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# 创意城市蓝皮书

BLUE BOOK OF CREATIVE CITIES



· 中国创意产业研究中心 ·

张京成/总编

# 武汉文化创意产业 发展报告 (2015)

主编/黄永林 陈汉桥

副主编/吴天勇 詹一虹 谈国新

WUHAN REPORT ON CULTURAL  
AND CREATIVE INDUSTRIES (2015)



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# 《创意城市蓝皮书》总序

张京成

城市是生产力发展到一定阶段的产物，并随着生产力的发展而不断升级。时至今日，伴随着工业文明的推进和文化的提升，以及服务业的大力发展，经济增长方式的转变和产业结构的调整正在推动一部分城市向着一个前所未有的高度迈进，这就是创意城市。

创意城市已经为众多有识之士所关注、所认同、所思考。在全球性竞争日趋激烈、资源环境束缚日渐紧迫的形势下，城市对可持续发展的追求，必然要大力发展附加值高、渗透性强、成效显著的创意经济。创意经济的发展实质上就是要大力发展创意产业，而城市是创意产业发展的根据地和目的地，创意产业也正是从城市发端、在城市中集聚发展的。创意产业的发展又激发了城市活力，集聚了创意人才，提升了城市的文化品位和整体形象。

纵观伦敦、纽约、东京、巴黎、米兰等众所周知的创意城市，其共同特征大都离不开创意经济：首先，这些城市都在历史上积累了一定的经济、文化和科技基础，足以支持创意经济的兴起和长久发展；其次，这些城市都已形成了发达的创意产业，而且能以创意产业支持和推进更为广泛的经济领域创新；最后，这些城市都具备了和谐包容的创意生态，既能涵养相当数量和水平的创意产业消费者，又能集聚和培养众多不同背景和个性的创意产业生产者，使创意经济行为得以顺利开展。

对照上述特征不难发现，我国的一些城市已经或者正在迈向创意城市，从北京、上海等一线城市，到青岛、西安等二线城市，再到义乌、丽江等中小城市，我们自2006年起编撰出版的《中国创意产业发展报告》一直忠实记录着它们的创意轨迹。今天，随着创意产业的蔚然成风，其中的部分城市已经积累了相当丰富的实践经验以及大量可供研究的数据与文字资料，对其进行专门研究的时机已经成熟。

因此，我们决定在《中国创意产业发展报告》的基础上，逐步对中国各主要创意城市的发展状况展开更加深化、细化和个性化的研究与发布，由此即产生了“创意城市蓝皮书”，这也是中国创意产业研究中心“创意书系”的重要组成部分。希望这部蓝皮书能够成为中国每一座创意城市的忠实记录者、宣传推介者和研究探索者。

是为序。

# Preface to the *Blue Book of Creative Cities*

Zhang Jingcheng

City came into being while social productivity has developed into a certain stage and upgrades with the progress of the productivity. Along with the marching of industrial civilization, cultural development, the growth of the service industry, the transformation of economic growth and the adjustment of industrial structure, cities worldwide have by now entered an unprecedented stage as of the era of creative cities.

Creative cities have caught the attention from various fields these years. While the global competition for limited resources gets heated, sustainable development has become the only solution for cities, which brings creative economy of high added value and high efficiency into this historic stage. Creative industries is the parallel phrase to creative economy, which regards cities as the bases and the core of the development, and cities is also the place where creative industries started and clustered. On the other hand, creative industries helped to keep the city vigorous, attract more talents and strengthen the public image of the city.

From the experiences of world cities such as London, New York, Tokyo, Paris, and Milan, creative economy has been their common characteristic. First, histories of these cities have provided them with certain amount of economic, cultural and technological resources, which is the engine to start and maintain creative economy; second, all these cities have had sound creative industries which can function as a driving force for the innovation and economic growth of the city; finally, these cities have fostered harmonious and tolerant creative ecology through time, which conserves consumers of creative industries, while attracting more creative industries practitioners.

It can be seen that some Chinese cities have been showing their tendency on the way to become creative cities, such as large cities of Beijing and Shanghai, medium - size cities of Qingdao, Xi'an and even small cities of Yiwu and Lijiang, whose development paths have been closely followed up in our *Chinese Creative Industries Report* started in 2006. By now, some cities have had rich experiences, comprehensive data and materials worthy to be studied, thus the time to carry out a special research has arrived.

Therefore, based on *Chinese Creative Industries Report*, we decided to conduct a deeper, more detailed and more characteristic research on some active creative cities of China, leading to the birth of *Blue Book of Creative Cities*, which is also an important part of Creative Series published by China Creative Industries Research Center. We hope this blue book can function as a faithful recorder, promoter and explorer for every creative city of China.

# 《武汉市文化创意产业发展报告（2015）》

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**黄永林** 1958年8月生，湖北仙桃人。博士、教授、博士生导师，享受国务院政府特殊津贴。现任华中师范大学副校长、国家文化产业研究中心主任，中国新文学学会会长，中国民俗学会副会长，中国教育会计学会副会长，武汉文化与科技融合专家委员会主任。长期从事文化产业、民间文学、网络文化以及教育财会管理与政策研究。

近年来主持了国家高等教育“211工程”重点学科建设项目“中华民族文化保护、创意与数字化工程”，国家文化科技提升计划项目“国家非物质文化遗产保护与传承技术体系的构建”，教育部哲学社会科学研究重大课题攻关项目“网络舆论的监测与安全研究”，财政部、文化部委托的大型调研项目“中国当代农村文化调查”，财政部、教育部项目“新中国成立60年教育财务改革与发展研究”等国家和省部级重点、重大项目20多项。已出版著作30多部，发表论文200多篇，其中20多篇论文被《新华文摘》《人大复印报刊资料》等全文转载。

获得教育部高等学校科学研究优秀成果奖（人文社会科学）学术著作奖、文化部创新奖、中国民间文学学术著作奖、中国民间文艺学“山花奖”学术著作奖、国家教委（教育部）高校优秀教材奖（集体项目）、国家图书奖提名奖（集体项目）、海峡两岸文化创意产业高校研究联盟“特别贡献奖”等奖项10多项。



## 摘 要

文化创意和设计服务与相关产业融合发展成为国家战略，武汉文化创意和设计服务在经济社会各领域、各行业呈现多向交互融合发展的态势，对推动区域经济转型升级和促进文化产业科学发展具有重要意义。本报告以“文化创意产业与相关产业深度融合”为主题，概括了2014年武汉文化创意产业及其与相关产业融合发展的状况，以新兴媒体与传统媒体融合、文化与科技融合、文化与金融融合等领域为切入点，分析了武汉特色文化创意产业行业发展的路径及取得的成果，重点介绍了武汉东湖高新区、江岸区、武昌区、黄陂区、东西湖区文化创意产业发展及其与相关产业融合发展的概况，并对长江日报报业集团、武汉市广播电视台、武汉金运激光股份有限公司、百纳信息技术有限公司等武汉地区文化创意产业与相关产业深度融合的优秀企业进行了深入研究，总结了企业发展的成功经验。同时，报告也指出了现阶段武汉文化创意产业发展面临的困难和挑战，并对未来武汉文化创意产业的发展进行了展望。全书共分为六个部分：第一部分为总报告，第二部分为行业报告，第三部分为区域报告，第四部分为案例分析，第五部分为理论探究，第六部分为附录。

# Abstract

The fusional development of cultural creativity and relative industries is becoming the national strategy, and the cultural creativity and design service is showing its posture of multidirectional interactive integration development in every area of economic society today, which has significant meaning to promote regional economic transformation and upgrading, promoting the scientific development of cultural industry. This report sticks to the theme “the fusion of cultural creative industry and relative industries”, summarizing the general situation of the fusional development of cultural creative industry and relative industries of Wuhan in 2014. Based on the integration of new media and traditional media, science and technology, culture and finance, it analyzed the paths and achievements of the cultural creative industry in Wuhan, and mainly introduced the fusional development situation of cultural creative industry with other relative industries in East Lake Development Zone, Wuchang District, Huangpi District, Dongxihu District. Furthermore, it went into some enterprises which are good at fusing cultural creative industry and related industries, such as the Yangtze River Daily Newspaper Group, radio and TV station in Wuhan, Wuhan Jin Yun Laser Co., Ltd., baina Information Technology Co., Ltd. and summarize the successful experience of enterprise development. At the same time, the report also pointed out that the current difficulties and challenges that Wuhan cultural creative industry are facing with, and the development of Wuhan cultural creative industry in the future was prospected. The book is divided into six parts: the first part is the general report, the second part is the industry report, the third part is the regional report, the fourth part is case analysis, the fifth part is theory exploration, and the sixth is the appendix.

## 前言

当今世界，文化创意产业已成为引领经济发展的重要引擎，其发展规模与水平，也已成为衡量一个国家或地区综合实力的重要标志。当代中国，文化创意产业成为提升国家文化软实力的重要载体，承担着实施国家文化创新、科技创新双轮驱动战略和建设文化强国的重要使命。以习近平同志为总书记的党中央高度重视文化创意产业发展，党的十八大、十八届三中全会、十八届四中全会对文化创意产业的发展做出了新的重大部署。2014 年是我国全面深化文化体制改革的元年，中央全面深化改革领导小组第二次会议审议通过的《深化文化体制改革实施方案》明确了改革的指导思想、目标思路、主要任务和政策保障，为今后一个时期的文化改革发展规划了路线图、明确了时间表、布置了任务书。党中央、国务院及有关部门先后发布了《关于推进文化创意和设计服务与相关产业融合发展的若干意见》《关于推动传统媒体和新兴媒体融合发展的指导意见》《关于加快发展对外文化贸易的意见》《关于深入推进文化金融合作的意见》《关于印发文化体制改革中经营性文化事业单位转制为企业和进一步支持文化企业发展两个规定的通知》《关于大力支持小微文化企业发展的实施意见》《关于推动特色文化产业发展的指导意见》等重要文件，出台了一系列有利于文化创意产业发展的政策，吹响了文化创意产业“跨界融合”、文化与科技深度融合、文化与金融合作，以及文化产品“走出去”的号角，有力地推动了文化创意产业的发展。

武汉作为一个有着 3500 多年历史的文化名城，具有深厚的楚文化、三国文化、辛亥革命文化底蕴，长期以来引领着中华文化的发展。当今武汉，作为国家文化创意勃发的中心城市，在“敢为人先、追求卓越”的武汉精神指引下，紧紧围绕政治经济和社会发展大局，积极建设“文化五城”，大力发展文化创意产业，为建设国家中心城市、复兴大武汉提供了坚强的文化支撑。2014 年，武汉市大力推动文化体制机制改革创新，成立了武汉市深化改革领导小组



文化体制改革专项小组，研究制定了《全市深化文化体制改革任务清单》和《2014年武汉市文化改革发展主要任务及责任分工》，明确了武汉市文化体制改革的路线图、任务书和时间表。通过进一步深化文化体制改革，完善顶层设计，加大政策供给，落实重大项目，优化发展环境，扩大文化和科技融合，提高文化产业规模化、集约化和专业化水平，推动文化“走出去”战略等措施，武汉市文化创造活力持续迸发，文化新业态迅速成长，文化示范工程亮点纷呈，文化创意产业发展再上台阶，并在部分重点领域和关键环节取得了突破性进展，武汉市文化整体实力和竞争力显著提升。

当前，我国经济发展步入新常态，经济结构不断优化升级，经济增长方式由投资和出口驱动转向消费和创新驱动，产业发展模式从传统的以低端制造业出口为核心的增长模式升级到以创意经济为主要驱动力。武汉正处在建设国家中心城市、复兴大武汉和实现“武汉2049远景目标”的伟大征程中，这需要文化的滋养和推动。从整体出发优化和创新文化创意产业布局，大力发展文化创意产业，是武汉建设国家中心城市、从工业化中后期向工业化后期迈进的必由之路。2014年，武汉城市经济总量突破万亿元，是中国中部地区首个GDP过万亿元的城市，武汉文化创意产业发展势头良好，已进入转型升级的关键时期，以文化产业为代表的服务业产值已占武汉GDP的半壁江山，成为经济发展的新引擎。在新形势下，挑战与机遇并存，困难与希望同在，武汉仍存在一些影响文化创意产业健康快速发展的困难和问题，这些困难和问题的解决，都需要武汉人进一步解放思想、深化改革、消除阻碍、加快发展。

今后，在国家改革试点的大好形势下，在中部崛起战略的指引下，武汉市要积极迎接挑战，抢抓“一带一路”等战略机遇。在经济上，要把武汉市建设成为中部战略支点、长江经济带和中部崛起的龙头，以及引领“中国经济发展第四增长极”的重要中心城市。在文化上，要把武汉建设成为国家文化中心城市和世界创意城市，成为文化创意产业、公共文化服务体系、文化遗产保护的世界智库；打造国际现代都市文明的典范、中华文明走向世界的典范、中国创意都市的典范、高品位宜居城市的典范，努力实现建设国家中心城市、复兴大武汉的发展目标。

《武汉文化创意产业发展报告（2015）》以2014年武汉文化创意产业整体运行情况为研究对象，概述了2014年武汉文化创意产业发展的整体情况，分

析了武汉文化创意产业在各区域、各行业的发展现状，并结合武汉文化创意产业多界融合发展的实际，探讨了文化与科技融合、互联网文化产业和传统媒体转型的重要理论和基本规律。全书共分为六个部分。第一部分为总报告，是对武汉文化创意产业整体现状的分析和发展新趋势的描述，结合最新数据整体分析了2014年武汉文化创意产业发展的新背景、新成绩、新举措、新特点和新趋势，对发展中存在的新难点和新问题进行了深入分析，提出了武汉文化创意产业下一步发展的新思路，并对发展前景进行了展望。第二部分为行业报告，对武汉市传统媒体和新兴媒体融合、文化和金融融合发展的行业业态，从理论与实践角度做了深入分析。第三部分为区域报告，选取了武汉市国家级示范基地、东湖高新区、江岸区、武昌区、黄陂区和东西湖区等区域进行重点分析，总结其成功经验并提出了发展对策和建议。第四部分为案例分析，主要选取了4家在融合发展方面表现突出的文化创意企业进行个案研究，通过深入分析它们的成功经验，力图为其他文化创意企业的转型和融合发展提供借鉴经验。第五部分为理论探究，结合文化与科技融合、新媒体融合等当前亟待解决的文化产业热点和难点问题，从理论高度加以研究，以期更好地指导实践。第六部分为附录，以时间为线索对2014年武汉文化创意产业的大事进行了梳理，系统地记录了一年来武汉文化创意产业发展的轨迹。

《武汉文化创意产业发展报告》自2013年问世以来，已连续出版3部，作为中国“创意城市蓝皮书”系列，在学界和业界产生了广泛的影响，也受到了社会各界的关注。研究和写作团队在编撰过程中本着权威性、原创性和前沿性的原则，如实记录武汉文化创意产业发展的轨迹，并为其发展提供智力支持。本报告在写作过程中，作者不同程度地参阅了许多有关文化及文化产业的书刊和武汉文化创意产业发展的相关统计数据与研究成果，武汉市各相关职能部门及文化创意企业也提供了最新的材料和数据。在此，我们向为本报告做出贡献的机构与个人表示感谢。由于编者水平有限，再加上时间仓促，不足之处在所难免，敬请读者批评指正。

编者

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# Preface

In today's world, cultural creative industry has become an important engine of leading the development of economy, its scale and level, also has become a symbol measuring the comprehensive strength of a country or a region. In China, creative industry is on an important mission of promoting national cultural soft power, implementation of national cultural innovation, technological innovation and development of powerful cultural country. The CPC central committee lead by President Xi attaches great importance to the development of cultural creative industry, the 18th CPC National Congress, the Third and fourth Plenary Session of the 18th Central Committee of the Communist Party of China have made a significant new deployment on the development of cultural creative industry. In 2014, We deepen the cultural system reform in our country for the first time, the second session of the central comprehensively deepen reform leading group passed *Implementation Plan on Deepening the Reform of Cultural System*, and cleared the guiding ideology, objectives of reform ideas, the main task and policy guarantee, and planned for road map of cultural reform and development in the future, and cleared about the schedule, arrangement of the specification. The CPC central committee and the relevant departments under the state council has issued *Several Opinions about Promoting Cultural Creativity and Design Services and the Development of the Related Industry Amalgamation*, *Instruction about the Development of Traditional Media and New Media*, *Advices about Speeding up the Development of International Cultural Trade*, *Opinions on In-depth Advancing of Culture and Finance Cooperation*, *Two Notifications about Printing and Distributing of Conversing the For-profit Cultural Institutions into Enterprises in Cultural System and Further Supporting the Development of Cultural Enterprises*, *Opinions about Supporting the Implementation of Micro Cultural Enterprise*, *Instruction of Promoting the Development of Characteristic Culture Industry* and other important documents, issued a series of policies conducive to the development of cultural creative industry, promoting the cultural creative industry "cross-border integration" depth fusion,

culture and technology, culture and financial cooperation, as well as the popularizing of cultural products. All in all, it vigorously promoted the development of cultural creative industry.

Wuhan, as a famous cultural city with a history of 3500 years, has a profound cultural background, the Chu culture, the three kingdoms culture, and the Xinhai Revolution, has been leading the development of the Chinese culture. Under the guidance of Wuhan spirit of the “dare to be first, the pursuit of excellence”, Wuhan, as a center city with the boom of national cultural creativity, Closely around the political and economic and social development overall situation, actively build “cultural five cities”, and vigorously develop the cultural creative industries, which provides strong cultural support in building national center city and great Renaissance Wuhan. In 2014, Wuhan, vigorously promote cultural system and mechanism innovation and set up the city’s Special group of cultural system reform, and then formulate *Task List of Deepening the Reform of Cultural System in the City and Main Task and Responsibility Division of Labor of Cultural Reform and Development of Wuhan City in 2014*, making clear the roadmap, the specification and schedule of the reform of cultural system in the city. By further deepening the reform of cultural system, and perfecting the top-level design, strengthening policy supply, and implementing the major projects, and optimizing the development environment, and expanding the integration of culture and science and technology, and improving the level of culture industry scale, intensive and professional, and promoting the cultural strategy of “going out”. Cultural creativity in Wuhan continues to spurt, and the new forms of culture grow rapidly, the culture demonstration projects are brilliant, and the development of cultural creative industry has come to a new level, and even in some key areas and crucial links has made a breakthrough. The overall strength and competitiveness of culture in Wuhan has improved significantly.

At present, China’s economic development step into the new normal, The economic structure is constantly optimized and upgraded, and the way of economic growth shifts from investments and exports to consumption and innovation, the model of industrial development shifts from traditional low-end manufacturing exports to creative economy as the main driving force. Wuhan is on the great journey of constructing national center city, of reviving and of realizing the 2049 vision plan, which needs the nourishment and promotion of culture, optimization and innovation



of culture creative industry starting from the whole view, which is the only way for Wuhan to construct national center city from mid-late to late industrialization. In 2014, economic aggregate of Wuhan is over one trillion-dollar, ranking the first in central China. With the great prospect, the development of cultural creative industry has entered the critical period of transformation and upgrading. Represented by the cultural industry of service has accounted for half of GDP in Wuhan, becoming the new engine of economic development. Under the new situation, the challenges and opportunities coexist, just like difficulties and hope, there are still difficulties and problems that affect the rapidly healthy development of cultural creative industry, in order to solve these difficulties and problems, all people in Wuhan are supposed to further emancipate the mind, deepen reform, eliminate obstacles, and speed up the development.

In the future, under the situation of pilot reforms in the country, under the guidance of rise of central China strategy, Wuhan ought to actively meet the challenge, grasp opportunities. In financial terms, we are supposed to be developed into a central strategic fulcrum, into the leader of the Yangtze river economic belt and the rise of central China, and the leader of the fourth growth pole in China.; In cultural terms, we are supposed to be developed into a national cultural center city and creative city all over the globe; becoming a cultural creative industry, public cultural service system, the world cultural heritage protection think-tank; Building a model of modern urban civilization, the model of the Chinese civilization to the world, China's model of creative city, the high grade model of livable city, and trying to realize goals of the construction of national center city, then reviving Wuhan.

The research object of *Wuhan Report on Cultural and Creative Industries (2015)* is the overall situation of culture creative industry of Wuhan in 2014, and the report summarized the overall situation of cultural creative industry development of Wuhan in 2014, and analyzed the present situation in various regions and industry, and combined with facts of integrational development of cultural creative industries in Wuhan, and discussed the important theory and basic law of the integration of culture and science and technology, and the transformation of the Internet culture industry and traditional media.

The book is divided into five parts, the first part is the general report, and it



analyzed overall current situation of cultural creative industry in Wuhan and the description of development of new trend, and it analyzed the new background, new achievements, new measures, new characteristics and new trends of the development of cultural creative industry in Wuhan according to the latest data in 2014 new difficulties and problems existing in development has also been analyzed. Besides, it put forward the next new train of thought on the development of cultural creative industry in Wuhan, and the development foreground is prospected. The second part is the industry report; it made a deep analysis on fusion of traditional media and new media in Wuhan, and the industry of cultural and financial integration development from the Angle of theory and practice. Third part for regional report, it selected and analyzed the national demonstration base, Wuhan east lake development zone, Jiang'an District, Wuchang District, Huangpi District and Dongxihu District, and then summarized successful experience and put forward the development countermeasures and Suggestions. The fourth part is case analysis, it mainly selected the four cultural creative enterprises, which performed very well in integration development and carried out a case study, trying to provide reference to transformation and integration of enterprise development for other cultural and creative enterprise through in-depth analysis of their successful experience. Fifth part is the theory, it combined with the culture and the integration of science and technology, new media, such as the current cultural industry hot and difficult problem to be solved, and studied with better practice from the height of theory. Moreover, the appendix also sorted out the big events of Wuhan cultural creative industry in 2014 according to the clues of time; systematically record each step of development of the cultural creative industry in Wuhan for a year.

Since 2013, *Wuhan Report on Cultural and Creative Industries (2015)* has published three books in a row. As China's "Blue Book of Creative Cities" series, which has formed a wide range of influence in the academic and industry community, and has also been caught the attention of the society from all walks of life. During editing, research and writing team truthfully record industry development trajectory of Wuhan cultural creative industry based on the principle of authority, originality and leading, and provide intellectual support for its development. In the process of writing, the writer refers to a lot of books about the culture, the cultural industry and the relative statistic data and research of the cultural creative industry development in