

Title: Ecosystem, Technological Roadmap, and Value Chain of the Digital Cultural Industry in China

By: GAO LIJUN **Identification** 66BB987006

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ABSTRACT

With the deepening implementation of the national cultural digitization strategy, the digital cultural industry has become a new engine for the development of the cultural industry. This study comprehensively analyzes the ecosystem, technological roadmap, and value chain of the digital cultural industry, revealing its inherent development laws and trends. The study found that the digital cultural industry ecosystem has characteristics such as diversity, synergy, and innovation. The integration and application of key technologies (such as big data, cloud computing, and artificial intelligence) have brought unprecedented innovation opportunities to the digital cultural industry. At the same time, the value chain of the digital cultural industry covers multiple links such as content creation, production and manufacturing, marketing and promotion, and its value creation and distribution mechanism is of great

significance for the sustainable development of the industry. Through empirical research, this study further verifies the development laws and characteristics of the digital cultural industry, and proposes targeted policy recommendations, providing useful references for the healthy and sustainable development of the digital cultural industry.

Keyword: Digital cultural industry; National cultural digitalization; Value chain of the digital cultural industry

