到國際品牌的認可，進行聯名創作更成為熱賣爆款。與此同時，一些知名品牌也看中“表情包”的擴散能力，研發出品牌形象表情包，進一步拓展品牌知名度與感染力。

■香港文匯報記者 倪夢璟 上海報道



■長草顏欄子與肯德基合作。受訪者供圖

熱門IP使用量超280億
表情包融品牌商機滾滾

“根據最新的表情數據，我們旗下僅“長草顏欄子”（下稱欄子）這一個IP表情包下載量已經超過10億，使用量已經超過280億。”十二棟文化COO亂亂這樣對記者表示。去年，優衣庫旗下的GU品牌與十二棟合作推出與“欄子”、“符錄”等知名表情包IP的聯名T恤。同時，看中“欄子”這個自主IP在中國的影響力，寶潔、屈臣氏、資生堂、肯德基等品牌亦都伸出橄欖枝。

協助外國品牌“登陸”宣傳

“現在中國市場受到國際品牌的關注，所以當外國品牌想要加速佈局中國市場的時候，國創IP是一個比較理想的選擇之一，尤其當社交媒體這樣發達，可以說幾乎每個人都離不開表情包，現在不僅是表情包在向國產IP轉化，更可以說表情包乃至國創IP的商業潛力仍有很大的發掘空間。”

打開通信軟件，當記者在表情包中搜索一些知名品牌，都已經可以找到相應的“表情包”。迪士尼推出包括米奇、米妮、漫威等經典卡通人物表情包；星巴克中國推出“用咖啡乾杯”等系列表情，冀用表情將“微妙”的小心情傳遞；一些知名動漫形象如奧特曼、龍貓等也在表情包世界裡有屬於自己的一片天地。

為什麼表情包會這樣火爆？根據Adobe此前發佈的2019表情符號趨勢報告，93%用戶認為表情符號能使對話氛圍更輕鬆；91%用戶表示表情符號能表達他們對對話者的支持；62%用戶認為表情符號讓對話更有趣，42%用戶認為表情符號能更好地表達想法與感受。

同樣，根據騰訊發佈的表情包數據，2019年，“捂臉”、“呲牙”等表情成為最受歡迎表情，而在2018年，近9億QQ用戶一年表情包發送量約

3,187億次。

中國經典動漫重新出發

“表情包對於我們產品的推出以及衍生品的銷售可以起到一定的正面作用。所以在製作表情包、選擇動畫形象時，我們就有把這一點考慮在內。”上海美術電影製片廠相關負責人這樣表示。表情包對於創作者來說絕對不止是一個簡單的對話形象，目前上美影已經上線的表情包涵蓋《天書奇譚》、《黑貓警長》及《葫蘆兄弟》等眾多經典作品和IP形象，讓這些經典人物重新“活過來”的同時，也是對現有產品的一種補充。

3月，上美影的第二套表情包也上線，得到不錯反響，尤其在抗疫期間，一些經典動漫人物抗疫形象亦得到不少認可。“人們每一次使用我們的表情，都是對上美影動畫形象的喜愛和宣傳。”

氣的企業也可以通過表情包錦上添花，但很多原創者想要通過變現卻是非常難的，這也導致了一些表情製作新人的實際收入並不多。”

江瀚建議，表情包受歡迎與否很可能需要時勢造英雄，“對於一些新的原創者，需要結合當下的熱點，並了解人們的需求，才有可能在已經較為繁榮的表情包的市場中逆襲而上。”

惡搞醜化截圖隨時犯法

姚明獨特的笑容、學友在電影中的動作表情被“嫁接”到搞笑動漫、成龍大哥的表情包被加上“特技”……在表情包的對話世界裡，不止有二次元人物的互動，一些文娛體育明星尤受網友歡迎。他們或通過影視片段截圖，或通過軟件“改造”出更加搞笑表情，亦有明星官方推出熱門表情，如鄧紫棋在微信推出兩款表情包，其首次推出真人表情包半年內已有近5億使用量，還得到總計約20萬人的讚賞。

賣明星“特製”表情屬侵權

不過，明星“特製”表情包受歡迎的同時，頻繁使用的背後亦存在着法律風險。北京煒衡（上海）律師事務所合夥人鞠秦儀律師表示：“使用明星頭像的表情包確實存在一定的法律風險。”鞠秦儀直言，明星表情包如果僅僅是在朋友之間溝通中使用，不存在任何商業或者營利目的，並不侵犯肖像權。“但如果是有意識的主動製作這種表情用於出售、用於商業推廣宣傳等，那麼確實侵犯該明星人物的肖像權。”

同時，由於不少表情包也存在惡搞甚至故意醜化的情況，可能在一定程度上貶損特定明星的形象，“這個時候就存在涉嫌侵犯名譽權的情況。”此外，如果直接截取使用影視作品中的形象，還可能涉嫌侵犯影視作品的著作權。

製作成本低 宣傳效益高

表情包蘊含着怎樣的價值？盤古智庫高級研究員江瀚接受香港文匯報記者採訪時表示，表情包是一種非常好的可IP化產品，尤其對於很多推廣與宣傳相關的表情包，“它製作成本相對低廉，但是推廣效果又較有成效，所以很多即使是已經非常知名的品牌，都會通過表情包來擴張自己的商業品牌價值。”

江瀚直言，擬人化或虛擬化的表情包可以增加消費者的使用趣味，“製作一款表情包的成本也相對較低，但是在幫助企業構建自己的品牌認知程度卻有非常大的用處。”這也就是為什麼很多企業都加入表情包大軍。不過，對於原創表情包來說，想要突圍卻並不簡單，“現在表情包的市場已經有太多的入圍者，一些佔領了頭部的IP自然是不斷壯大，已經很有名