

AI .

“ ” AI /

IP / AI /

2026

“ ” AI/

“ ” “ ” 2025 700 AI

AI/IP—“ ”

“ ” / “ ” “ ” “ ” “ ”

B AIGC “ - - - - ”

12

“ IP + + ”

“ ” “ ” “ ” “ ” “ ” “ ”

B ACGN /

/

12 “ IP + + 3 ”

0-3 10-30 SOP B

4-6 50-100

7-12 150-200

IP

AI

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B/

AI

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Q1: 90 15
Q2: B 3
Q3: 1-2
Q4: “+” IP
B
AI 2023 2022 2025
SOP
2026
“” — “”
B
bilibili
MCN b.bilibili.com mcn.bilibili.com
B “”
“” “”
AI “” “+ + + B +
” “” AI 12 IP
AI “” “+ + + B +
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IP
AI “” “+ + + B +
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#1

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