

Development of the Digital Cultural Industry in China

数字文化产业的中国实践

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We will build China's strength in cyberspace and a digital China, promote deeper integration of the Internet, big data, artificial intelligence and the real economy, develop digital economy and sharing economy, foster new growth areas and drive new growth momentum.

To meet the people's new aspirations for a better life, we must provide them with rich intellectual nourishment.

We must promote the development of cultural undertakings and industries.

We must develop new forms of business in the cultural sector.



Centering on cultural creative contents, the digital cultural industry adopts digital technology for creation, production, spread and service, thus featuring rapid technological change, digital production, network-based communication, personalized consumption, which are all conducive to facilitating new supply and boosting new consumption.



Digital technology



Cultural content

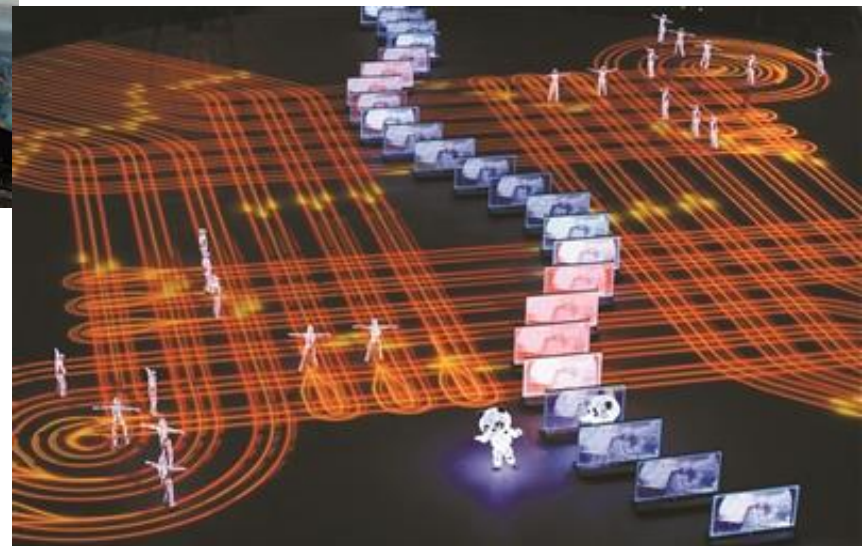


New forms of cultural businesses experience strong growth; cultural industrial structures are being optimized and upgraded



The development of the cultural industry is notably characterized by the accelerated integration with digital technology and Internet technology.

Digitalization and network are being applied in the production, spread and consumption of cultural products and services at an increasingly faster pace, and new forms of cultural businesses, such as animation and games, maintain a high growth.



By the end of December, 2017, the number of China's Internet users hit **772 million**, accounting for **55.8%** of the country's population, 4.6% higher than the global average. A total of **753 million** Chinese used mobile phones to surf the Internet; various Internet service applications sustained rapid growth. The popularization of such mobile payment methods as **WeChat Pay** and **Alipay** has significantly changed the profit model of the cultural industry and facilitated the realization of returns from creative contents.

Tencent Video and **iQIYI** have claimed over **60 million** paying users, which indicates that more and more people are willing and accustomed to paying for cultural products.



In 2017, the Ministry of Culture issued documents to promote the development of the digital cultural industry

We will promote the **integration** between different forms of content and improve the **conversion efficiency**, create and produce **high-quality, diversified and personalized** digital cultural content products that adapt to the features of communication over the Internet or through intelligent terminals.

We will explore Internet-based new business models and forms of cultural businesses, such as **customization, precision marketing, collaborative innovation, and network sharing**.



The characteristics of the Digital cultural industry

Core without
boundaries



Double Changes



Interaction



We will develop new forms of cultural businesses,
including animation, games, Internet culture, digital
culture equipment, and digital art show.



Digital art show industry

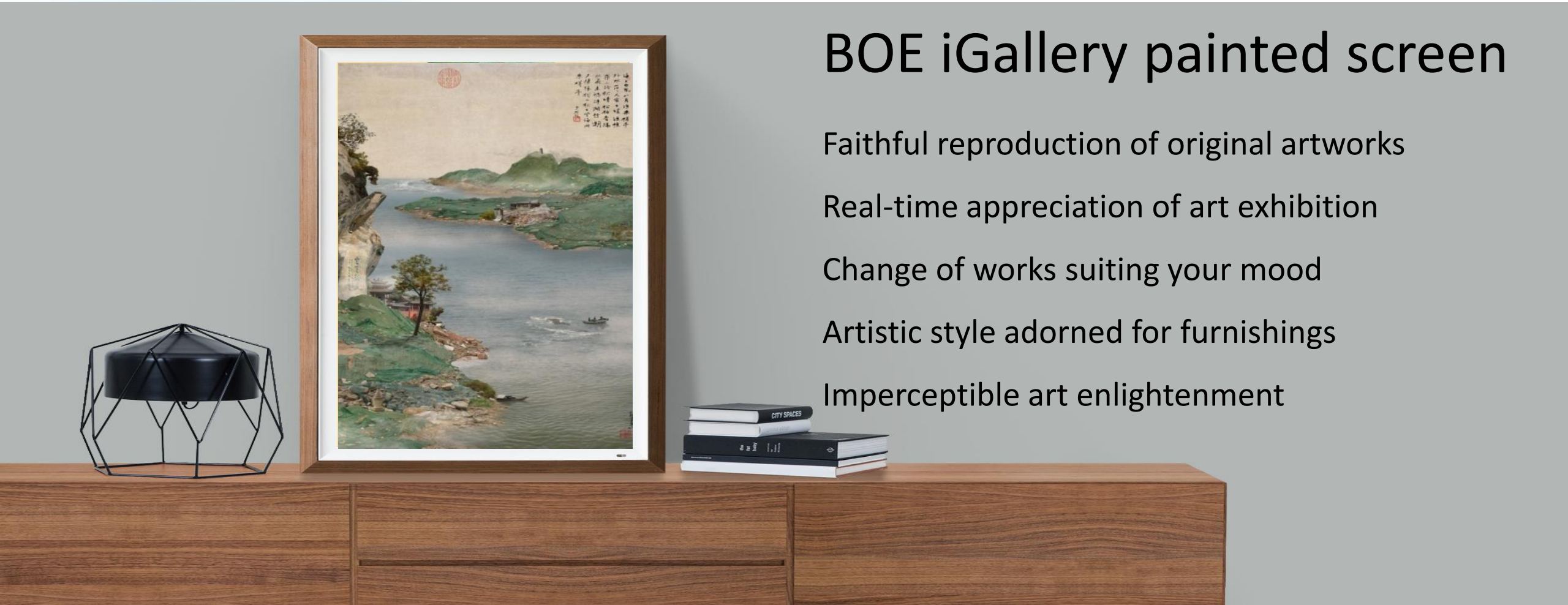
Employ digital technology and use such emerging media as **optical** or **electronic** way of expression, so as to carry on China's **aesthetic values with digital art**.

High interactivity, applicability and integration

Combination of digital art show, **public space, public facility and public art**.







BOE iGallery painted screen

Faithful reproduction of original artworks

Real-time appreciation of art exhibition

Change of works suiting your mood

Artistic style adorned for furnishings

Imperceptible art enlightenment





Xiaoya AI smart speaker

himalaya

Play every music at your command

Fifty thousand sets sold on the day of its release

极简操作

想要什么说出来

小雅小雅，
给我来段《沙家浜》

智能推荐

知你所爱，越用越聪明

小雅小雅，
我要听《小猪佩奇》

断点续播

随时随地继续听

小雅小雅，
继续播放《摸金天师》

生活助手

查天气、定闹钟，解放双手

小雅小雅，
今天天气怎么样？



Smart
alarm
clock
Wake you
up



Smart toilet
Tell jokes



Smart refrigerator
Tell you how to
keep a good health



Smart audio
device
Enjoy a peaceful
retirement life



Storyteller
for babies
Tell stories



Smart lamp
Accompany
your for sleep



Car audio
Read audiobooks



数字化让中国传统文化资源活起来
Digitalization enlivens Chinese traditional cultural resources

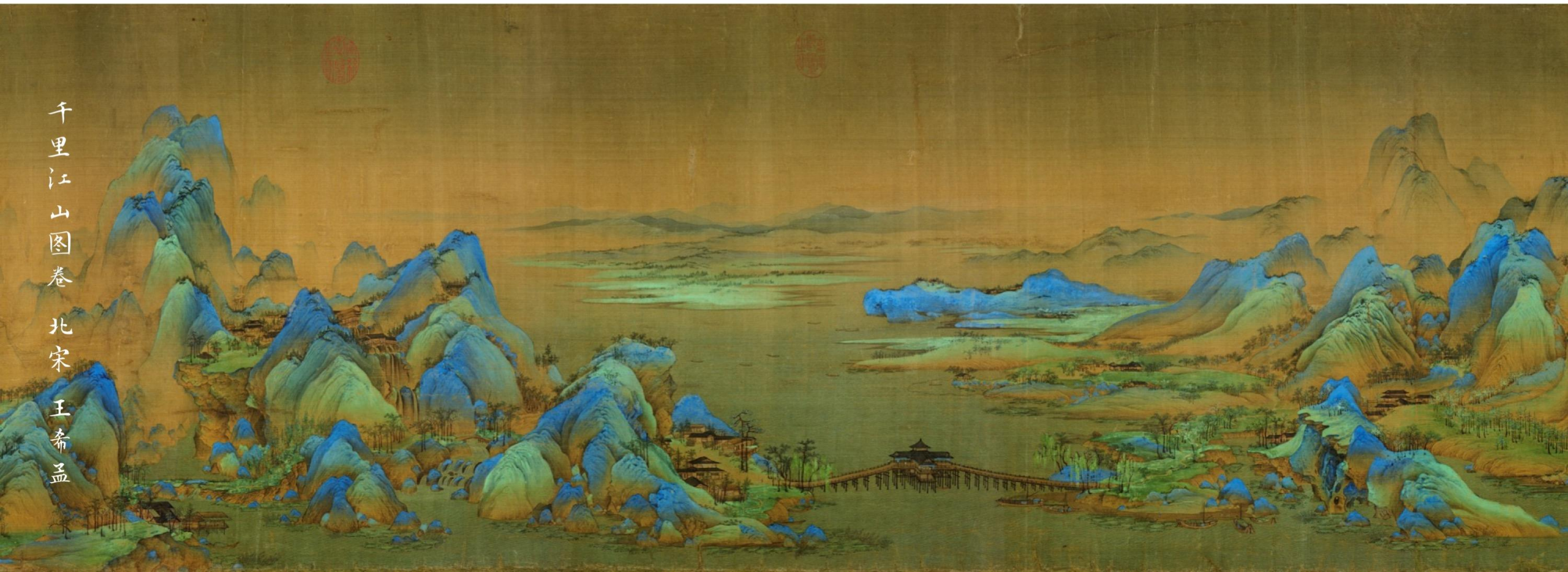


传统，滋养现代生活的温度



Tradition nourishes modern life

千里江山图卷 北宋 王希孟



一面历史

1420

故

1925

一面未来

宫





四月

清明节

三月

元宵

妇女节

五月

二月

一月

元旦

青年节

劳动节



一月·日月恒
鸟金点染疏影散，独照匠心一点白。



二月·春归
昨日初见蕾含春，一夜香拥一座城。



三月·醉春风
声声念春春未到，
悄然花满香枝头。



四月·一城香
桃李艳极春意尽，
海棠莺歌细语时。



五月·彤云
孤赏白日暮，暗风动挂旗。



六月·幽栖
万般功业云烟散，
重敏初心一拂莲。



七月·初心
龙升东井踏云天，
星官莫意寄祥年。



八月·悄悄
昔年瑞雨入春苑，晓风拂遍石榴红。



九月·镜天
水卷吹浩风，大雨洗碧空。
长云流万古，几度飞神龙。



十月·寿康
叱咤金顶，如意江山龙凤舞，
垂范宝柱，萱堂暖官圣母出。



十一月·佳安
青冥作翮枝高捷，事事如意寄康安。



十二月·雪慕
倚阑听风雪，
穿庭作飞花。



Night Revels in Han Xizai's House by Gu Hongzhong in Five Dynasties and
Ten Kingdoms



Production site of Night Revels of Han Xizai's House



Night Revels of Han Xizai's House App

Series of applications released by the Palace Museum



《胤禩美人图》



《清代皇帝服饰》



《韩熙载夜宴图》



《皇帝的一天》



《紫禁城祥瑞》



《每日故宫》

Cultural presentation with APP



特殊日期—春节





「每日故宫」



365 Days of Masterpieces apps for iOS and Android



Digital Gallery—“Digital Map”



Digital Gallery—“Digital Carpet”



Digital Gallery—“Digital Carpet”



Digital Gallery—"Digital Paintings" Project



Gallery—"Digital Paintings" Project



Digital Gallery—"Digital Antique Shelf" Project



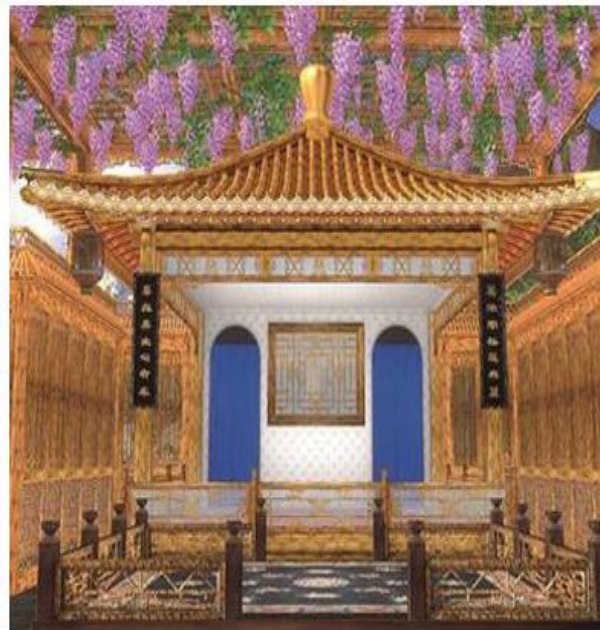
Digital Gallery—"Digital Antique Shelf" Project



Digital Gallery—"Digital Antique Shelf" Project



Digital Gallery—"Digital Court" project



Digital Gallery—Virtual Reality Cinema



紫禁城祥瑞



紫禁城祥瑞
AUSPICIOUS SYMBOLS
IN THE FORBIDDEN CITY

iPad 2014



紫禁城祥瑞
AUSPICIOUS SYMBOLS
IN THE FORBIDDEN CITY

iPad

2014
故宫博物院





禁城祥瑞



VR Angkor Wat experience





Fly over Angkor Wat

Enhance cultural exchange and industrial cooperation

The digital cultural industry helps the world enjoy a better life for





谢 谢
Thanks