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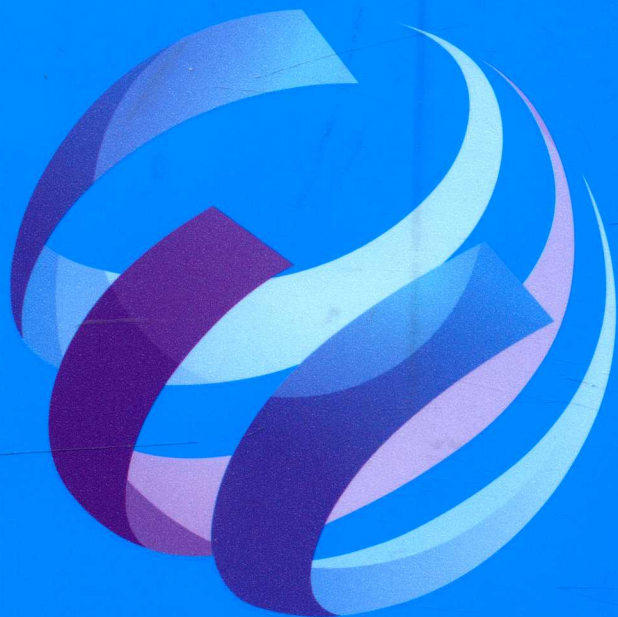
中国

# 创意产业

Chinese Creative Industries Report

## 发展报告 (2016)

张京成/主编



中国经济出版社  
CHINA ECONOMIC PUBLISHING HOUSE

# 中国创意产业发展报告

## Chinese Creative Industries Report

### (2016)

主 编 张京成

副主编 蒋金洁 孙天垚



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## 前言

2015年是全面完成“十二五”规划的收官之年,是全面深化改革的关键之年。“十二五”期间,中国创意产业取得了卓越成效和巨大进步。党中央明确提出扎实推进社会主义文化强国建设的战略任务,出台实施了一系列文化改革与发展的政策措施,优化了创意产业发展环境,推动了重大产业项目的落地,加快了创意产业与其他产业融合发展的步伐,打造了一批文化精品,扩大了文化消费的领域,丰富了国内外文化交流的内容和形式,吸引了资本加速向创意产业聚合,创意产业对经济发展的贡献率进一步提高。目前,“十三五”的大幕已经开启,“十三五”时期是我国全面建成小康社会的决胜阶段,党中央继续将文化建设和产业发展放在突出重要的位置,将“文化产业成为国民经济支柱性产业”列入“十三五”时期经济社会发展的主要目标之一,创意产业正处于可以大有作为的重要战略机遇期。

站在两个五年计划的时空交替点,2015年我国创意产业肩负起促进经济结构转型升级的战略使命,以“融合创新”作为驱动力,借助互联网、新媒体、高科技等手段,实现从传统的单一文化产品到多元、现代、高科技的创意产业转型升级;融合科技、金融、设计、体育、旅游、制造业等产业,拓宽创意产业的覆盖面与内涵深度,增加产业附加值与竞争力,呈现出较强的产业关联效应。文化创新融合催生了文化产业新业态,凸显了创意产业发展的最新亮点和特色。基于此,《中国创意产业发展报告(2016)》以“创意产业融合创新”作为年度主题,组织国内具有代表性的14座城市参与撰稿,关注各城市创意产业发展过程中,如何将创意和创新转化为产业创造力和生产力,实现地区创意产业融合传统产业带动经济发展的引领作用。

《中国创意产业发展报告(2016)》延续以往体例模式,第一部分总报告“融合驱动中国创意产业创新发展”,立足全国,对2015年中国创意产业发展的环境、现状、亮点、趋势等进行全面总结;第二部分选取了14个创意城市,分别描述了其创意产业发展的表现,在融合创新的背景下如何实现创意产业转型升级;第三部分是评析,对所选城市的创意产业发展情况进行梳理与总结,使读者

能从横向上对创意城市的创意产业发展情况和融合表现有宏观上的认识;最后,我们整理了2006年以来《中国创意产业发展报告》的内容简介以及中国创意产业研究中心《创意书系》出版书目作为附录,供读者参考。

《中国创意产业发展报告》连续11年跟踪观察中国创意产业的发展,较为完整地记录了创意产业在中国主要城市的发展历程和瞩目成就,不懈的坚持源于社会的需要和读者的信任,特别是各地合作者的支持是我们最大的动力,前路漫漫,任重道远,在读者的关注下,我们会将这份事业进行下去。同时,作为本书城市分册的《创意城市蓝皮书》系列(社会科学文献出版社)在各创意城市的参与下也已形成规模,在此,衷心欢迎各城市的相关政府部门、高校、科研机构 and 专家学者加入,共同推进创意产业在中国的可持续发展。

## Foreword

2015 is the ending year of the 12<sup>th</sup> Five – Year Plan and the critical year of the comprehensively deepening reform. During the 12<sup>th</sup> Five – Year Plan, Chinese creative industries made great progress and achievement. CPC Central Committee clearly put forward the strategic task of promoting the construction of a socialist cultural power and issued a series of cultural reform and development policies and measures, optimized environment to development creative industries, promoted the operation of major industrial projects, accelerated the pace of integration of creative industries and other industries, created a number of cultural products, expanded the field of cultural consumption, enriched the content and form of cultural exchange at home and abroad, accelerated the convergence of capital and creative industries and further improved the contribution rate of creative industries to economic development. So far at the beginning of the 13<sup>th</sup> Five – year Plan which is the decisive stage of building the well – off society, CPC Central Committee will continue to put cultural construction and industrial development in an important position, the cultural industries as a pillar industry is listed as one of the main objectives of the 13th Five – Year Plan period of economic and social development. Therefore, creative industries is standing in the important period of strategic opportunities.

On the temporal and spatial alternation position of two Five – year Plans, Chinese creative industries will shoulder the strategic responsibility of promoting transformation and upgrading of economic structure by taking “integration and innovation” as the driving force with the help of internet, new media, high technology and other means and complete the transformation and upgrading from single cultural products to diverse, modern, high – tech creative industries; it will integrate with science & technology, finance,

design, sports, tourism, manufacturing industry and so on to increase its value added and competitiveness by expanding the coverage and connotation depth. The integration of culture and innovation gave birth to the new format of the cultural industry and highlighted the latest development characteristics of creative industries. On this basis, *Chinese Creative Industries Report 2016*, taking “creative industry integration and innovation” as the theme of the year, organized representative 14 cities as contributors by paying attention to how to transform creativity and innovation into industrial creativity and productivity in each city as to realize the leading roles in promoting local economic development by the integration of creative industries with traditional industries.

*Chinese Creative Industries Report 2016* continues the previous style as, the 1<sup>st</sup> part is General Report “Integration Driving China’s Creative Industries Innovative Development” makes a comprehensive summary to the environment, situation, highlights, trends, etc. based on the whole country; the 2nd part chooses 14 creative cities and describes their creative industries transformation and upgrading under the background of integration and innovation; the 3rd part is comments on and analysis which sort out and summarize the development of the creative industries in the selected cities in order to enable readers to have a macro understanding of the development of creative industries and the integration of creative industries from the horizontal. At the end, we summarized the content abstract of *Chinese Creative Industries Report* since 2006 and provide the publication book – list of Creative Series by China Creative Industries Research Center (CIRC) as appendix for readers’ reference.

*Chinese Creative Industries Report* continues to track the development of Chinese creative industries for 11 years and completely record the development process and achievements in Chinese major cities. The unremitting persistence is due to the need of the society and the trust of the readers, especially contributors support of each city is our greatest power. The road is a long way to go, we will carry on this business in the future. In the mean-



time, the series of *Blue Book of Creative Cities* (published by Social Science Academic Press) have become a scale by support of the creative cities and we warmly welcome more and more relative government departments, colleges and universities, research institutions and experts and scholars to be our partners to promote cultural and creative industries sustainable development in China.

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2015 年是“十二五”的收官之年，中国全面部署文化体制改革，政策推动创意产业稳妥有序发展，创意产业在规模、质量、结构等方面得以不断提升和优化，并对相关产业产生了融合渗透、内涵挖掘、创新升级、资源共享等方面的附加影响，创意产业融合发展的层面愈加丰富，跨界融合越来越呈现出多元化、立体化的格局。

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作为首都的核心功能性产业，文化创意产业在 2015 年度再上新台阶，同时，文化与科技、文化与金融，文化创意与旅游业、商业、体育、制造业、农业等领域融合发展步伐加快，“文化+”的发展特征更加鲜明，新业态、新模式、新产品层出不穷，文化创新驱动效应更加显著，文化创意产业成为支撑首都转型升级与强化战略定位的重要领域。

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“十二五”期间，天津市文化创意产业呈现出健康快速发展的良好态势。展望“十三五”，天津市要着力建设文化产业强市和智慧文化城市；打造国内外文化市场和文化贸易服务高地；建设投融资服务完善的文化金融创新区；实施“互联网+”和“文化+”的“双十”工程；继续繁荣文化市场，优化文化产业发展环境。

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合发展的一体化、开放式、多维度的崭新格局,有力促进了全市产业转型升级、绿色崛起和跨越发展。

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“十二五”期间,按照《哈尔滨市“十二五”文化产业发展规划》的战略部署,着力推动哈尔滨市文化产业融合创新发展,注重文化产业与城市功能优化结合,文化与科技融合,文化与旅游、体育相关产业结合,落实促进文化产业发展的的人才、资金、财税等各项政策。哈尔滨文化产业成为推动经济发展转型升级的重要力量,呈现出快速增长的发展态势。

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2015年,从国家战略层面对新兴业态和传统业态的“融合创新”进行了全新定位,形成了互联网经济与文化产业跨界融合、文化创意产业与实体经济深度融合的新趋势,不仅有助于解决自身创新力不足、文化精品缺乏等问题,也为相关产业注入文化含量和附加值,并在供给侧和需求侧两端发力促进相关产业向中高端迈进,成为常州区域经济发展的新引擎。

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近年来,扬州彰显文化资源优势,把文化产业作为支柱产业、基本产业做大做强,做成城市的品牌产业,文化产业不断迈上新台阶。在建设“宜创、宜居、宜游”城市过程中,丰富的文化资源给古城扬州发展带来厚重的历史馈赠。要走特色“产城融合”之路,通过大力发展文化产业,将扬州建设成为古代文明和现代文明交相辉映的世界名城。

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杭州市在深入推进文化体制改革的基础上,紧紧围绕建设文化名城、文化强市和打造全国文化创意中心的奋斗目标,有序推动文创产业与相关产业融合发展,提升了全市“文创产业化”和“产业智慧化”水平,为杭州经济转型升级和打造“历史文化名城、创新活力之城、东方品质之城”的三型城市作出了新贡献。

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中融合,在破界中创新,在融合创新中发展,形成了多业态融合的文化创意产业体系。

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随着中国经济进入新常态,创意产业与诸多产业融合发展已成为必然。在政策融合导向和市场引导作用下,多地创意产业通过文化创意、先进技术等要素对传统产业不断融合渗透,优化了创意产品与服务的供给,推动传统产业的创新发展和转型升级,催生了新业态和新模式,创造了创意产业全方位、深层次、宽领域融合发展的新气象。

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2015 is the ending year of the 12<sup>th</sup> Five – Year Plan and China began to overallly develop cultural system reform by promoting creative industries develop steadily and orderly by policies. The creative industries, promoted and optimised in scale, quality, structure and so on, began to make influence on relevant industries by integration, content mining, innovation upgrading, resource sharing, etc. As more abundant levels of integration development, creative industries cross – border integration show a more diversified and three – dimensional pattern.

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As core functional industries in the capital, creative industries stepped onto a new stage in 2015. At the same time, the integration of culture and science & technology, finance, tourism, sports, manufacture industry, agriculture was accelerated. Characteristics of “culture + ” were developed with more distinctive features and there were more and more new formats, new models, new products. Creative industries became an important field to support capital's upgrading and transformation and strenthening its strategic position as the more and more significant driving effect of cultural innovation.

### **Chapter III Tianjin: Stepped onto the Fast Lane of Developing Creative Industries ..... (59)**

During the 12<sup>th</sup> Five - Year Plan, Tianjin's cultural & creative industries developed with healthy and fast posture. Looking to the 13<sup>th</sup> Five - year Plan, Tianjin would make efforts to become a smart with strong cultural industries, including to build a domestic and international cultural market and cultural trade service heights, to construct a cultural and Financial Innovation Zone with perfect investment and financing services to, to operate on projects as "internet +" and "culture +", to continue to build a flourishing cultural market and optimize the development environment of cultural industries.

### **Chapter IV Shijiazhuang: Forming the new Normal of Integrating Development of Cultural & Creative Industries and Relevant Industries ..... (81)**

In 2015, aiming at "a strong cultural city", Shijiazhuang greatly promoted the integration of cultural & creative industries and relevant industries by scientific design and focusing on integrated innovation, enhanced highlights and perfect projects. And it gradually formed a new integrating, opens and multi dimensions pattern with the integration of cultural & creative industries and other industries such as service, science & technology, finance and so on. All of those greatly promoted the city's industries' upgrading and transformation, green rise and leap development.

### **Chapter V Harbin: Expanding Creative Industries' Space by Integration and Innovation ..... (103)**

During the 12<sup>th</sup> Five - year Plan, according to Harbin 12<sup>th</sup> Five - Year Plan Cultural Industries Development Planning, Harbin made efforts to promote the integrating innovation of cultural industries by paying attention to the optimizing combination of cultural industry and urban function, the integration of culture and science & technology, the combination of culture and

tourism, sports and implementing policies of promoting the development of cultural industries including talents, funds, taxation and others. Harbin's cultural industries got a rapid growth and have become an important force of promoting the transformation and upgrading of economic development.

**Chapter VI Changzhou: Promoting the Integrating Innovation by “Culture +” Strategy ..... (123)**

In 2015, the state made a new position for the integrating innovation of new emerging industries and traditional industries on the national strategic level and formed the new trend of the cross - border integration of internet economy and cultural industries and the full integration of cultural industries and the real economy. All of those not only solved problems as lacking of self innovation and qualified cultural products, but also increased cultural contents and added value for related industries. By promoting related industries to high - end forward on both sides of the supply and demand force, Changzhou found the new engine of developing economy.

**Chapter VII Yangzhou: Cultural Industries of the Ancient City Stepped onto a New Stage ..... (145)**

Recent years, by the advantage of cultural resources, Yangzhou developed its cultural industries onto a new stage by promoting key industries to its city brand industries and taking cultural industries as its pillar industry. On the processing of building a city being suitable to start a business, live in and make a tour, the rich cultural resources brought a massive historical gifts to develop the ancient city Yangzhou. Yangzhou will build itself as a world famous city with both ancient culture and modern civilization by greatly developing cultural industries.

**Chapter VIII Hangzhou: Cross - border Integration Innovation Helped the Industry Develop Sustainly ..... (165)**

On the basis of deepening the reform of the cultural system, Hangzhou



promoted the integration of cultural & creative industries and related industries orderly by closely aiming at the goal of constructing a famous cultural city, a strong cultural city and the national cultural & creative center. By promoting the level of “cultural & creative industries industrialization and wisdom”, Hangzhou made great efforts on economic transformation and upgrading and the construction of “a famous historical city, an innovative and dynamic city and an eastern city of quality”.

#### **Chapter IX Qingdao: New City Brand as “Innovation, Entrepreneurship, Maker” in Creative Industries ..... (187)**

Adhering to the history, Qingdao’s cultural & creative industries furtherly released the formed advantages and continuously improved talent policies, built a public service system for integrated talents and constructed the industrial technology innovation strategic alliance leading by enterprises. By thoroughly implementing “a thousand sail plan”, carrying on the “east Asian cultural city” project and “Entrepreneurs, Innovation, Entrepreneurship” actions, Qingdao promoted its industrial structural upgrading and optimization and made a stable and improved economic trend for itself.

#### **Chapter X Zibo: Cultural & Creative Industries Integration and Innovation Promoted the Construction of A Famous Cultural City ..... (209)**

From the reform of cultural system to the management of cultural industry and the development of innovation, from the probe to the planting culture with culture to the putting forward and implementing of the goal of “building a cultural city”, Zibo has made great achievements. Nowadays, Zibo is realizing the leap – developing from a city with rich cultural resources to a famous cultural city according to general requirements of the municipal Party committee as “walking in the forefront as the target positioning, focusing on building Zibo into a strong industrial city, a famous cultural city and an ecological city”.