

# 2024国际直播空间建设及创新产业博览会（LCIE）

产品名称	2024国际直播空间建设及创新产业博览会（LCIE）
公司名称	企闻展览策划（上海）有限公司
价格	1580.00/平方米
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## 产品详情

2024广州国际直播空间建设及创新产业博览会（LCIE）

Shenzhen International Live Space Construction And Innovation Industry Expo(LCIE)

全新视界 融合创新 沉浸体验 遇见未来

New Horizon

Integrated Innovation

Immersive Experience

Meet The Future

时间：2023年5月15日-17日 地点：广州琶洲·保利世贸博览馆

Time: May 15th-17th, 2023

Location: Poly World Trade Expo Center, Pazhou, Guangzhou

组织机构

主办单位：广东省直播电子商务协会

扩展集团

承办单位：企闻展览策划（上海）有限公司

广州扩展展览服务有限公司

Host

Sponsor: Guangdong Live E-commerce Association

Kuozhan Exhibitor

Organizer:Guangzhou Kuozhan Exhibitor Services Co., Ltd

LCIE直播产业大会

-打造世界直播空间产业风标

LCIE Live Industry Expo

-Serve As The Bellwether For The World Live Space Industry

随着全球数字技术和5G网络的飞速发展，数字经济正不断改变人们生活方式和经济发展模式。作为当今全球贸易的重要组成部分，数字贸易不再简单地通过数字技术进行的实物商品贸易，而是包括更广义上的数字服务贸易，数字货币的使用、数据和数字产品的销售、数字化服务贸易等。

大环境下技术创新催生了服务贸易不断发展出新模式、新业态，深入渗透并颠覆性地改变了传统贸易发展过程中的各个环节和交互方式，进一步推动了数字贸易全球化提速。

而其中直播作为企业对外营销和品牌文化的有效触点，乘着数字经济和直播经济的浪潮必然朝着更多样化的方向发展，各行业跨界合作，新型IP衍生，品牌文化的升级落点于直播空间建设和创新已是必然趋势，

品牌化、智能化、科技化的直播空间必然在各行业场景中得以深度应用，全面tisheng企业业务及数字化转型的进程。

2023年大量头部主播后撤，回归市场红利必然将被更具潜力的企业所截取，2024年，企业直播整个行业发展成熟度和特异性将飞跃式提升，品牌企业在深入了解用户的同时，更加重视终端触达和用户吸引。在VR、AR、AIGC的加持下新型的品牌营销服务方案和沉浸互动式直播空间的诉求大大提升，企业直播将开启“标准化、个性化、智能化”的直播新时代。

With the rapid development of global digital technology and 5G networks, the digital economy is constantly changing people's lifestyles and economic development models. As an important component of global trade today, digital trade is no longer simply a physical commodity trade conducted through digital technology, but includes broader digital service trade, the use of digital currency, sales of data and digital products, and digital service trade.

In the current circumstances, technological innovation has spurred the continuous development of new models and formats in service trade, which have deeply penetrated and fundamentally changed various links and interaction methods in the development process of traditional trade, further promoting the acceleration of digital trade globalization. As an effective element for enterprise external marketing and brand culture, live will inevitably develop towards more diversified directions in accordance with the wave of digital economy and live economy, cross industry cooperation, new IP derivatives, and the upgrading of brand culture will inevitably focus on the live space construction and innovation. Branded, intelligent, and technological live spaces will inevitably be deeply applied in various industry scenarios, comprehensively enhance the process of enterprise business and digital transformation.

In 2023, a large number of top anchors will return to market traffic dividends. The profitable market full of desiring opportunities will inevitably be possessed by more promising enterprises. In 2024, the maturity and specificity of the entire industry development of enterprise live will be greatly improved. Brand enterprises will not only deeply understand users, but also pay more attention to terminal reach and user attraction. With the support of VR, AR, and AIGC, the demand for new brand marketing service solutions and immersive interactive live spaces has greatly increased. Enterprise live will open the new era of "standardization, personalization, and intelligence".

## 展会布局

### Exhibition Layout

数字化飞速发展的新时代影响下，直播技术创新发展与直播空间建设市场需求增大的双重驱动下，企业直播市场将进入稳中求进，进而求精的深耕发展期。

Under the influence of the rapid development of digitalization in the new era, driven by the dual development of live technology innovation and the increasing market demand for live space construction, live market for the enterprise will enter a period of steady progress and further refinement of the deeply-rooted development.

借助珠三角产业集群优势，广东省直播电子商务协会和扩展集团在2024年5月15-17日于广州琶洲·保利世贸博览馆共同举办国际直播空间建设及创新产业博览会以下简称（LCIE直播产业大会），届时将邀请国内外优质直播供应链企业、主流平台、知名MCN机构、行业KOL、数字领域专家共赴盛会，充分发挥直播空间打造优势资源，为各方达成高效合作提供便捷通道，驱动传统营销模式转型升级，实现数字经济新增长。打造直播空间全产业与数字贸易全面对接的综合服务平台。

With the benefit of the Pearl River Delta industrial cluster, the Guangdong Live E-commerce Association and Kuozhan Exhibition jointly will hold the International Live Space Construction and Innovation Industry Expo (LCIE Live Industry Conference) from May 15th to 17th, 2024 at the Poly World Trade Expo in Pazhou, Guangzhou. At the conference, high-quality domestic and foreign live supply chain enterprises, mainstream platforms, well-known MCN institutions, industry KOLs, and digital industry experts will be invited to participate, fully leveraging the advantages of live space construction resources, providing a convenient channel for efficient cooperation among all parties, driving the transformation and upgrading of traditional marketing models, achieving new growth in the digital economy, building a comprehensive service platform that integrates the entire industry of live space with digital trade. 1000+参展企业

50+场次会议论坛活动

50000+全球专业观众

1,000+Exhibitors

50+Forum

50,000+Professional Global Buyers

8大优势 覆盖更全领域

8 Advantages Shifting Towards The All Areas

1全球首个直播空间产业链创新大展

全球首个以数字空间和直播空间打造为主题的产业博览会，本届展会聚焦新型营销模式变革，展示最新数字技术与创新成果，搭建IP联动、技术交流、跨界合作、贸易投资、人文交流的综合服务平台，助力品牌探索直播产业发展新格局、推动多样性的世界经济发展新载体、践行品牌、产品、用户无边界沟通创新空间的新模式。

1. The World's First Live Space Industry Chain Innovation Exhibition

The world's first industrial expo with the theme of creating digital space and live space, this exhibition focuses on the transformation of new marketing models, showcasing the latest digital technology and innovation achievements, building a comprehensive service platform for IP linkage, technology exchange, cross-border cooperation, trade investment, and cultural exchange, helping brands explore new patterns of live industry development, promoting diverse new carriers of world economic development, practicing the new model of borderless communication and innovation space for brands, products and users.

2政策利好、搭建行业合作桥梁，促进产业完善与创新；

自“十二五”规划起，云计算、移动互联网等新兴业态便受到政策鼓励。近年来，鼓励发展数字经济、鼓励企业上云成为国家重点战略，直播相关的底层技术也频频受政策鼓励，互联网营销师得到官方职业认证、直播行业规范也陆续出台利好行业长远健康发展，企业直播行业迎来爆发式的发展机遇期。

## 2. Policy benefits Build Industry Cooperation Bridges

### Promote Industry Improvement and Innovation

Since the 12th Five Year Plan, emerging industries such as cloud computing and mobile internet have been encouraged by policies. In recent years, encouraging the development of the digital economy and encouraging enterprises to go cloud has become a national key strategy. The underlying technologies related to live have also been frequently encouraged by policies. Internet marketers have obtained official professional certification, and live industry standards have been introduced, which is beneficial for the long-term and healthy development of the industry. The enterprise live industry has ushered in an explosive period of development opportunities.

3创意、技术、设备、平台、终端多维演绎，助推企业直播全面升级。

数字经济的高速发展为企业直播产业增长创造环境。在全球经济、市场、品牌商品等多维一体化发展的趋势下，直播空间打造正迎来飞速的发展时期。直播服务不仅可以打通企业与用户的空间壁垒，还将更加快速传递品牌文化与服务理念，先进的AI和人工智能可以帮助直播整个环节提供更好的优化方向，提升品牌记忆植入的速度。在多方推动下直播空间打造未来必然是企业更好的应对愈发激烈的市场竞争的最强武器。

## 3. Multi Dimensional Interpretation of Creativity, Technology, Equipment, Platform, and Terminals Promote the Comprehensive Upgrading of Enterprise Live

The rapid development of the digital economy has created an environment for the growth of enterprise live industry. Under the trend of multi-dimensional integrated development in the global economy, market, and branded products, the creation of live space is entering a period of rapid development. Live services can not only break down the spatial barriers between enterprises and users, but also more quickly convey brand culture and service concepts. Advanced AI and artificial intelligence can help provide better optimization directions for the entire live process, improving the speed of brand memory implantation. Under the promotion of multiple parties, the live space construction for the future is bound to be the strongest weapon for enterprises to better cope with increasingly fierce market competition.

4全新1+N+N峰会结构，构建直播空间建设产业专属行业盛会

推出“1场展会+N场行业论坛+N场行业专业评选”模式，邀请zhiming院士、专业学者、技术大佬、行业大咖共同研讨数字经济与直播经济产业发展融合趋势、技术前沿和热点问题，搭建平台机构、品牌企业、科研高校的多维度交流合作桥梁，构建直播产业多元化综合服务平台。将举办“未来展示空间创新发展高峰论坛”、“直播技术与应用发展高峰论坛”、“多功能直播体验分享大会”、“未来视觉效果峰会”、“优质直播设备创新品牌评选”、“直播产业zuijia服务商评选”、“虚拟空间技术大奖赛”等行业活动，为行业盘点及输送最新的科研成果。

#### 4. A Brand New Forum Structure "1+N+N"

Construct The Exclusive Industry Event For Live Space Construction Industry

We will launch a model of "1 exhibition+N industry forums+N industry professional evaluations", inviting renowned academicians, professional scholars, technology experts, and industry experts to jointly discuss the integration trends, technological frontiers, and hot issues of digital economy and live streaming economy industry development. We will build a multi-dimensional communication and cooperation bridge between platform institutions, brand enterprises, and research universities, and build a diversified comprehensive service platform for the live streaming industry. We will hold industry events such as the "Future Exhibition Space Innovation Development Forum", "Live Technology and Application Development Forum", "Multi-functional Live Experience Sharing Conference", "Future Visual Effects Conference", "High quality Live Equipment Innovation Brand Selection", "Best Service Provider Selection in the Live Industry", and "Virtual Space Technology Grand Competition" to deliver the latest scientific research achievements for the industry.

#### 5打破线上线下载空间壁垒，全面展示直播产业风采

展会全程开启直播交流，图片和声音即时互动，全方位解析多维体验直播空间建设，从线上到线下打造营销闭环，会场以外的行业人士，近距离体验直播产业创新发展气氛。上百家渠道合作方也将运用国内外全方位媒体资源对youxiu项目产品及成果技术提供专访报道机会，挖掘新闻点，搜索引导等，助力企业拓展品牌和影响力，捕捉更多市场机会。

#### 5. Break Down Barriers In Online And Offline Space

Fully Showcase The Charm Of The Live Industry

The exhibition will start live communication throughout the entire process with real-time interaction between pictures and sounds, comprehensively analyze multi-dimensional experience live space construction, create the marketing closed-loop from online to offline. Industry professionals outside the venue can experience the atmosphere of innovation and development in the live industry up close. Hundreds of channel partners will also use comprehensive media resources from both domestic and foreign sources to provide exclusive interviews and reporting opportunities on excellent project products and achievements, explore news points, search and guide, and help enterprises expand their brand influence, and capture more market opportunities.

## 6、综合服务体系，xingyezhuanjia运营把控、精英团队创新服务

LCIC直播产业大会以全新模式打造会展综合服务体系，由业界专家和精英团队共同开创新型运营服务模式，以前沿技术科技应用为基础，市场发展趋势为蓝本，行业创新发展为目标，企业品牌及产品IP塑造为核心，通过针对性的市场调研、完善的数据分析和精准的运营策略，从运营、市场推广、物流、广告、品牌、合规等多维度为品牌提供全面的支持和服务，助力品牌在数字技术和直播空间打造领域取得战略优势和长期竞争力。

## 6. Comprehensive Service System Industry Expert Operation Control

### Innovative Services Provided By Elite Team

Based on cutting-edge technology applications, aims to build a comprehensive exhibition service system with a new model and market development trends as the blueprint, goal for the industry innovation and development, and enterprise brand and product IP shaping as the core, the LCIC Live Industry Expo, created by industry experts and elite teams through targeted market research, comprehensive data analysis, and precise operational strategies, provide comprehensive support and services for brands from multiple dimensions such as operations, market promotion, logistics,

advertising, branding, and compliance, helping brands gain strategic advantages and long-term competitiveness in the fields of digital technology and live space construction.

## 7、会展全域营销体系，互联互通全方位升级营销体系

LCIE直播产业大会采用全新的全域营销运营模式，数据为基础，媒体为触点、渠道为桥梁、链路为纽带实现全数据、全媒体、全渠道、全链路的会展全域营销新模式，梳理品牌文化，强化品牌IP，突出产品优势，塑造品牌独特领域，串联会展、品牌、服务商各类终端，推进品牌新型服务模式构建，助力品牌ti sheng营销效率，推动品牌形象的全面tisheng。

## 7. Entire Territory Marketing System For Exhibition

### Comprehensive Connectivity Upgraded Marketing Network

The LCIE Live Industry Expo adopts a new comprehensive marketing operation model, which is based on data, with media as the key point, channels as the bridge, and links as the link, to achieve a new exhibition comprehensive marketing model of full data, all media, all channels, and all links. It sorts out brand culture, strengthens brand IP, highlights product advantages, shapes unique brand areas, connects various terminals of exhibitions, brands, and

service providers, promotes the construction of new brand service models, helps brands improve marketing efficiency, and promotes the comprehensive enhancement of brand image.

## 8、全球百万数据库,无缝对接全产业人群，助你拓展海内外市场

20年专业展会运作经验的扩展集团打造，全球百万数据库与渠道资源为依托，在共享海量专业观众资源的优势下，将力邀来自各个领域的专业观众到场参观交流。全面保障大会的顺利召开。

## 8. Millions of Global Databases Seamlessly Connect With The Entire Industry Population, Helping You Expand Into Domestic And Foreign Markets

With 20 years of professional exhibition operation experience and the advantages of sharing massive professional audience resources and millions of global databases and channel resources,Kuozhan sincerely invite professional visitors from various fields to visit and exchange ideas,comprehensively guaranteeing the smooth convening of the expo.

## 2大特色板块 遇见品牌直播未来空间

### 虚拟宇宙空间

### 2 Distinctive Segments

### Encounter The Future Space Of Brand Live

### Virtual Cosmic Space

## 集中展示前沿数字科技应用和数字技术创新

1) qukuailian技术；2) 交互技术；3) 通讯技术；4) 云和边缘计算 5) 高性能计算；6) 物联网；7) 网络技术；8) 人工智能技术

## Concentrate On Showcasing The Cutting-Edge Digital Technology Applications And Innovations

1) Blockchain technology; 2) Interaction technology; 3) Communication technology; 4) Cloud and edge computing 5) High performance computing; 6) Internet of Things; 7) Network technology; 8) Artificial intelligence



technology

## 现实互动空间

打造直播产业全产业链全展示，规划，设计，设备，互动，体验，了解未来沉浸式体验直播的改革与创新。

## Real Interactive Space

To create a full display, planning, design, equipment, interaction, experience live, and understand the reform and innovation of future immersive experience live in the entire industry chain of the live industry.

## 多维演绎品牌IP，沉浸式场景应用

穿越感知边界，结合新时代IP、文化、品牌、产品、消费需求，打造定制化品牌主题直播场景，为品牌提供沉浸式互动场景应用，促进数字行业 and 传统产业的融合发展。

## Multi-dimensional Interpretation Of Brand IP

## Immersive Scenario Application

By crossing the perception boundary and combining with the new era's IP, culture, brand, product, and consumer needs, we aim to create customized brand themed live scenes, providing immersive interactive scene applications for brands, and promoting the integration and development of the digital industry and traditional industries.

## 展品大类

直播软件、直播平台、数字服务、数字技术、云计算、大数据分析

直播硬件、空间设计、光源设备、影视设备、影音设备、网络设备

## Major Exhibits

Live broadcast software, live platforms, digital services, digital technology, cloud computing, big data analysis

Live broadcast hardware, space design, light source equipment, film and television equipment, audio-visual equipment, network equipment同期活动精彩纷呈，引领营销新时代

未来品牌展示空间创新发展高峰论坛

直播技术与应用发展高峰论坛

多功能直播体验分享大会

未来视觉效果峰会

Fabulous Simultaneous Activities Leading A New Era Of Marketing

Future Brand Exhibition Space Innovation and Development Forum

Live Technology and Application Development Forum

Multi-functional Live Experience Sharing Conference

Future Visual Effects Summi观众群体

Professional Buyers

zhengfujiguan，行业协会

数字产业园、工业园区，科技园区；

MCN机构、培训机构、广播影视、电竞、游戏、赛事相关生产运营品牌及平台；

博物馆、展览馆、大型互动体验中心、游乐中心、动植物园等；

品牌生产商、贸易商、经销代理商培训机构等；

社交电商、社区团体、社群等新零售渠道商；

Government agencies, industry associations

Digital industrial parks, industrial parks, and technology parks;

MCN institutions, training institutions, broadcasting, film and television, gaming, and event related production and operation brands and platforms;

Museums, exhibition halls, large-scale interactive experience centers, amusement centers, animal and plant gardens, etc;

Brand manufacturers, traders, distribution agent training institutions, etc;

New retail channels such as social e-commerce, community groups, and communities;

Entire Territory Marketing For Building Exclusive Traffic For Brand

放眼世界 遇见未来

Eye On The World

Meet The Future