

Multi-year Expert Meeting on Trade, Services and Development

Eleventh Session

Room XVII, Palais des Nations, Geneva

10-12 July 2024

Fourth Session

Presentation

Sharing country experiences:

Digitalization and artificial intelligence in creative services

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Beijing International Studies University
China Institute for Service Trade & National Institute of Cultural Development

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

Prof. Li Jiashan
11-July-2024 GENEVA

I Overview



The Combination of Creativity and Technology

**Digital Technology &
Artificial Intelligence**

Content

Channel

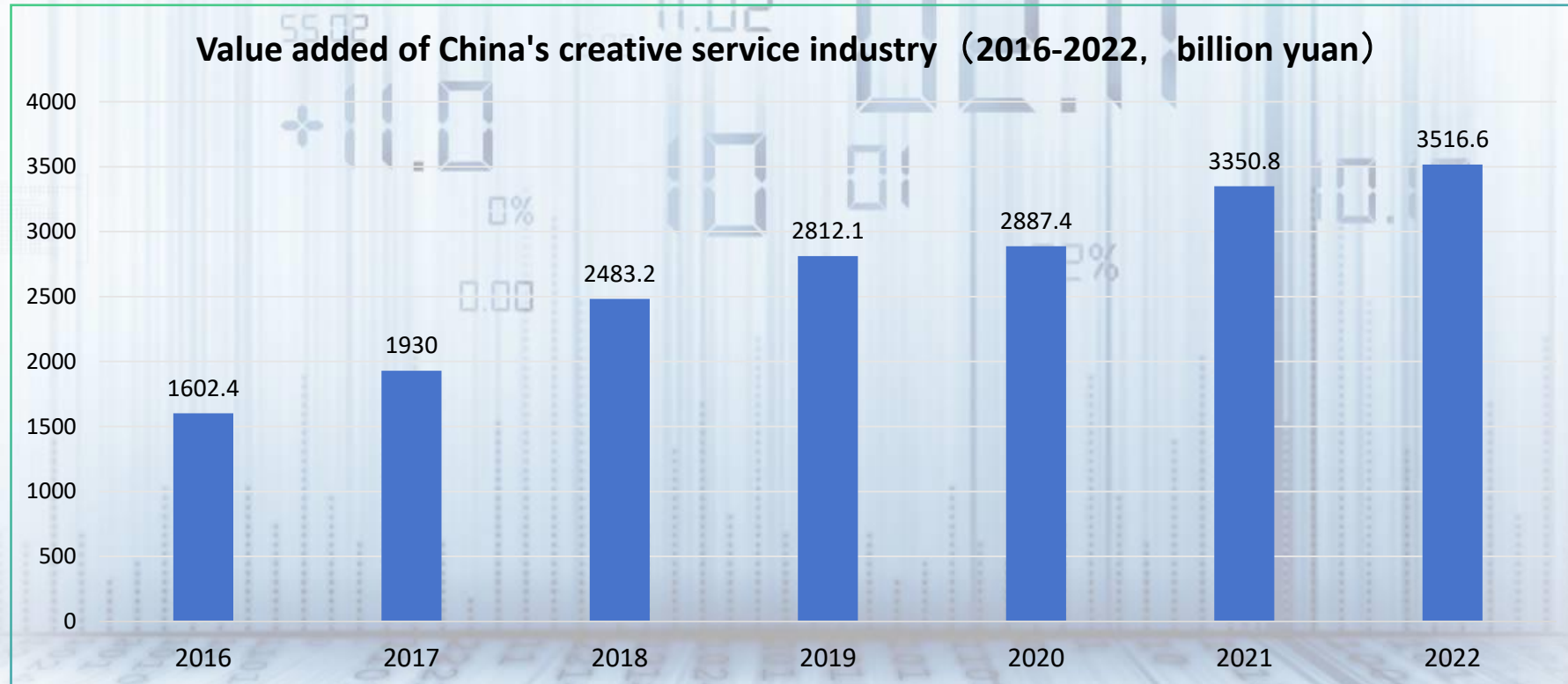
Platform

Operation

Management

**New Formats in
the Creative
Service Industry**

Overview of China's Creative Service Industry



The background features a light blue and white color scheme with a digital aesthetic. It includes faint, semi-transparent elements such as a grid, binary code (0s and 1s), and various numerical values (e.g., 0.00, 11.02, 55.02, .02%, -24, 10.10) scattered across the space. The overall effect is that of a data-rich or technological environment.

II Characteristics

More diversified market entities have been formed

Film and Television

Internet

**Private
Enterprises**

Publishing

Performance

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

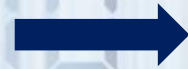
Manufacturing of Intelligent Unmanned Aerial Vehicle for Entertainment

Other Online Information Services



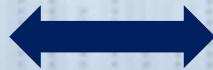
Digital evolution has brought about profound adjustments in trade and industrial relations

Cultural Service Trade



Cultural Product Trade

Manufacturing Industry



Service Industry

Digital labor ushers in new opportunities for non-standard employment



The background features a light blue gradient with faint, semi-transparent elements. At the top, there are several digital-style numbers and symbols, including '0.00', '55.02', '11.02', '0.00', '0.02%', and '-24'. In the center, the Roman numeral 'III' is prominently displayed. Below it, the main title 'Application in China' is written in a bold, black, serif font. The bottom of the image shows a perspective view of a floor with binary code (0s and 1s) receding into the distance. A dark blue, wavy shape is visible at the very bottom edge.

III Application in China

Using digital technologies to protect and develop cultural heritage

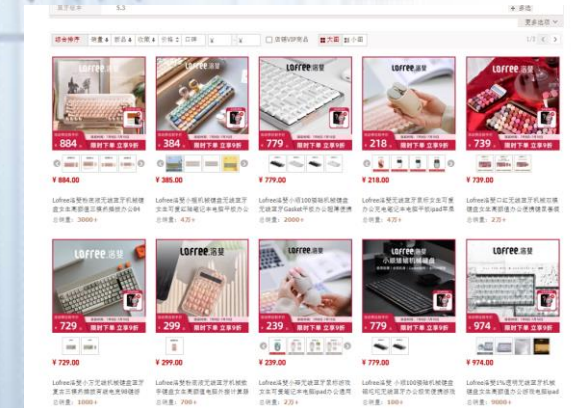


故宫博物院藏品总目

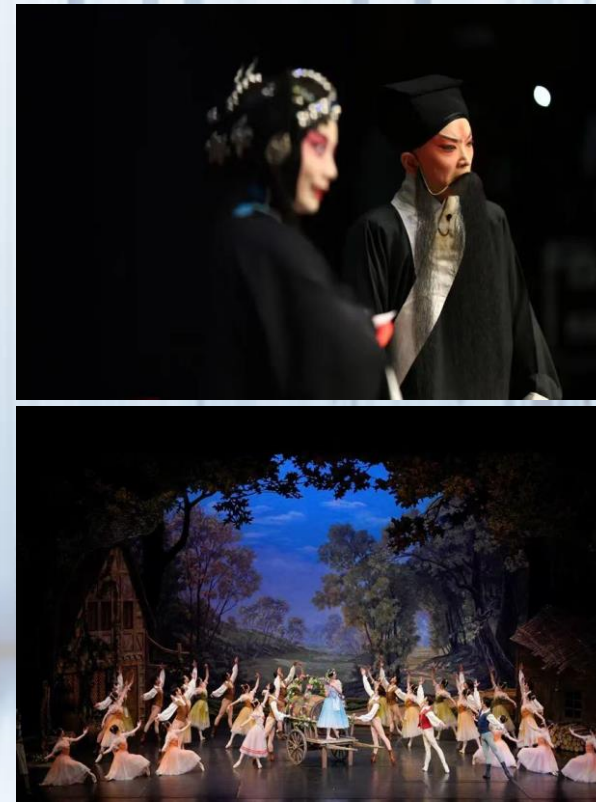
共 1863404 件藏品

绘画	53150 件/套	法书	75602 件/套	碑帖	29719 件/套	铜器	159728 件/套	金银器	11649 件/套
漆器	18907 件/套	珠珀器	6617 件/套	玉石器	31795 件/套	雕塑	10205 件/套	陶瓷	377440 件/套
织绣	181709 件/套	雕刻工艺	11423 件/套	其他工艺	13594 件/套	文具	85641 件/套	生活用具	39764 件/套
钟表仪器	2837 件/套	珍宝	1134 件/套	宗教文物	48626 件/套	武备仪仗	32628 件/套	帝后玺册	5070 件/套
铭刻	49816 件/套	外国文物	1808 件/套	其他文物	3319 件/套	古籍文献	602124 件/套	古建藏品	5766 件/套

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

跳过广告

全新一代奥迪A4L
现已变革上市
10大科技革新, 40项变化



全新一代 奥迪A4L
10大科技革新, 40项变化

腾讯新闻

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Marketing Powered by AI

Overseas Marketing | Domestic Digital Advertising | Digital Marketing Service | Metaverse Marketing



6:42 4G 1 跳过

百事可乐

饿了时刻 有百事吗

满额下单, 就送百事



饿了么



Beijing International Studies University
China Institute for Service Trade & National Institute of Cultural Development

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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