

Internet general experience platform promotes the innovative revival of erhu

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Abstract

This article focuses on the "e+" erhu music promotion project, and describes its promotion of the innovative revival of erhu in the Internet era. Under the background that erhu music is facing inheritance difficulties, the country attaches importance to cultural inheritance and innovation, and the rapid development of the Internet, the project is centered on the "Lantang Zuoyuan" APP. According to the PEST analysis method, the political, economic, social, and technological environment in which the project is located is relatively favorable, with development opportunities, and after feasibility analysis and market forecasting, its market prospects are good. This project not only generates significant social benefits, such as expanding the influence of erhu music culture, enhancing public cultural confidence, and promoting social progress, but also has considerable economic benefits. By obtaining profits through various profit models, it drives the development of related industries, achieves mutual benefit and win-win results, and provides a new path for the inheritance and development of erhu music culture in the new era.

Keywords

Erhu Music; Internet Plus; Cultural And Creative Industries; PEST Analysis; Social Results; Economic Benefits

1. Project background

1.1. Background of Erhu Music

(1) Erhu music has a long history

The erhu, a long-standing and beloved traditional Chinese stringed instrument, has a history of over a thousand years. It not only occupies an important position in music history, but its development and evolution also reflect the profound changes in Chinese music culture. The erhu, originally known as the "xiqin", originated from a minority ethnic group in northern China during the Tang Dynasty. This instrument was originally made of horsetails for strings, cow horns or animal bones for bridges, and animal or fish skins for speakers, with clear and gentle sound quality. In the Song Dynasty, the erhu began to be called "Jiqin", named after the scholar Ji Kang at that time. The Song Dynasty document "Shilin Guangji" mentions that Ji Qin was created

by Ji Kang, indicating its important cultural status in the Song Dynasty. In the Song Dynasty, there are records that even though one string was broken, Xu Yanneng, a performer from a teaching workshop, still used another string to perform, demonstrating the superb erhu playing skills of that time. During the Ming and Qing dynasties, there were significant improvements in the technique of erhu, especially in the design of strings and speakers. During this period, the production of erhu became more refined and the sound quality was greatly improved.

After entering modern times, the structure and performance techniques of the erhu underwent significant innovations. Mr. Liu Tianhua was a key figure during this period. He not only borrowed the playing techniques of Western instruments, improved the range and expressiveness of the erhu, but also promoted the transformation of the erhu from a folk accompaniment instrument to a solo instrument.

The erhu, with its unique timbre and expressive power, occupies a pivotal position in traditional Chinese music. Classic songs such as "Erquan Yingyue" and "Liangxiao" showcase the profound artistic charm and cultural value of the erhu. With the advancement of modernization, the erhu is facing challenges of tradition and innovation. On the one hand, it is necessary to maintain its traditional characteristics and skills; On the other hand, modern innovation is also needed to make erhu music more diverse and adaptable to the aesthetic needs of modern society. In short, the erhu is not just a musical instrument, it also carries rich historical and cultural significance. The evolution of this instrument from the Tang Dynasty's Xiqin to the modern erhu reflects the profound cultural heritage and innovative spirit of continuous progress in China.

(2).The development dilemma of erhu music

Currently, there are relatively few related enterprises and institutions offering erhu music teaching courses. According to the 2021 Annual Report of China's Musical Instrument Industry, traditional musical instrument enterprises in China account for only 24% of the national musical instrument enterprises, and there are few related training institutions or experiential activities offline. At the same time, Erhu related enterprises and institutions lack the sense of innovation, and do not make good use of Internet resources such as microblog Tiktok to integrate online and offline development, which cannot attract some fresh blood. At present, erhu music is gradually lacking vitality, and there is a risk of discontinuity in its inheritance and development.

1.2. Policy Background

The Party and the state explicitly emphasized in the 14th Five Year Plan of 2021 the need to deeply implement the project of inheriting and developing excellent traditional Chinese culture, strengthen the systematic protection of important cultural and natural heritage, intangible cultural heritage, and promote the creative transformation and innovative development of excellent traditional Chinese culture. Im-

plement the digital strategy of cultural industry, accelerate the development of new cultural enterprises, cultural formats, and cultural consumption models.

General Secretary Xi Jinping proposed in the report of the 19th National Congress to strengthen cultural confidence. Without a high level of cultural confidence and the prosperity of culture, there can be no great rejuvenation of the Chinese nation. Culture is the soft power of a country's comprehensive strength and the calcium of its spirit. Inheriting erhu music culture is not about rejecting foreign cultures, but about embracing and integrating them. On the basis of enhancing one's own cultural confidence and consciousness, it constantly injects blood and vitality into erhu music culture, blending new elements while injecting vitality and energy into it. Therefore, in order to better inherit and develop the traditional culture of China's erhu music, we have created the "e+" erhu music promotion project. With the "Lantang Zuoyuan" APP as the core, under the economic thinking of new technology Internet, we make full use of WeChat, microblog, short video APP and other major Internet platform websites to promote the erhu music culture and expand its domestic influence.

1.3. Background of "Internet plus"

(1).Internet penetration further expanded

On February 3, 2021, NetEase China reported that the China Internet Network Information Center recently released the 47th Statistical Report on China's Internet Development in Beijing. According to the report, as of December 2020, the number of internet users in China reached 989 million, an increase of 85.4 million compared to March 2020, with a penetration rate of 70.4%. In 2020, China's Internet industry played an important role in fighting against the novel coronavirus pneumonia epidemic and the prevention and control of major epidemics, and made positive contributions to China's becoming the only major economy in the world to achieve positive economic growth, its GDP breaking through one million billion for the first time, and the task of poverty alleviation.

(2).The standardization level of Internet entertainment development has improved, and short video users have grown rapidly

As of December 2020, the user base of online videos in China increased by 76.33 million compared to March 2020, reaching 927 million, accounting for 93.7% of the total number of netizens. Among them, the user base of short videos was 873 million, an increase of 100 million compared to March 2020, accounting for 88.3% of the total number of netizens. In recent years, more and more video and program creators have begun to pay attention to the spirit of craftsmanship, and the craftsman concept of producing with care, adding high-quality content, and reducing formal promotion has been recognized and implemented in the online video industry. Many websites are trying to optimize their business models, improve the system functions of their software, and increase user stickiness with their hard power and deep con-

tent, providing a good space for the development and progress of major video apps.

(3).The government attaches importance to the development of the Internet industry

In 2020, Chinese governments at all levels will continue to attach great importance to network security work, and have intensively issued many network security laws and regulations, effectively supporting the technological development and application innovation in the field of Internet security. In terms of creating a good atmosphere for the innovation and development of industrial Internet, the China Industrial Internet Research Institute has studied and released ten major events on China's industrial Internet in 2020, which has attracted great attention from the media. The Internet is a key industry encouraged and developed by the state. In recent years, a series of policies have been introduced to promote and standardize the development of the Internet industry. With the help of Internet technologies such as artificial intelligence, big data and cloud computing, China's Internet and related service industries have developed steadily and rapidly; The State Council has also targeted the 11 key development areas in the national action plan to promote "Internet plus", pointing out that it is necessary to further promote entrepreneurship and innovation of "Internet plus".

2. Industry background

The cultural and creative industry is an emerging industry based on the cultural industry, with innovation as its core and high-tech means as its support. It is characterized by a comprehensive structure of culture, art, and economy. The cultural and creative industry mainly includes creative design, text publishing, digital media, animation, and games. It is an important component of the cultural industry. The cultural and creative industry is a new concept proposed by developed countries in recent years. As an emerging field, it has become an important industry rapidly rising in developed countries and regions. Looking at the world, the creation of numerous art products in developed countries has attracted the attention of the whole world, forming a huge wave of creative economy. The cultural and creative industry is an objective requirement for promoting the great development and prosperity of socialist culture. It is an important aspect of enhancing cultural soft power and realizing the emerging industries of modern cities.

According to the classification method of the National Bureau of Statistics, cultural and creative industries are divided into nine categories: press and publication, media (including radio, television and other media), literature and art, network (including software, Internet, etc.), advertising (including exhibitions, lectures, advertisements, etc.), crafts and artworks, cultural design, tourism, and other categories. This project uses the innovative Internet thinking operation mode, takes "Lantang Zuoyuan" APP as the core, music lovers, erhu music training institutions as the main target users, and ordinary people as the potential market, absorbs massive music

resources while strengthening personalized "circle" customization, and adopts the combination of online multi-functional APP and offline activities to raise the tide of public attention to erhu music, so as to further enhance people's cultural identity of traditional erhu music and inject vitality and vitality into Chinese traditional art.

3. Market research

3.1 PEST Macro Market Analysis Method

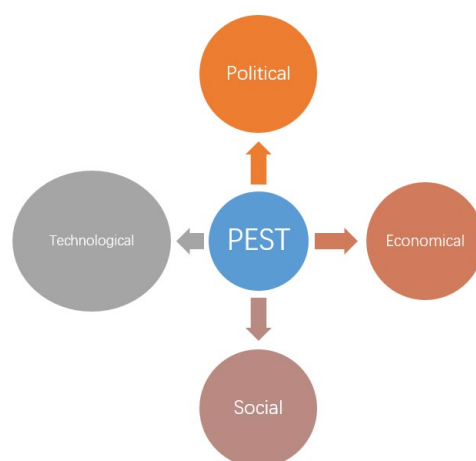


Figure 1. PEST Macro Market Analysis Chart

(1). Political factors

Against the backdrop of continuous socialization, marketization, and industrialization in the field of cultural undertakings, the central government continues to introduce relevant policies to promote cultural system reform. The products produced by the cultural and creative industries are no longer the basic material necessities of the past era, but more spiritual, cultural, entertaining, and psychological products. With the improvement of people's living standards, the demand for such spiritual products is increasing overall, and the demand is growing. Therefore, the development of cultural and creative industries plays an important role in increasing a country's economic output, promoting the improvement of cultural and spiritual levels, and driving rapid urban development.

The policies for China's cultural and creative industries have undergone a gradual process of improvement since 1991. In 1991, the Ministry of Culture officially proposed the concept of "cultural economy" in the report "Opinions of the Ministry of Culture on Several Economic Policies for Cultural Undertakings", and since then, the development of the cultural sector has been highly valued by people. Afterwards, the importance of the cultural industry was clearly pointed out in the reports of the 16th and 17th National Congresses, and concepts and slogans such as "actively developing cultural undertakings and cultural industries", "cultural productivity", and "cultural soft power" were proposed.

In August 2014, the General Office of the State Council issued the "Guiding Opinions on Promoting the Development of Characteristic Cultural Industries", proposing that by 2020, a development pattern of characteristic cultural industries with distinct characteristics, prominent focus, reasonable layout, complete chain, and significant benefits should be basically established, and several characteristic cultural industry belts with important influence throughout the country should be formed, and a number of typical characteristic industries with obvious driving effects should be constructed

The demonstration zones and towns for the color culture industry aim to cultivate a large number of vibrant and diverse cultural market entities, forming a group of characteristic cultural enterprises, products, and brands with core competitiveness. Guided by the requirements of the top-level framework, since the end of 2019, the Ministry of Culture and the State Council have accelerated policy coordination: on the one hand, they have continuously deepened the reform of the cultural system, forming a diversified, multi category, and multi-level industrial internationalization pattern with Chinese characteristics; On the other hand, we need to improve the relevant mechanisms for financial support for the development of cultural industries, and promote effective integration between cultural resources and financial capital.

Table 1: Policies Related to Cultural and Creative Industries in Recent Years

Promulgation Time	Policy Name	Main Content of the Policy
1991	Report of the Ministry of Culture on Several Economic Policies for Cultural Undertakings	Officially proposed the concept of "cultural economy". It is required to continue to actively and steadily carry out reforms of various cultural management systems, earnestly study and formulate economic policies to promote the development of cultural undertakings, and provide necessary material support for the prosperity of socialist culture. While deepening the reform of the cultural management system and strengthening internal management, governments at all levels and relevant departments should provide policy support and guarantee for cultural undertakings to ensure the coordinated development of cultural undertakings and economic construction.
2006	Outline of the National 11th Five - Year Development Plan	For the first time, cultural undertakings and cultural industries were discussed separately. It proposed to support the cultural and creative industries, strengthen the supervision of modern art, and regarded the development of cultural and creative industries as an important task of cultural development, that is, to strengthen the construction of key creative industry belts, accelerate the construction of creative industry parks, and cultivate cultural and creative groups.
August 2014	Guiding Opinions on Promoting the Development of Characteristic Cultural Industries issued by the General Office of the State Council	By 2020, a development pattern of characteristic cultural industries with distinct characteristics, prominent key points, reasonable layout, complete chains and remarkable benefits will be basically established. A number of characteristic cultural industry belts with important influence nationwide will be formed, a number of charac-

		teristic cultural industry demonstration zones and demonstration towns with obvious exemplary driving roles will be built, a large number of dynamic characteristic cultural market entities of various types will be cultivated, and a number of characteristic cultural enterprises, products and brands with core competitiveness will be formed.
May 2016	Notice on Carrying out Pilot Work to Guide Urban and Rural Residents to Expand Consumption	Promote the continuous growth of the total scale of cultural consumption in China and drive consumption in related fields.
April 2017	Cultural Industry Development Plan of the Ministry of Culture during the 13th Five - Year Plan Period	Proposed that the deep integration of science and technology and culture adds impetus to the development of the tourism industry system at the technical level, achieving the optimization and upgrading of the industrial structure.
July 2017	Plan for the Construction of Public Digital Culture during the 13th Five - Year Plan Period of the Ministry of Culture	Proposed that by 2020, a public digital culture service system that is open, compatible, rich in content, fast in transmission and efficient in operation and is compatible with the modern public cultural service system will be basically completed.
September 2018	Implementation Plan for Improving the Consumption - Promotion Mechanism	Proposed to promote the transformation of for-profit cultural undertakings into enterprises, the reform of public - welfare cultural institutions and the corporate and share - holding system reform of state - owned cultural enterprises; implement the national cultural consumption pilot city reward plan and coordinate the promotion of cultural and tourism consumption work.
December 2019	Law on the Promotion of Cultural Industries of the People's Republic of China	The draft for soliciting opinions stipulates that the state shall establish and improve a multi - level, diversified and multi - channel financial service system for the cultural industry. Improve the relevant mechanisms for financial support for the development of the cultural industry and promote the effective connection between cultural resources and financial capital.

Through policy support, significant achievements have been made in the development of cultural and creative industries. According to the research report on the regional development model and overall industrial planning of China's cultural and creative industry parks from 2020 to 2025, as of July 2020, more than 30 provinces and cities in China have provided relevant guidance and subsidy support for the development of cultural industry parks. Among them, 20 provinces have set phased goals for the development of cultural industry parks and have successively introduced specific and detailed policy support measures.

Anhui Province has also issued multiple policies on cultural and creative industries and achieved results. The Office of the People's Government of Anhui Province has issued the "Action Plan for Promoting the Integration and Development of Cultural, Creative and Design Services and Related Industries in Anhui Province", which proposes seven goals: 1) Manufacturing Industry Upgrading Project, 2) Digital Content Industry Development Project, 3) Human Environment Livable Project, 4) Cultural and Tourism Integration Development Project, 5) Characteristic Agriculture Upgrading Project, 6) Sports Industry Expansion Project, and 7) Cultural Industry Expansion Project.

It is expected that by 2021, compared to 2015, the province will add 2-3 national level cultural industry demonstration parks and select 10 provincial-level cultural industry demonstration parks. Construction of 100 provincial-level cultural industry demonstration bases. 2-3 animation talent training bases, promote the accelerated development of digital industry creativity, and establish 1-2 digital creative industry clusters.

(2) Economic factors

Since entering the 21st century, China's economy has maintained a medium to high growth rate. According to annual data from the National Bureau of Statistics, China's Gross Domestic Product (GDP) has grown from 641280.6 billion yuan in 2014 to 114367.0 billion yuan in 2021, an increase of 78.34% in the past five years; The per capita disposable income of urban residents increased from 28844 yuan in 2014 to 43834 yuan in 2020, an increase of 51.97%; The per capita annual consumption expenditure of urban residents in China has also significantly increased.

From the perspective of industrial structure adjustment or future global economic and trade development, the creative industry has undoubtedly become a new highlight of economic growth. From a global perspective, the cultural and creative industries have excellent development prospects. At present, the creative industry worldwide generates a daily output value of up to 22 billion US dollars and is increasing at a rate of about 5%. In some countries with developed creative industries, the growth rate is faster, such as the United States reaching 14% and the United Kingdom reaching 12%. According to the prediction of the Chinese Academy of Social Sciences, the structural changes in China's cultural industry may be dominated by technology and capital, and emerging cultural industries will experience explosive growth. A group of cross industry, cross media, brand competitive and strategic investment oriented industrial groups will rapidly emerge, greatly increasing the concentration of China's cultural market.

The National Bureau of Statistics released the economic data for the whole year of 2020. Preliminary calculations show that the annual gross domestic product (GDP) was 1.015986 trillion yuan, an increase of 2.3% compared to the previous year at comparable prices. First historic breakthrough of 100 trillion yuan. China has become the only major economy in the world to achieve positive economic growth, with per capita income doubling compared to 2010. Due to the low base in 2020, China's economic growth rate may exceed 8% in 2021, and the economic growth rate in the first quarter may reach double digits. The focus of future economic development is to achieve high-quality development through the accumulation of large-scale modulus, and to accelerate the construction of a new pattern of "dual circulation" by continuously deepening reform and expanding opening up. As of the end of the 13th Five Year Plan, the total assets and owner's equity of state-owned enterprises under supervision in China were 218.3 trillion yuan and 71.9 trillion yuan, respectively, an increase of 82.1% and 80.3% compared to the end of the 12th

Five Year Plan. During the 13th Five Year Plan period, the annual average growth rates of operating revenue and total profit of state-owned enterprises under supervision were 7.4% and 10.7%, respectively.

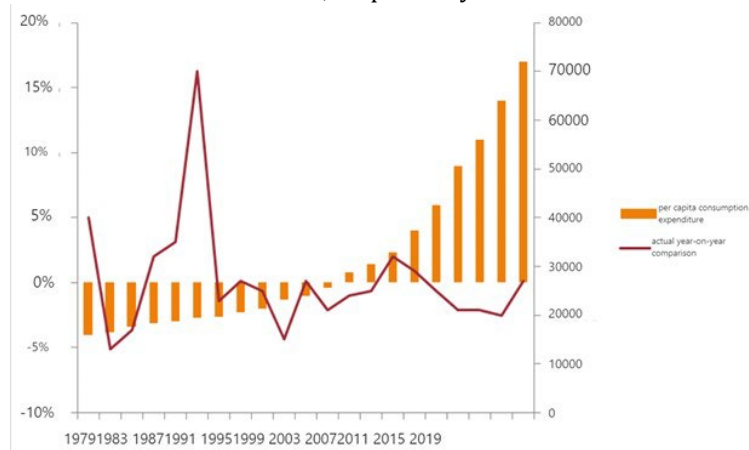


Figure 2. China's per capita consumption expenditure in recent 20 years compared with the actual year on year

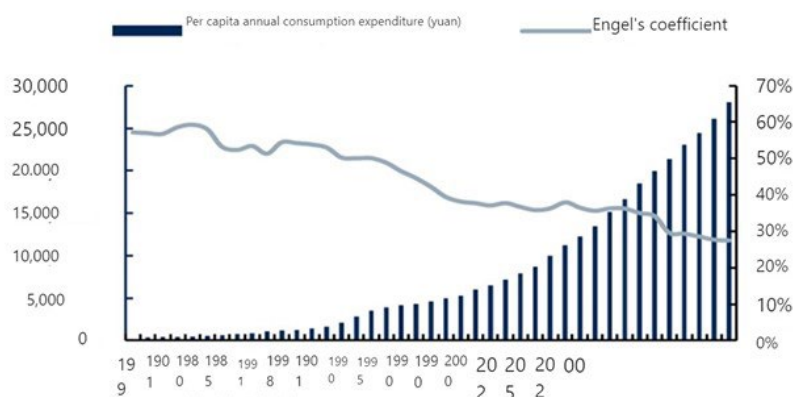


Figure 3. China's per capita annual consumption expenditure and Engel's coefficient in recent 20 years

The trend of stable economic development in our country and the sustained growth of disposable income of urban residents are conducive to the development of cultural and creative industries.

(3) Social factors

The true urbanization process in China began with the reform and opening up in the 1970s. With the development of China's social economy, the urbanization process has experienced 40 years of rapid development. As of the end of 2018, the urbanization level in China was 59.58%. However, the process of urbanization in our country is not over. If we take the 80% urbanization rate of developed countries as a reference and the 80% urbanization rate as a reference, then our country's urbanization level will still increase by 20.42%.

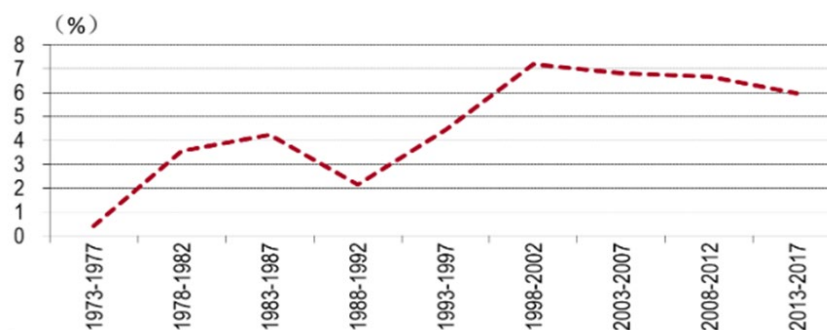


Figure 4. Trend of Urbanization Level

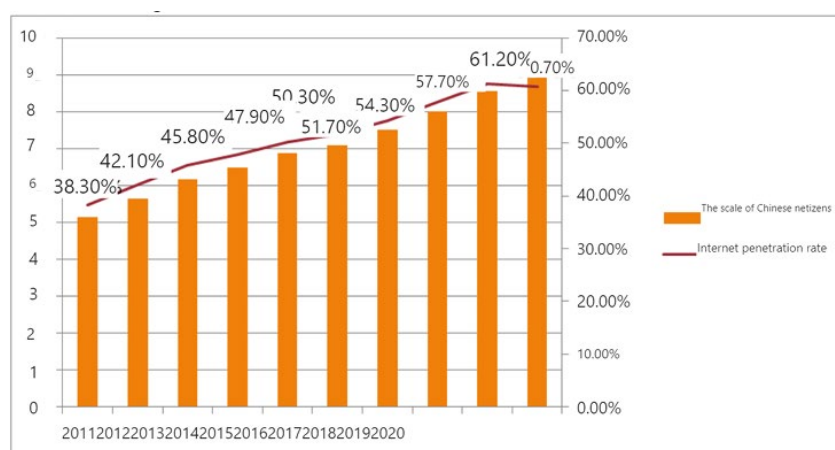


Figure 5. Trend of Internet users and Internet penetration

(4) Technological

China's information technology level has improved rapidly, and the number of Internet users and the Internet penetration rate have continued to rise. Information application combines traditional culture and art with Internet digital publishing, accelerates the spread of culture and art, and will drive the development of software, animation, digital content and other emerging cultural and creative industries.

As an emerging industry, the cultural and creative industry integrates the dual attributes of culture and technology, and can be said to be a product of integrated innovation. It also presents the characteristics of intelligence, specialization, personalization, and artistry. And this kind of creative product also requires corresponding technical support. From the perspective of industrial technology, the cultural and creative industry technology presents a trend of digitization, knowledge-based, networked, visualized, and flexible development.

According to PEST analysis, our company has certain advantages in political environment, economic environment, socio-cultural environment, and technological environment, and it can be said that now is a good development opportunity.

3.2 Feasibility Analysis

After the initial and mid-term operation of the project, its development has gradually stabilized. The 'Lantang Zhaoyuan' app has a fixed user base and the user base is still expanding, with a continuously improving market prospect. Similarly, people have also put forward higher requirements for this app. In the later stage of the project, the funds will mainly be used to expand the functionality of the APP and better match supply and demand according to user needs. At the same time, the shortcomings of early apps should be corrected and optimized to improve the user experience. And, carry out more diverse product designs, improve users' product choices, and enrich users' product choices.

In the later stages of the project, the business model has gradually matured. The fixed user group of the APP has brought a large portion of customers, and the profitability of the project has been improved. The feasibility of project implementation has been verified by the market. And due to the effective promotion in the early stage, the "Lantang Zhaoyuan" APP has gained a certain level of popularity in the market. APP users also promote their good user experience, and the "Lantang Zhaoyuan" APP has gained a high reputation in the industry. Our company plans to conduct Series A financing at this time, raising 5 million yuan from domestic professional investment institutions for the improvement and development of the project. The company will invest the funds it integrates into the continuous development of online platforms and offline activities. In terms of online platforms, we will expand the functions of the "Lantang Zhaoyuan" APP and carry out more detailed and smooth APP function design. And combined with the current popular live streaming and short videos, create a better community environment for sharing and forwarding. In terms of offline activities, we still need to focus on project promotion and publicity, expand the scale on the existing basis, and establish project awareness on a larger scale.

3.3 Market Forecast

According to the industry lifecycle theory and the characteristics of each industry cycle, the cultural and creative industry to which our company belongs is in its early stages.

In recent years, with the continuous improvement of China's cultural soft power and economic strength, the increasing living standards of people, the continuous increase in people's attention to culture, and the successive introduction of various promotion and assistance policies, the production technology of the industry has been improved, production costs have been reduced, and market demand has continued to expand. The cultural and creative industry has shown a good development prospect. At this stage, most of the cultural and creative industry enterprises are small and micro enterprises, and the market development trend is good, but there are the following problems:

- (1) Lack of brand personality and creativity, product development is in a state of following trends, and product homogenization is severe;
- (2) There is a certain degree of disconnect between products and culture, and the cultural connotations of products are insufficient;
- (3) The cultural dissemination ability is not strong.
- (4) Not inspiring the audience's enthusiasm for the product.

4.Theoretical and practical significance

4.1 Social benefits

This software has expanded the influence of erhu culture through the promotion of erhu music, popularized knowledge of rare types of musical instruments, and allowed users to apply for and upload teaching videos or share their experiences with simple and easy to operate qualifications, showcasing their talents while developing interests and hobbies, broadening their life depth, and finding life value. Beneficiaries are constantly enriching the spiritual world, strengthening their spiritual strength, and achieving healthy and sound development in all aspects. They are invisibly enhancing countrymen's recognition and appreciation of the long-standing erhu music culture, enhancing cultural self-confidence, cultural identity, and national pride, obtaining spiritual satisfaction, and setting off a wave of "return of erhu music" in society.

By incorporating trendy elements and injecting fresh blood, erhu music culture has gained popularity in the rapidly changing and all encompassing new era society. Promoting the "negation of negation" in erhu music culture, continuously reforming and innovating, endowing it with new era characteristics while retaining its original charm, better fitting the style of the younger generation, and bringing more and more young people into the army of erhu music promotion, enhancing public participation, and developing socialist erhu music culture that is popular among the people, is a new round of "cultural revival" of erhu music and promotes social progress.

The establishment of interactive communication communities also provides a platform for many amateur enthusiasts who have music dreams and talents, but are unable to further develop due to their own or external factors, to exchange and learn. It brings together the older generation and young enthusiasts who are scattered in different places and love music in a special way, using music to soothe their hearts. The promotion of traffic on social media has also stimulated the interest of some hidden erhu enthusiasts in music, enhanced the public's aesthetic ability of erhu music, and allowed them to experience the profoundness of erhu culture and the beauty of the notes played by plucked instruments. It promotes the all-round development of "intelligence and beauty" among middle and senior students, drives the progress of related industries and the employment and entrepreneurship of some workers, and has good social benefits.

4.2 Economic benefits

This platform also has good economic benefits, obtaining financial support and good capital operation capabilities through government support, bank loans, investment attraction, and other means; Divert the thinking of Internet economy, introduce the "small water drop, big power" operation mode of network crowdfunding, and promote the sustainable development of the capital chain. At the same time, it will also earn profit by charging intermediary platform fees for merchants to join, teaching fees for members to watch videos, insertion fees for renting advertising spaces, and cooperation fees for attracting traffic to other platform websites; The offline operation and promotion of O2O can also provide a stable source of funding for the healthy operation of the platform through the collection of activity theater ticket fees and the sale of co branded cultural and creative products. While promoting the development of erhu music culture, it also drives the development of related industries such as tourism culture and clothing props, achieving mutual benefit and win-win results across multiple platforms and industries. With the support of the policy of building a strong cultural country, the prospects are relatively bright, which can further promote the prosperous development of the socialist market economy.

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