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Fourth Session

Presentation

Sharing country experiences:
Digitalization and artificial intelligence in creative services

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The Application of Digitalization and AI in Creative Service Industry in China

Prof. Li Jiashan
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Overview
The Combination of Creativity and Technology

Digital Technology & Artificial Intelligence

Content
Channel
Platform
Operation
Management

New Formats in the Creative Service Industry
Overview of China's Creative Service Industry

Value added of China's creative service industry (2016-2022, billion yuan)
II

Characteristics
More diversified market entities have been formed

- Film and Television
- Internet
- Publishing
- Performance

Private Enterprises
The penetration rate of industrial digitization continues to increase

- Manufacturing of Wearable and Intelligent Cultural Devices
- Digital Publishing
- Developing of Multimedia Game, Animation and Digital Publishing Software
- Internet Search Services
- Manufacturing of Intelligent Unmanned Aerial Vehicle for Entertainment
- Other Online Information Services
Digital evolution has brought about profound adjustments in trade and industrial relations.
Digital labor ushers in new opportunities for non-standard employment
III
Application in China
Using digital technologies to protect and develop cultural heritage
Using digital platforms to increase the transaction rate of creative products
Digitalization and Artificial Intelligence have revitalized traditional fields
Artificial Intelligence achieves efficient transformation in the film and television
Digitalization has incubated new forms of creative services
Welcome to The 18th International Service Trade Forum 20240914 in China Beijing

Service Trade: The Economic Recovery’s Engine of China and World
Thank you

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