

---

# 文化创意产业中情境创意研究 及其在

1.

“ ”

“

” [1]

”

” [2]

· J

”

” [3]

”

”

”

---

---

---

" [1]

" "

"

" [2]

" "

2

-

-

" "

" "

+

-

[3]

R.

M

Langel et al.

" "

.

" "

---

[1]

2007 4

[2]

2013 8

[3]

2016 4

“ ” ”

“ ” “ ” “ ” “ ” “ ”

“ ” 2017 “ ” “ ”

[1]

+ -

1.

[2] 2003 + “ ”

[1]

2017 1

[2]C. K. Prahalad and V. Ramaswamy, “ Co- creation experiences: The next practice in value creation”, Harvard Business Review 2004, p.79.

---

"

+

2

2005

"

"

1976

1

"

" "

"

BAT

APP

2

3

[1]

+

[2]

3

+

" " "

4

2007

[3]

" "

[1]

+

2015

237

[2]

2015

7

[3]

2016

110

269

---

2017

10                  "                  "

500                  6500                  200                  1

16                  4                  3

14                  44

300

86 [1]

[2]

1.                  +

8

1000                  1000

"                  "

---

[1] " "

6694022.html 2018 4 30

[2] 2020

2016 8 29 [http://whjt.jiangsu.gov.cn/art/2017/5/8/art\\_48960\\_](http://whjt.jiangsu.gov.cn/art/2017/5/8/art_48960_)

2015 04 11

" " -  
 " " +  
 2 " " +  
 " " +  
 " " +

MCN Multi-Channel Network

300 4 7 300  
 2  
 " + "  
 2017 8600 80 30  
 200 20% 30%  
 " " " ACG  
 " " "

3 +  
 2018

.....  
 " " + " " +  
 " " " " +  
 ..... " " " " +  
 " "

---

4.

+

01

230

2007

“