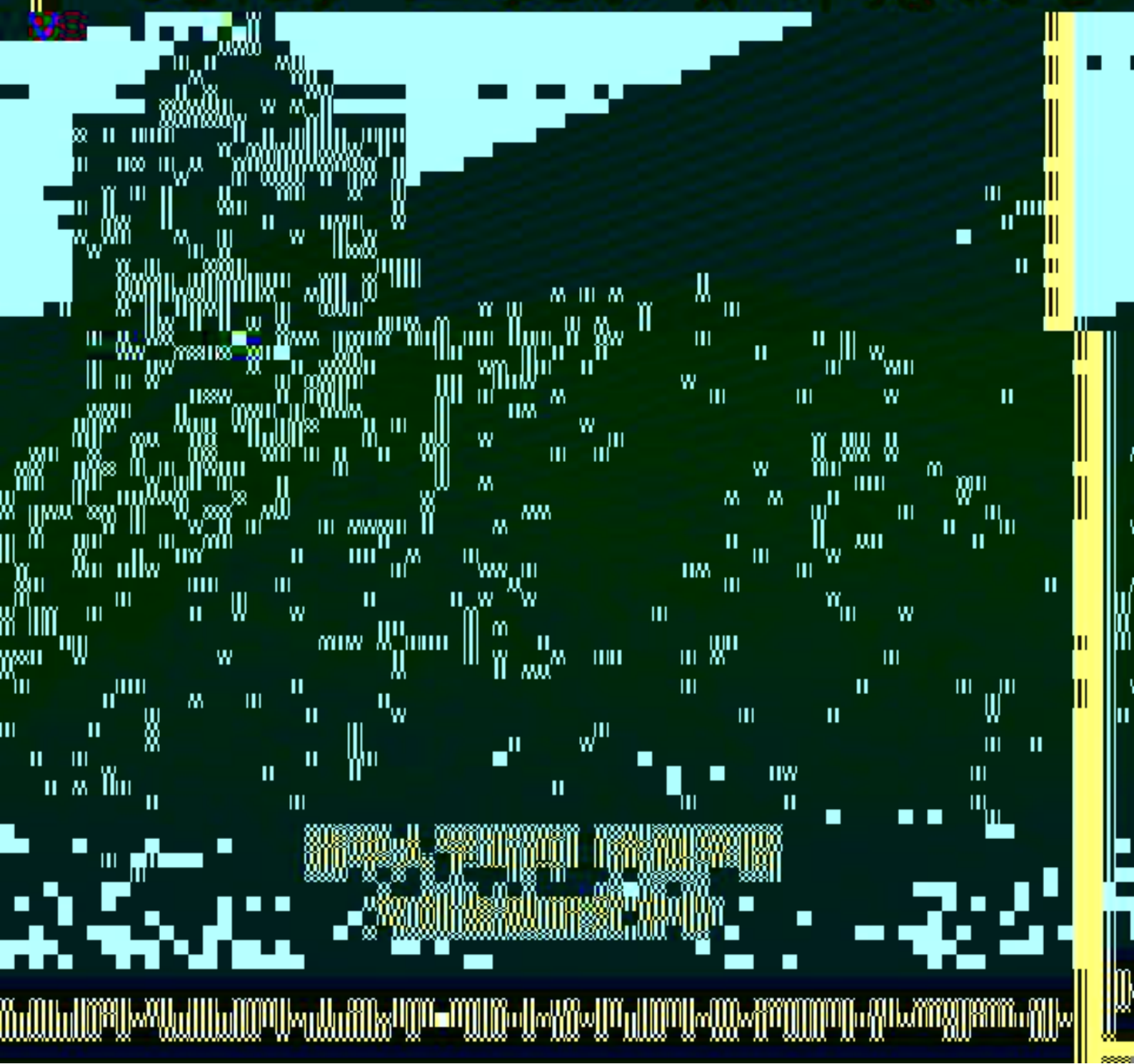


文化产业投融资研究报告



11.5%

14.0% 11.7%

2023

16 28807

20.7% 41.1% 2024

16

27024 11.2%

41.6%

1

2023	70158	6.7%
16	28807	20.7%
2024	64961	7.5%
16	27024	11.2%

2023

6781 9.7%

196200 0.36 2024

5250 8.9%

8.1%

201411

6.8%

0.32

AI

AI

80%

¹2023

2024

7.5%² 7.5%³

1

2 2023 12 31 273 A
99
16

2023 2023 2023 50
2023 / 2023 10

3 2024 9 1 273 A
88 2024
2024 5

2024 2023 33
2024 33

5G

2024
AR
AI
/
2025

AI
AI
AR
AI
/
AR
AI
AR/AI
+”
2024-

MR

AR

VR

2023

2024

2023

216

419.2

13.1% 2024

208

302.3

9.3%

2

2023

2024

3

	2023	2024	2023	2024
1				
2				
3				
4				
5				

2023

120

197.7

2024

131

212.0

2023

2024

2023

20.0%

50.0%

8.9%

7.7% 2024

66.7%

150.0%

2023

63.5%

187.8%

2023

5

	20.0	50.0
	8.9	7.7
	66.7	150.0
	63.5	187.8

2023

15

6

2024

20

15

6

2023	15	6
2024	20	15

2023

2024

2023

59

24

82.3% 2024

35

24

76.5%

17.1%

29.4%

7

2023	24	162.8
2024	24	30.45

2023

73

5G

60.8% 2024

72

55.0%

2023

2024

AIGC

AIGC

3D

8

					5G
2023	38	10	19	4	2
2024	42	12	17	1	0

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清华大学五道口金融学院介绍



清华大学五道口金融学院文创中心



