

“Digi
CHINA
CHINA



中国国际网络文化博览会 *DigiChina*

China International Digital Content Expo

数字中国 · 文化盛典



数字中国 · 文化盛典

中共中央总书记胡锦涛强调，必须以积极的态度、创新的精神，大力发展和传播健康向上的网络文化，真正使互联网成为传播社会主义先进文化的新途径、公共文化服务的新平台、人们健康精神文化生活的空间，努力开创我国网络文化建设的新局面。

Hu Jintao, Secretary General of the CPC Central Committee, emphasizes the following: healthy and civilized network culture must be greatly developed and publicized with positive attitude and creative spirit, in order to make the internet system to be a new channel for popularizing the advanced socialist culture, a new platform for public cultural services, and new space for healthy cultural life, so as to create a new situation for the digital cultural advancement of China.

中国国际网络文化博览会

China International Digital Content Expo



数字中国·文化盛典

B r i e f A c c o u n t

网博会概述

C H I N A

中国国际网络文化博览会是由中国政府为推动中国网络文化产业的发展、促进国际间的广泛交流与合作而举办的，最高规格、最大规模、最具影响力的国际数字内容的产业盛会。

中国国际网络文化博览会致力于引导网络文化产业的发展方向，引领数字技术创新趋势，全力打造交流学习平台、展示推广平台、公众关系平台、沟通交易平台。



D I G I C H I N A



China International Digital Content Exposition is a great event in the internet and digital industry of the world with its broad scale, grand activities and obvious influence, sponsored by the Chinese government, in order to stimulate the development of digital culture industry of China and to promote its exchange and cooperation with other countries.

This exposition aims at: To lead the prospect of net culture industry, and to show the new trend of digital technique application by building up a platform of mutual exchange and learning, of display and publicity, of public relations and of business and trade.



数字中国·文化盛典

T h e f o c u s o f t h e w o r l d

举世瞩目

C H I N A



党和国家领导人的高度重视

中共中央政治局常委李长春同志、中共中央政治局委员、书记处书记、中宣部部长刘云山同志、国务委员陈至立同志、文化部部长孙家正等领导同志对网博会给予了高度评价。李长春同志强调：网络文化的发展和建设是建设和谐文化、构建社会主义和谐社会的重要方面，是繁荣发展我国文化产业的重要途径。要一手抓发展，一手抓管理。要大力发展健康有益的网络文化，积极推动民族优秀文化上网传播，不断提高网络文化产品的质量和水平。要增强我国网络文化产业的自主创新能力，推动网络文化产品的创作和生产向原创为主转型升级。他希望网博会办出特色、办出水平，促进我国网络文化产业快速健康发展。

D I G I C H I N A



Great attention from the Party and State leaders of China

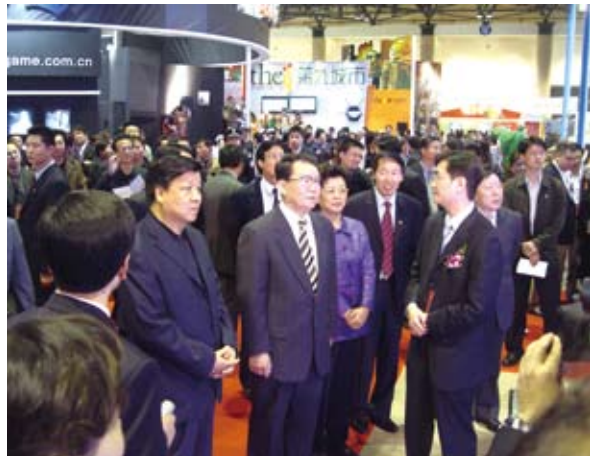
High opinion has been given to this exposition by Li Changchun, permanent member of the political bureau of the CPC Central Committee, Liu Yunshan, permanent member of the political bureau, member of the Secretariat, and head of the Publicity Department of the Committee, Chen Zhili, a State Councilor, and Sun Jiazheng, the Minister of Culture. Li Changchun says: the development and management of digital culture are important aspects in building the harmonious culture and socialist society; and an important channel to foster and promote China's cultural industry. We should work for the development and at the same time for the management. We

must work hard to develop the healthy and beneficial digital culture, to publicize the Chinese nation's culture through internet, and promote the quality and situation of Chinese digital cultural products. We must work hard to enhance the innovative ability of China's digital cultural industry, and to update and transform the creation and production of these productions into an original type. Li hopes that this exposition will be one with specialty and good performance, and give impetus to rapid and healthy development of China's digital cultural industry.



国家“十一五”计划中明确指出，文化要与国际接轨，赢得国际竞争，必须“加快发展文化事业和文化产业，激发民族生命力，增强民族凝聚力，提高民族创造力，在国际竞争中占据制高点，掌握主动权”。该计划已将中国国际网络文化博览会设为重点扶持项目之一。

The national 11th Five-year Plan points out clearly that cultural undertakings and industry are required to be developed rapidly in order to inspire the vitality of, to enhance the cohesion and creative power of the Chinese nation, so as to have the culture integrated with the world, to win and reach the top in the global competition. This plan has taken the digital culture exposition as one of the projects to be given special assistance.





All-round interest and attention from China's mass media

The media has given positive comment to the organizational work and the effects of the exposition. The People's Daily, the Xinhua News Agency, the CCTV, and China National Radio, and some other media have made multi-angle, multi-direction and lengthy coverage on this exposition. As a result, the influence of the exposition is increasing year after year.

● 中国媒体的全面关注

国内各界媒体对网博会的组织工作和举办效果给予了充分的肯定，人民日报、新华社、中央电视台、中央人民广播电台等等众多媒体对大会进行了多角度、全方位、大篇幅的深入报道，网博会的影响力逐年增强。



C H I N A

国内外企业广泛参与

国内外企业共同参与网博会，共同为国际间的交流、交易创造了一个良好的空间，共同为民族优秀的网络文化产品走向世界、世界优秀的网络文化产品进入中国搭建了一个广阔的市场平台。



D I G I C H I N A

Being widely participated by domestic and overseas enterprises

The participation of domestic and overseas enterprises in the exposition has brought about good space for international exchanges and business deals, and has built a broad market platform for the Chinese digital culture to join the other part of the world, and for foreign digital cultural products to have an access to China.





● 社会各界反响热烈

引领中国网络文化产业全新潮流的网博会，通过丰富的各类活动，吸引了数以万计的观众，真正的反映了广大用户对网络文化产品的强烈需求，极大促进了用户与厂商间的沟通和互动，为人民群众特别是广大青少年营造良好的网络文化环境方面起到了积极作用，为中国数字产业发展指明了方向。

C H I N A

Being warmly received by different circles of the society

This exposition, leading the new trend of Chinese digital cultural industry, has drawn thousands of audience through its various activities, which reflects the great demand of the digital users for digital cultural products, and greatly promoted the connection and interaction between the users and the digital cultural product producers. The exposition



D I G I C H I N A

has played an active role in building a good digital cultural environment for the people, especially for the young and teenagers, and has pointed out the direction for the development of the digital industry of China.





数字中国·文化盛典

C o n t e n t s

内容构成

C H I N A

展示推广：

中国国际网络文化博览会汇集了国内外众多优秀的网络文化产业的组织机构、企事业单位，从互动娱乐产品的研发和运营、最新数字技术内容与应用、网络语言文学、技术教

D I G I C H I N A



C H I

育培训、网吧增值业务等方面进行全方位网络文化产品与成果展示，为企业树立形象和品牌、推广产品提供一个丰富多彩的展示平台，为中国网络文化产业打造一个国际性饕餮盛会。





N A

Presentation and publicity

China International Digital Content Exposition, having gathered many organizations, enterprises and undertakings in the digital cultural industry, both domestic and overseas, has a wide presentation coverage of digital cultural products and achievements ranging from the R&D and operation of interactive recreation, the latest digital techniques and their application, training and education of cyber language and literature, and techniques to cyber-bar value-added business.



D I G I C H I N A

It has also provided a show platform for enterprises to build up their images and brands to popularize their products, and created a delicious international event for the digital cultural industry of China.





● 论坛峰会：

中国国际网络文化博览会的相关论坛及会议紧紧围绕中国数字内容产业的政策动态、行业发展、社会聚焦、技术标准等前沿话题，组织政府高层人士、行业领军

D I G I C

人物及专家学者进行全方位研讨，为推动中国网络文化产业高速、稳定的发展，增进了网络文化以及相关产业、大众之间的相互理解，为中国网络文化产业的构成出谋划策。也向企业、民众传达政府的方针政策，促进企业与企业间信息的交流，增进企业与消费者之间的沟通，使网络文化论坛成为中国网络文化及相关行业发展走向的风向标。



Forums and summit conferences

Forums and conferences organized by the exposition focus themselves on front-line topics on government policies, network development, social attractions and technical specifications. Senior government officials, business leaders, and experts and scholars are organized to make comprehensive research and discussion on these topics. The forums and conferences serve to promote the rapid and stable development of China's digital



industry, to increase mutual understandings among digital industry, connecting industries and the people, and to give advices and suggestions to China's digital industry. These functions are also playing the role of passing government's policies and directions to enterprises and common people, promoting the exchange and connection of information among enterprises and between enterprises and consumers. Therefore, the forums have become a weather vane for the prospect of Chinese digital culture and relevant industry.



数字中国·文化盛典

内容构成

C H I N A

D I G I C H I N A



主题活动:

中国国际网络文化博览会针对政府、行业、用户层面各类需要设计了不同形式的经典主题活动，以此形成互动、互助、互促的长久性的品牌活动，这些活动使得网博会作为网络文化产业盛会的内涵在层次上得到了极大提升。

Theme activities

The exposition has designed diversified classic theme activities to satisfy different needs of governments, business industries, and users, so to form a long-lasting brand activity with interaction, mutual assistance and mutual promotion, which upgrade greatly the exposition as a big event in the digital cultural industry in its nature and connotation.



D I G I C H I N A
N A ●

網易 NETEASE
www.163.com

SONY

盛大遊

中國電信
CHINA TELECOM

第九城市
DIGI CHINA
2001
9月28日
上海

**高新科技 高手云集 数字盛会
群英荟萃 群采飞扬 文化盛典**

搜狐
SOHU.COM

清华
DIGI CHINA

中國電信
CHINA TELECOM

中国国际网络文化博览会秘书处
电 话 (Tel): 86-10-64005915 84044440
传 真 (Fax): 86-10-84034674
www.digichina.org.cn