

Think big with data

# AI Industry Landscape Report 2025



**MoonFox**

an AURORA company

Nasdaq : JG



**CEIBS**

AI and Management  
Innovation (AIMI)  
Research Center

Jointly published

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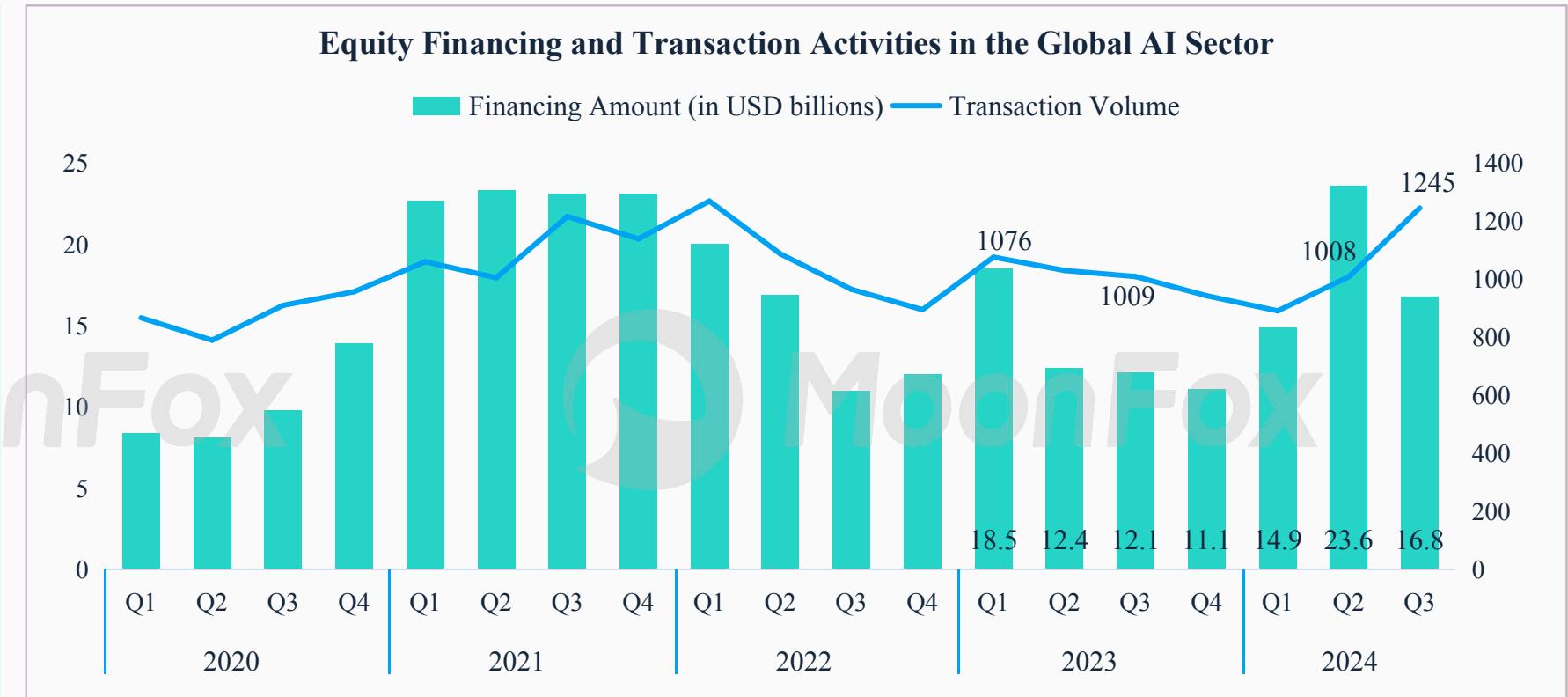
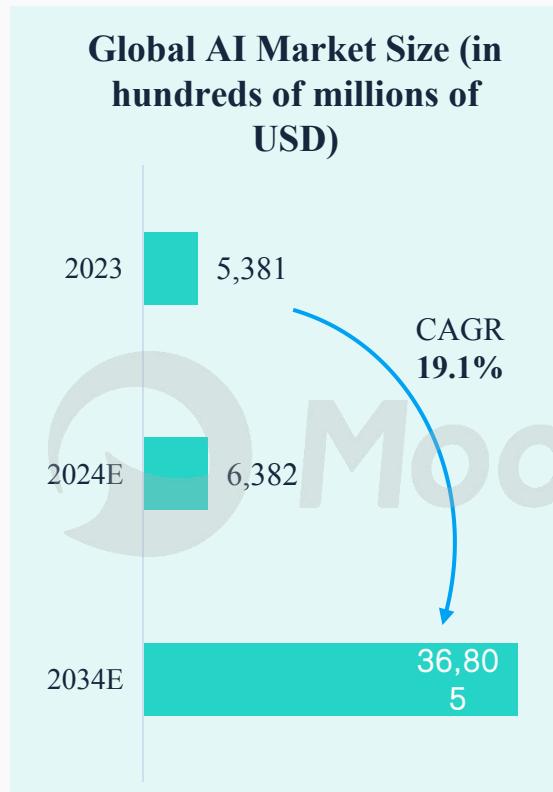
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# Chapter I: Current Status of AI Development

# Market Size and Trends: The Global AI Industry Maintains Rapid Growth, with Investment Activity in the Sector Showing Signs of Recovery

- Currently, global demand for artificial intelligence (AI) remains strong, with competition across various vertical sectors still intense. The global AI market is projected to maintain an average annual growth rate of 19.1% over the next decade. In terms of investment, equity financing and transaction activities in the global AI sector show positive signs. In the third quarter (Q3) of 2024, AI transaction volume reached 1,245, returning to the peak levels seen in early 2022, with a significant increase in financing compared to 2023.

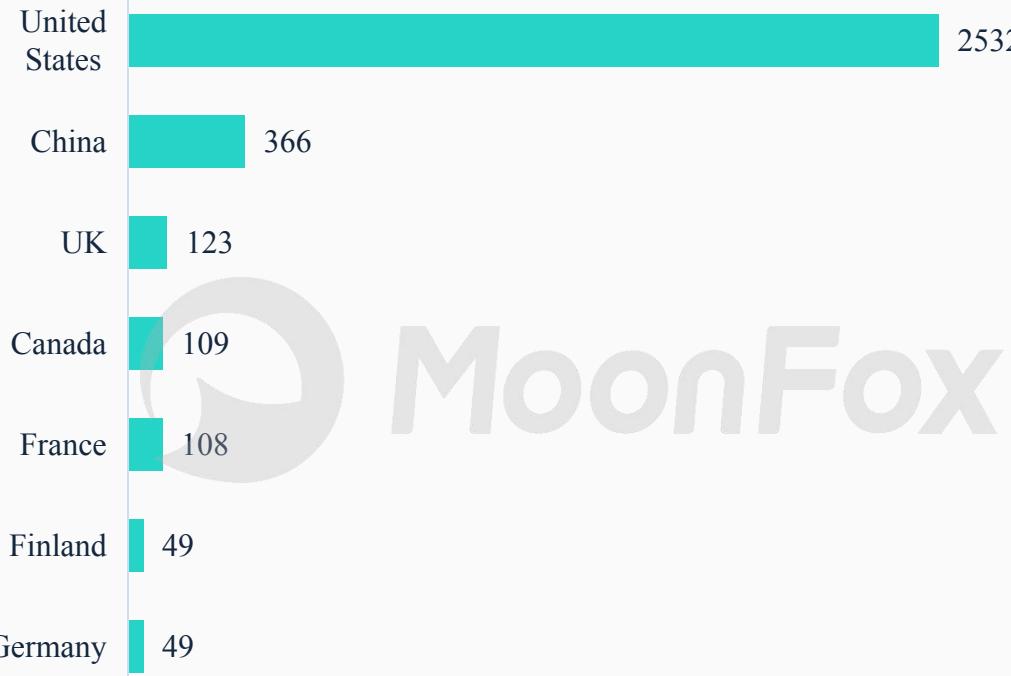


Data source for market size: Precedence Research; Data source for financing and transaction volume: CB Insights

# Regional Landscape: The United States' Dominance in the AI Financing and Application Markets Remains Strong

- In the global AI sector, the United States continues to maintain its leadership position in both fundraising and technological applications. As of October 2024, the total financing amount in the U.S. AI sector has created a significant gap compared to other countries, accounting for over 70% of global AI financing. In the research and development (R&D) market, the United States also holds a clear advantage in terms of company scale and large language models (LLMs). Regarding the scale of LLMs, as AI applications become increasingly widespread, China has been making continuous progress. As of the first quarter (Q1) of 2024, the number of LLMs in China has accounted for 36% of the global total.

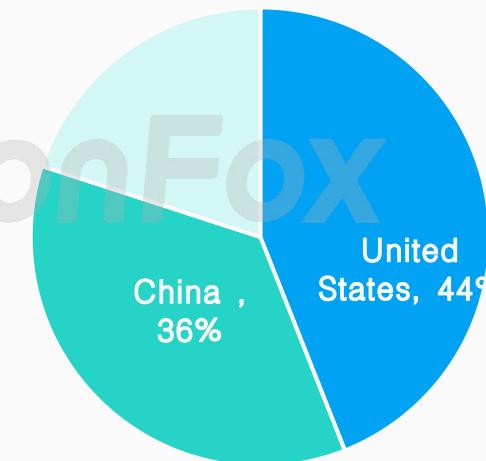
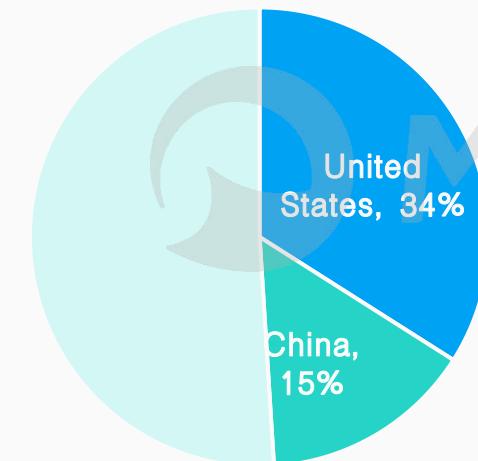
Global AI Financing Distribution by Country from January to October 2024 (in hundreds of millions of RMB)



Comparison of AI R&D Entities Among China, the United States, and

Distribution of Global AI Companies      Distribution of Global AI Large Model

■ United States ■ China ■ Other countries      ■ United States ■ China ■ Other countries



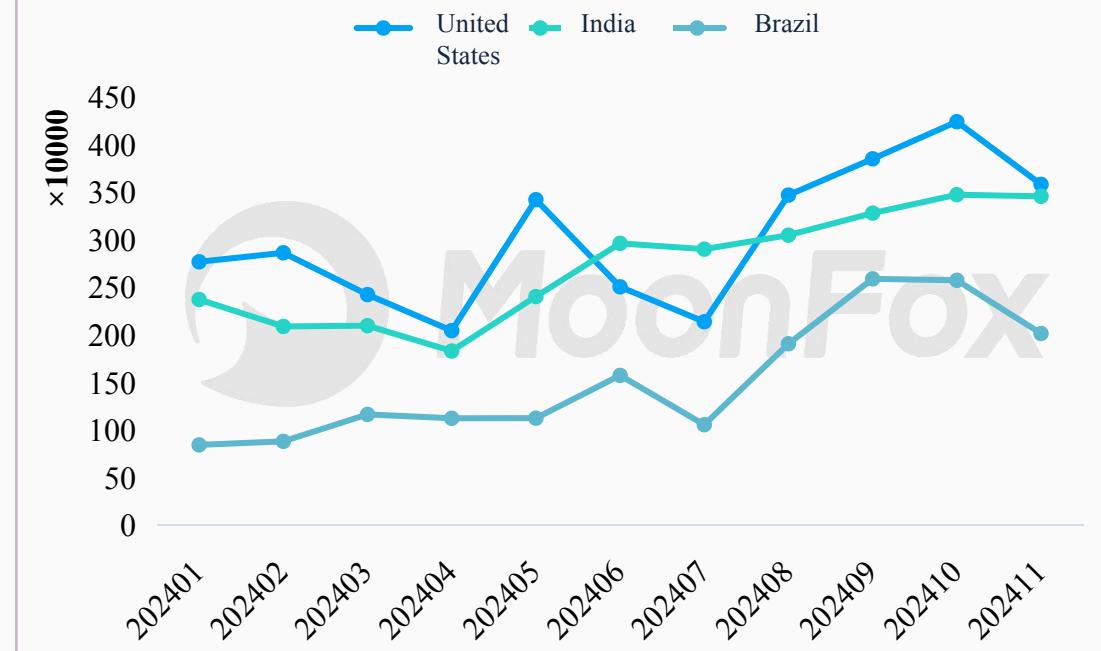
# Corporate Landscape: OpenAI Solidifies Its Position as the Global AI Industry Leader, with Its Consumer AI Application ChatGPT Steadily Growing in User Base

- In the corporate landscape, American companies occupy the majority of positions on the global AI company rankings. Among them, OpenAI maintains its leading position in the industry with its differentiated technological and innovative capabilities. Its application, ChatGPT, currently has a user base exceeding 5.1 billion globally. From January to November 2024, ChatGPT recorded an average monthly download volume of over 29 million worldwide. In the top three countries with the highest download volumes, the download trends show a fluctuating upward trajectory.

2024 Forbes Global Top 50 AI Companies (Partial) (sorted by funding)

Company	Headquarters	Year Founded	Funding (USD)
OpenAI	United States	2015	11.3 billion
Anthropic	United States	2020	7.7 billion
Databricks	United States	2013	4 billion
Anduril Industries	United States	2017	2.8 billion
Figure AI	United States	2022	754 million
Cerebras Systems	United States	2016	720 million
Insitro	United States	2018	643 million
Scale AI	United States	2016	600 million
Mistral AI	France	2023	527.8 million
Adept	United States	2022	415 million

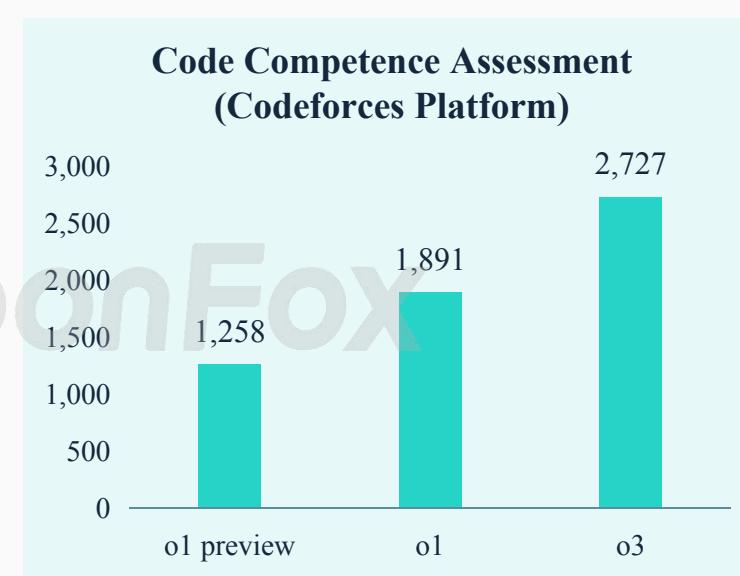
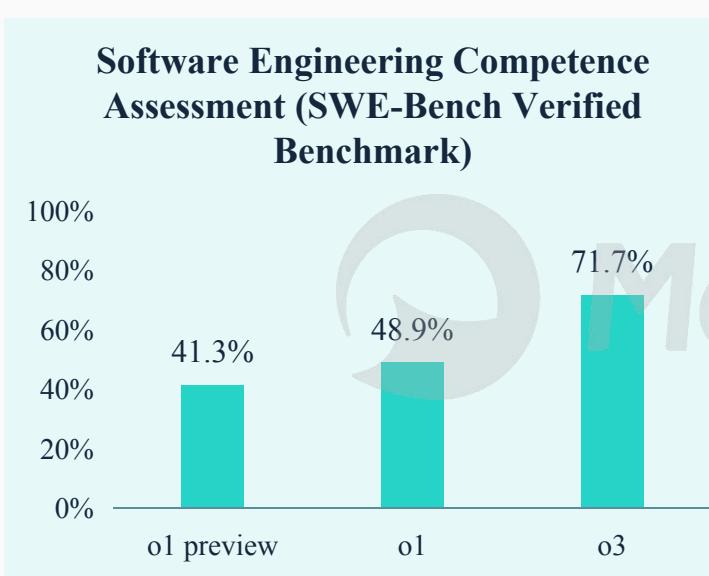
Comparison of Monthly Average ChatGPT Downloads in the Top 3 Countries (in 10,000)



Data source for corporate rankings: Forbes; Data source for download volumes: MoonFox iApp, data period: January 2024 - November 2024

# Technological Trends: Accelerated Iteration of AI Products, with LLMs Undergoing a New Round of Technological Paradigm Upgrades and Continuous Optimization of Model Performance and Comprehensive Capabilities

- With increased investment in R&D and technological upgrades, the iteration of AI products has accelerated. Leading LLM companies have completed the update to a new generation of versions within three months, enhancing model reasoning capabilities and overcoming the development and application bottlenecks of training-based LLMs. In this wave of technological advancements, LLMs, as the core driving force in the AI field, are undergoing a new round of technological paradigm upgrades driven by leading tech companies.
- To date, the GPT model has undergone multiple iterations. Compared to o1-preview, the full version of o1 has achieved significant improvements in processing efficiency, with a roughly 50% increase in speed. Meanwhile, the o3 model shows superior abilities in solving complex problems, surpassing some human experts when tackling high-difficulty tasks such as mathematical problems, programming challenges, and doctoral-level scientific Q&A.



## Evolution of LLM Technological Paradigms



**Paradigm 1.0**

### Scaling Law for Pre-training

- Continuously increasing the scale of model training parameters to enhance the model's intelligence and improve its ability to handle complex tasks, **with an emphasis on learning capabilities**.



**Paradigm 2.0**

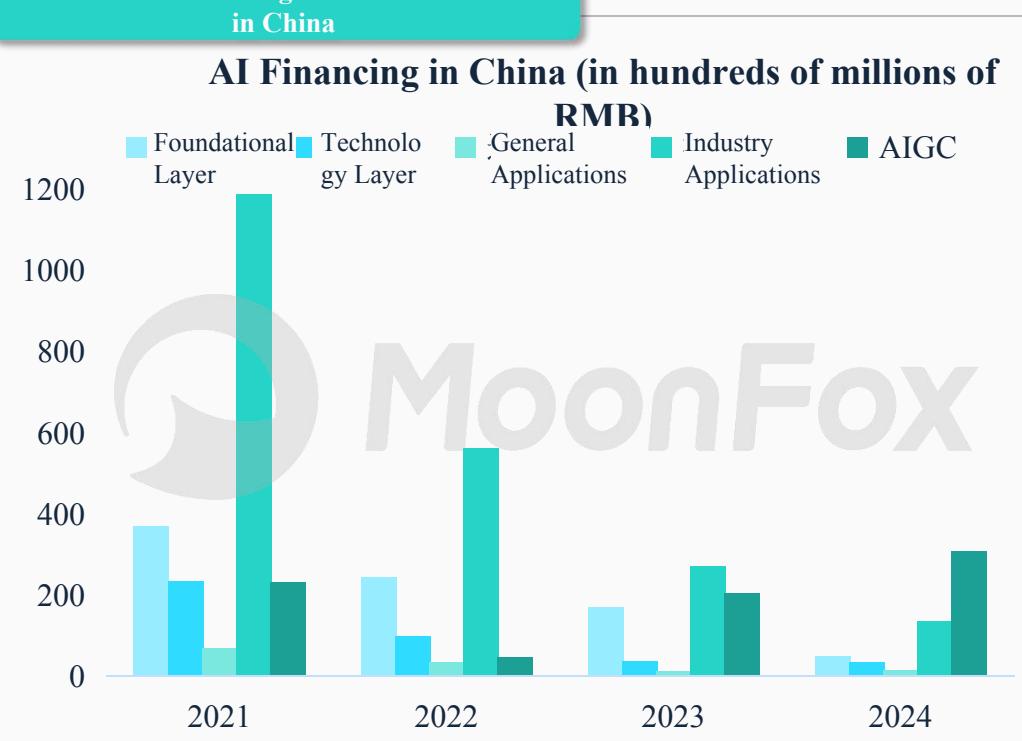
### Scaling Law for Reasoning Capabilities

- Using a chain-of-thought approach to analyze and break down complex problems into simpler steps, ultimately leading to the solution, **with an emphasis on reasoning capabilities**.

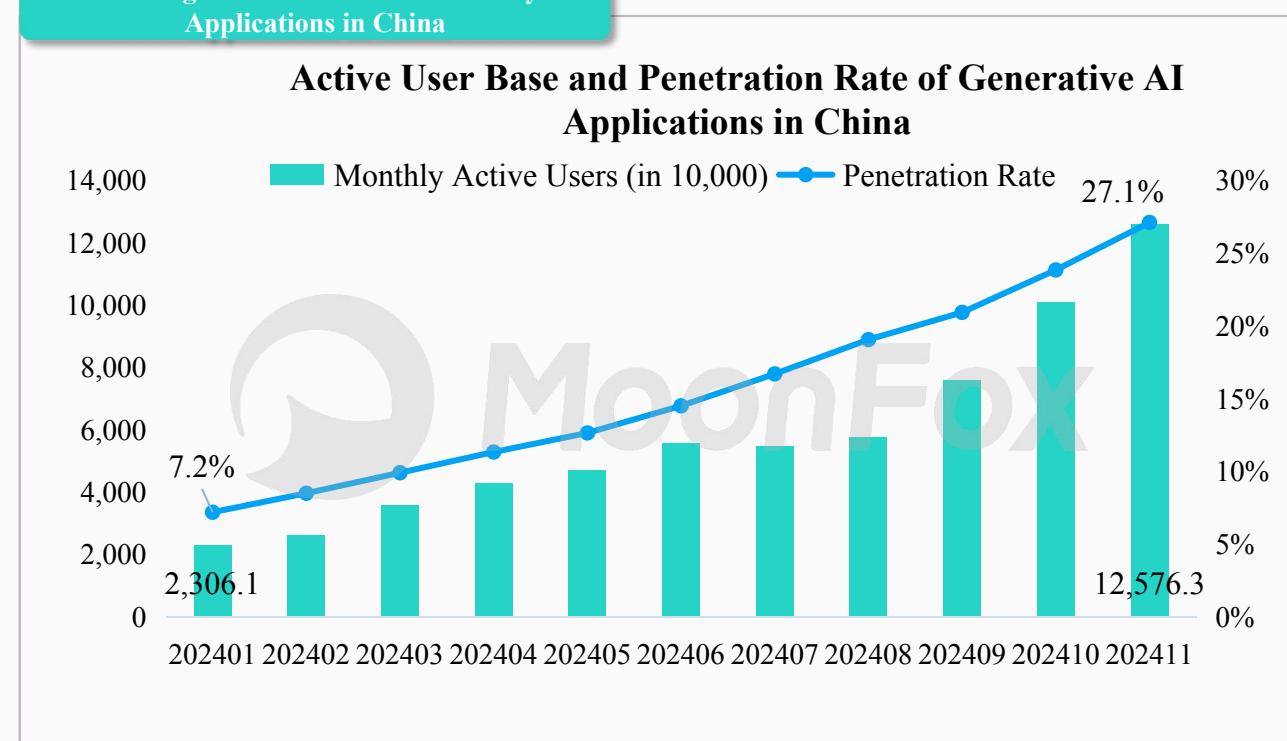
# Market Overview: AI Financing in China Continues to Focus on Generative AI Technology and Industry Applications

- Although the overall scale of AI financing in China has declined compared to 2021 and 2022, the focus of investments has gradually shifted toward the artificial intelligence generated content (AIGC) sector, with investors maintaining a strong outlook for the future development of AIGC in China.
- On the demand side, since 2024, both the active user base and the penetration rate of AIGC applications in China have been steadily increasing, showing strong growth. By November 2024, the penetration rate of AIGC applications had reached 27.1%, expanding by nearly 20 percentage points compared to the beginning of the year. The demand for AIGC technology in China is rapidly expanding, with a continuously growing user base.

Investors Show Strong Confidence in AIGC in China



Growing Demand for AIGC Industry Applications in China



## Development Characteristics: The Shift in Industrial Competition from "Platform Competition" to "Application Competition", Emphasizing the Value of AI in Vertical Scenarios

- In the current AI industry in China, the focus of industrial competition is shifting from platform competition to application competition. This can also be seen as a transition from building and optimizing basic models to commercializing those models and expanding terminal applications. This change reflects not only the maturation of technological development but also the market's demand and expectations for the tangible effects of AI technology in real-world applications. Companies and platforms are no longer focusing solely on model parameters and processing power; instead, they are placing greater emphasis on converting these technologies into actual commercial and value to users.

### Evolution of Competitive Focus in the AI Industry

#### Stage 1: Model Capabilities

##### Competition in Parameter Capabilities

In this stage of the AI industry, competition was primarily focused on the foundational and algorithmic layers. The core metrics for competitiveness were model accuracy and processing speed. Companies and platforms had to make significant investments in computing power and graphics processing unit (GPU) resources to support the training and optimization of models.

#### Stage 2: Multi-modal Expansion

##### Competition in Multi-modal Capabilities

Platforms began to explore and implement AI models across various data types and interaction modes. The key competitive factor shifted to expanding AI's capabilities, enabling it to process not just text data but also understand and generate multi-modal content such as images, videos, and audio.

#### Stage 3: Terminal Applications

##### Competition in Application Capabilities

The value of AI in vertical scenarios became increasingly evident. Companies now need to deepen the application of AI technologies in specific industries and scenarios, improving the generalization and intelligence of AI models to deliver more tailored and efficient solutions.

AI + Education

AI + Healthcare

AI + Social Networking

AI + Office Work

AI + Marketing

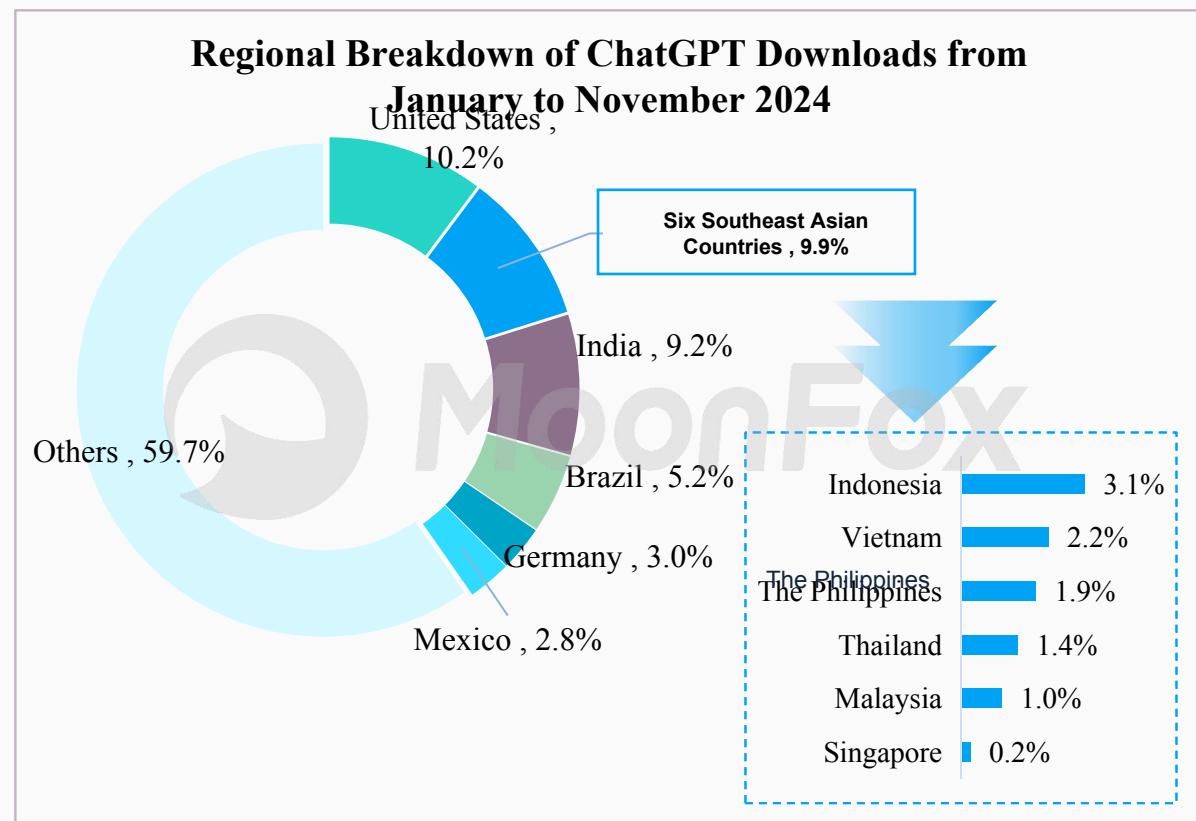
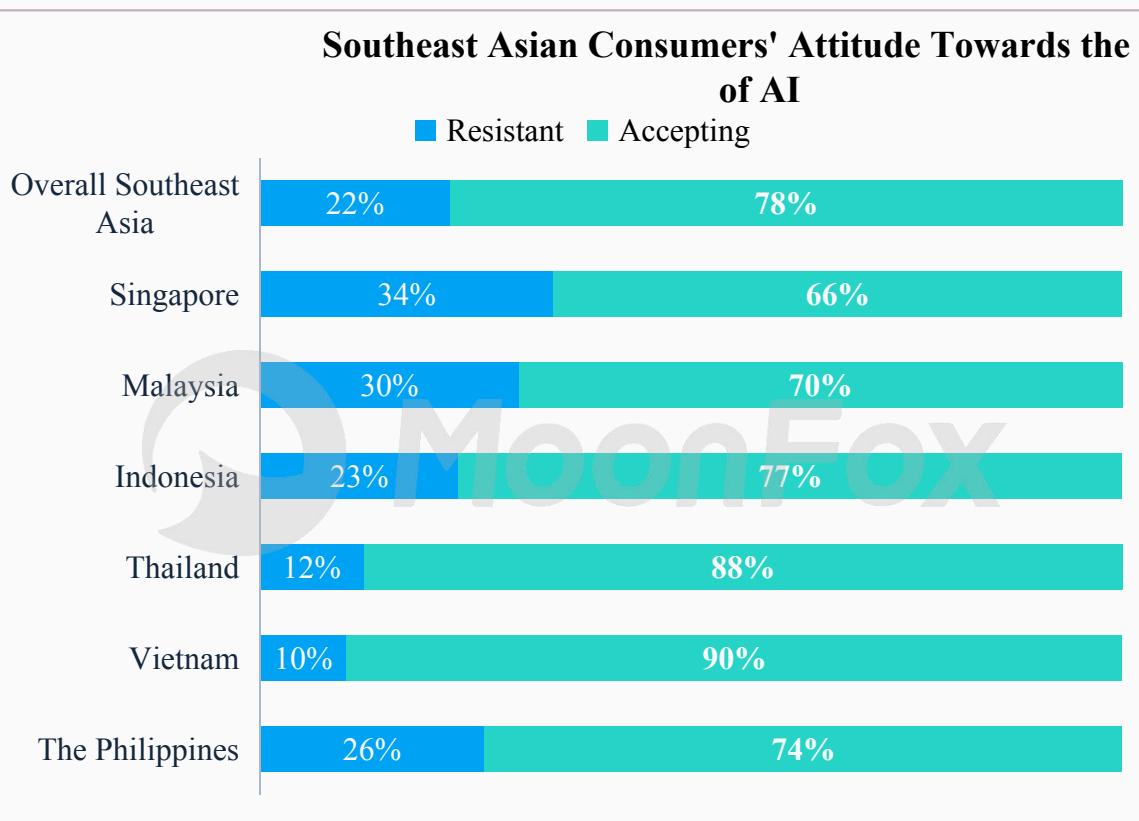
AI + Finance

AI + Logistics

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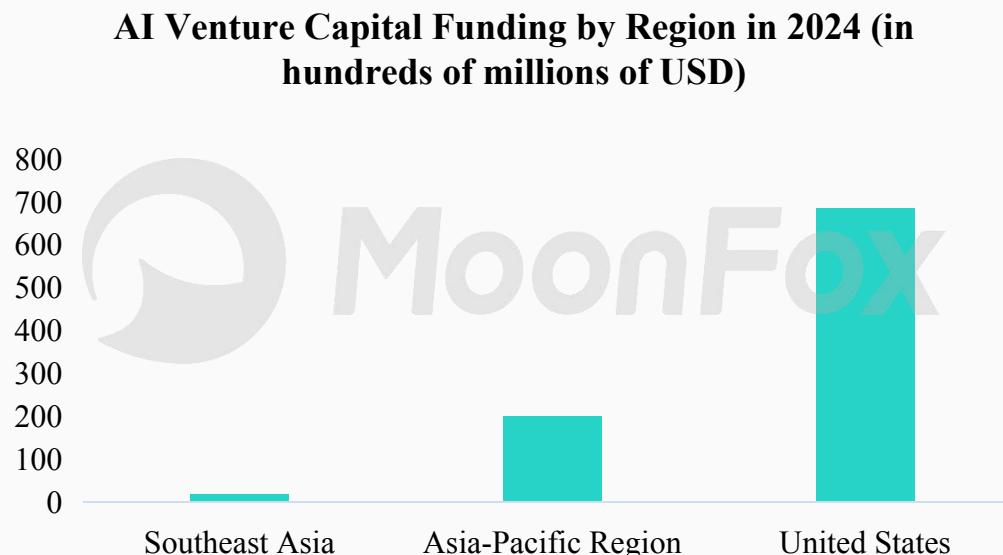
# Current Status of Demand: Southeast Asian Consumers Show High Awareness and Trust in AI Applications, and Have Developed Usage Habits for Generative AI

- In Southeast Asia, consumers have demonstrated a positive attitude and high acceptance of AI applications, with an overall acceptance rate close to 80%. In terms of usage, taking ChatGPT, a generative AI application, as an example, the six Southeast Asian countries account for approximately 10% of its global downloads. This has provided a strong social foundation for the promotion and application of AI technology in the region. With the expansion of application scenarios and the influx of capital, AI is expected to play an even greater role in the region, bringing greater value to regional development.



# Current Status of Supply: Limited Financing for Local AI Startups in Southeast Asia, While Foreign Companies Ramp Up AI Infrastructure Investment There

- Local AI startups in Southeast Asia have weak financing capabilities, lagging behind other Asia-Pacific regions in terms of financing scale. However, foreign companies are ramping up investments in AI infrastructure across Southeast Asia, driving the region's AI market toward greater development and maturity. With increased participation and investment from foreign companies, the AI ecosystem in Southeast Asia is expected to be further strengthened and expanded.
- Compared to other Asia-Pacific regions, AI startups in Southeast Asia remain behind in financing scale. In 2024, the region completed 122 AI financing transactions, whereas the total number of transactions across the Asia-Pacific during the same period reached 1,845.



Data source for funding scale: Preqin, data period: as of December 4, 2024.

## Investment and Collaboration Events by Foreign Companies in Southeast Asia (Selected Cases)

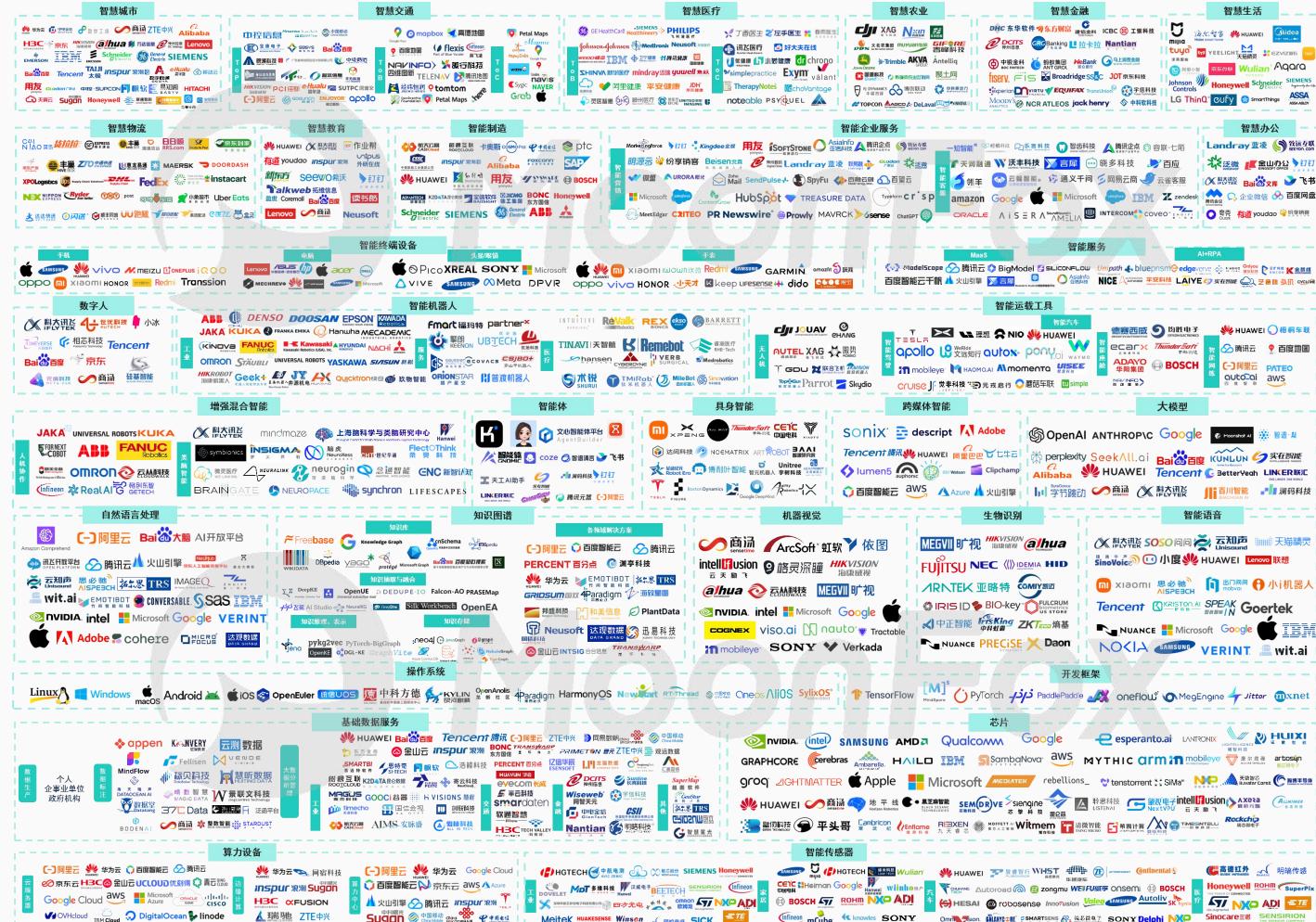
Company	Investment Regions	Investment Events
Google	Singapore	<ul style="list-style-type: none"> <li>Completed the expansion of data centers and cloud facilities, enhancing the ability to support computation-intensive applications such as generative AI and machine learning.</li> <li>Collaborated with the Enterprise Singapore to assist 100 Singaporean generative AI startups in developing and commercializing their products within the next three years.</li> </ul>
	Malaysia and Thailand	<ul style="list-style-type: none"> <li>Invested in building digital centers and expanding cloud computing infrastructure in Southeast Asia to support AI development.</li> </ul>
	Indonesia	<ul style="list-style-type: none"> <li>Expanded strategic cooperation with local tech group GoTo on generative AI.</li> </ul>
NVIDIA	Vietnam	<ul style="list-style-type: none"> <li>Opened an AI R&amp;D center, partnering with Viettel Group's data center, a state-owned enterprise in Vietnam, to jointly promote the development of advanced AI technologies in Vietnam.</li> </ul>
	Thailand	<ul style="list-style-type: none"> <li>Collaborated with the Thai government to build AI infrastructure, supporting over 50 startups in Thailand and aiding AI development at 40 universities.</li> </ul>
Microsoft	Thailand	<ul style="list-style-type: none"> <li>Invested in AI infrastructure and established the country's first Azure data center.</li> </ul>
	Singapore	<ul style="list-style-type: none"> <li>Signed cooperation agreements, including promoting Microsoft Copilot and supporting the development of customized AI solutions for digitally mature companies.</li> </ul>

02

# Chapter II:

# Comprehensive Study of AI

# AI Industry Landscape



## Industry Landscape

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The Moonfox Research Institute, an Aurora Mobile company, conducts a comprehensive analysis of the AI landscape primarily based on the AI industry architecture outlined in the *Guide for the Construction of the National AI Industry Comprehensive Standardization System (2024 Edition)*. The Guide divides the AI standardization system architecture into seven key components: basic commonalities, foundational support, key technologies, AI products and services, empowerment of new industrialization, industry applications, and security/governance. Based on this framework and the development of AI market participants, the Moonfox Research Institute, an Aurora Mobile company, categorizes the AI industry into four layers and 32 fields: foundational layer, technology layer, products and services layer, and application layer.

The foundational layer primarily comprises data, computing power, and basic algorithmic frameworks, serving as the backbone for AI technologies, products, services, and applications.

The technology layer builds upon solutions from the foundational layer to research and develop AI technologies, providing universal algorithms and tools. This includes key technologies such as intelligent speech, computer vision, natural language processing, knowledge graphs, biometric identification, LLMs, agents, embodied intelligence, multimedia intelligence, and hybrid enhanced intelligence.

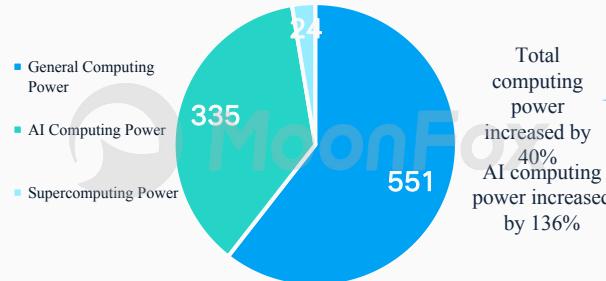
The products and services layer is primarily divided into digital humans, intelligent robots, intelligent vehicles, intelligent terminal devices, and intelligent services.

The application layer is the tier closest to user needs and the market. AI technologies are applied across industries and scenarios, enabling intelligent upgrades in production and daily life. The Moonfox Research Institute, an Aurora Mobile company, summarizes the application of AI across 11 major areas, including smart cities, smart transportation, and smart healthcare.

## AI Computing Power: LLMs Spark an Explosive Growth in Demand for AI Computing Power, with AI Chips and AI Computing Centers Serving as the Foundation to Provide AI Computing Services for AI Companies

- Globally, the growth rate of AI computing power far surpasses that of total computing power and is gradually occupying an important position. In China, AI computing power accounts for over 30% of the total and has become a major focus of development. Leading infrastructure providers in this field include internet giants such as Alibaba Cloud, Baidu, and Huawei Cloud, as well as operators like China Mobile.

Scale of Global Computing Power Infrastructure (Unit: EFLOPS)



### As of the first half of 2024—

China's total computing power	246 EFLOPS
Proportion of AI computing power	Over 30%
Number of AI computing centers already built or under construction in China	Over 250

Company	AI Computing Center	Computing Power
Baidu	AI Computing Center in Yangquan	4 EFLOPS
	AI Computing Center in Shenyang	Phase I investment: 208 PFLOPS, with plans to reach 1 EFLOPS
Alibaba Cloud	AI Supercomputing Center in Zhangbei	12 EFLOPS
	AI Computing Center in Ulanqab	3 EFLOPS
China Mobile	AI Computing Center in Harbin	6.9 EFLOPS
	AI Computing Center in Hohhot	6.7 EFLOPS

Company	AI Computing Center	Computing Power
China Telecom	AI Computing Center (Nanjing)	Current computing power: 2 EFLOPS, with plans to reach 5 EFLOPS
	AI Computing Center in Central China	5 EFLOPS
SenseTime	AI Computing Center in Lingang	Current computing power: 8.1 EFLOPS, with plans to reach 12 EFLOPS
	Volcengine	MANA OASIS
Tencent	Yangtze River Delta (Shanghai) Advanced AI Computing Center	Server count will reach 800,000 units
	Huawei	AI computing centers nationwide
		Current computing power: 3 EFLOPS

Data source: Data sources: IDC, China Academy of Information and Communications Technology, and Alibaba Cloud



### Advanced, Flexible, and Superior Computing Performance

1,000 TFLOPS

Mixed-precision computing performance

### High Adaptability

600B Model

Supports 48/96G video memory, providing up to 600B model reasoning capabilities

### Advanced Speech Reasoning Capabilities

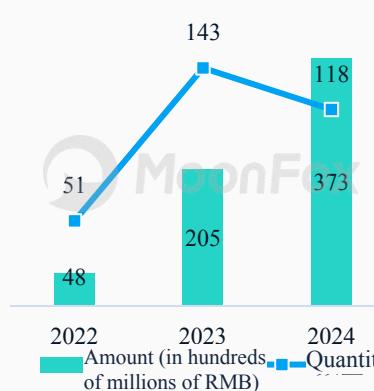
> 100%

AI communication accelerates reasoning performance under the same hardware conditions

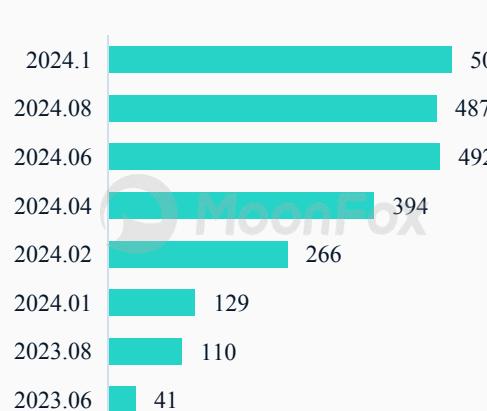
## LLMs and Agents: LLMs Enhance Performance Vertically and Expand Scenarios Horizontally, with Scene-based Agents Such as Office Assistants and Industry Experts Leading the New Wave of AI

- In recent years, AIGC has become a global phenomenon, and its popularity has continued to rise, as evidenced by the venture capital market and algorithmic filing regulations. Leading companies in China have stood out in the "Race of Hundreds of Models" with their general LLMs. While continuously improving performance vertically to surpass ChatGPT, they are also expanding application scenarios horizontally to create agents with various roles.

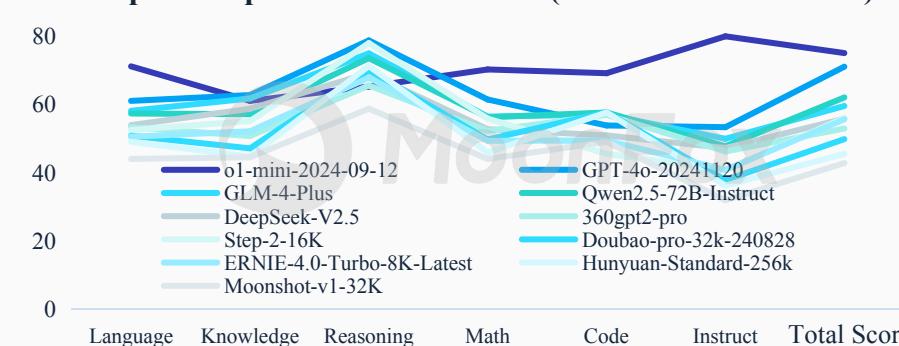
**Total Amount and Number of AIGC Financing Events in China from 2022 to 2024**



**Number of Deep Synthesis Algorithm Service Registrations by Batch**



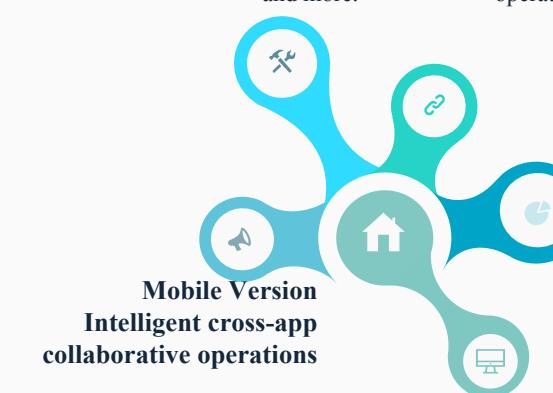
**OpenCompass LLM Evaluation (Time: November 2024)**



	LLMs	Agents	Application Scenarios
Zhipu AI	AutoGLM		Hardware operation and browser assistance
Tongyi Qianwen (Qwen)	Tongyi Stardust		Role-playing conversations, creative production, lifestyle assistant, office assistant, industry expert, etc.
360 Big Brain LLM	360 Security AI Agent		Security tool invocation
Doubao	Doubao AI/coze		Role-playing conversations, workflow orchestration, lifestyle assistant, office assistant, etc.
Baidu	Zhijin Agent, Duxiaobao Agent, and ERNIE Agent		Role-playing conversations, creative production, lifestyle assistant, office assistant, industry expert, etc.
Tencent Hunyuan	Tencent Yuanqi and Tencent Yuanbao		Documents, meetings, advertising, and marketing
Moonshot	Kimi		Intelligent assistant

### Knowledge Atlas AutoGLM

**Mobile Version**  
Apps supported across more scenarios  
Supports more app platforms, covering social media, food apps, transportation tools, travel services, and more.



Adds an automatically executable scheduling layer between users and apps, eliminating the hassle of frequent switching between apps and enabling efficient cross-app collaboration.

**Mobile Version**  
Seamless execution of ultra-long instructions  
Understands, executes, and autonomously carries out ultra-long and complex instructions, supporting coherent operations of over 50 steps.

**AutoGLM-Web**  
Available on Google Chrome and Microsoft Edge, it is compatible with multiple social media platforms, search engines, academic resource websites, as well as the GitHub code hosting platform and news websites. It also supports cross-app operations.

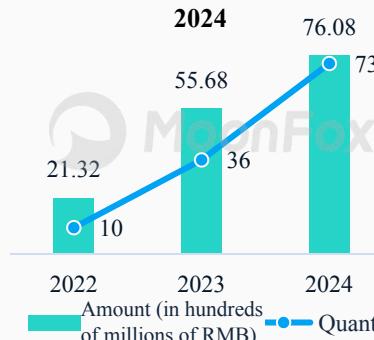
### GLM-PC

Efficiently executes diverse tasks on platforms such as WeChat, Feishu, DingTalk, and Tencent Meeting. It also supports web searches, content reading, summarization, translation, and various document processing capabilities.

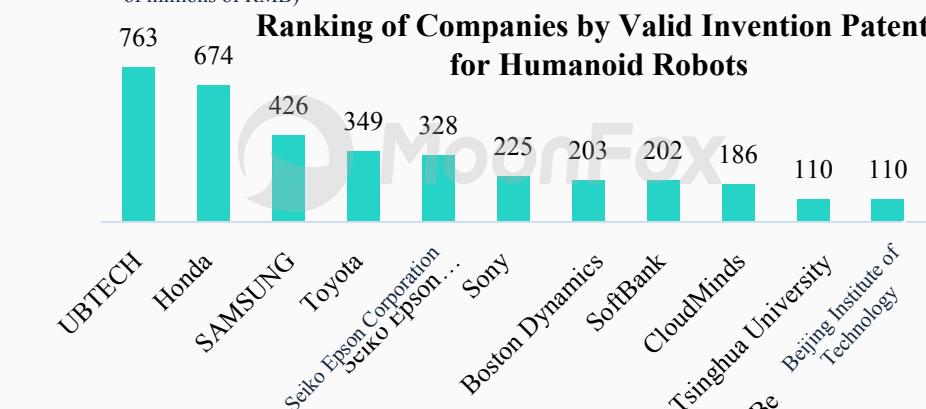
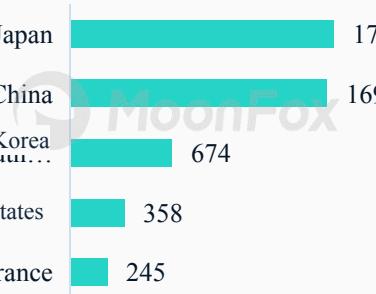
# Embodied Intelligence and Humanoid Robots: The Next Wave of AI, with "Industry + High-tech" Dual-attribute Companies Leading the Humanoid Robot Race

Embody intelligence represents a new paradigm of interdisciplinary fusion in the development of AI. With continuous breakthroughs in AI technology, humanoid robots, as premium carriers of embodied intelligence, are continually evolving. China, although relatively late in initiating research on humanoid robots compared to developed countries, has already ranked second globally in the number of valid invention patents. Chinese robot companies such as UBTECH and CloudMinds are particularly prominent in the field of humanoid robots. Currently, domestic humanoid robots are mainly developed by companies specializing in robotics, automakers with in-house intelligent driving technology, and leading internet firms.

**Total Amount and Number of Humanoid Robot Financing Events in China from 2022 to 2024**



**Ranking of Countries by Valid Invention Patents for Humanoid Robots (Top 5)**



Data source: Research Institute of people.cn, ITJUZI.COM, and UBTECH; Data period: As of May 2023

Company	Product
UBTECH	Walker S, Walker X, and Panda Robot Youyou
CloudMinds	Cloud Ginger, Cloud Pepper, and Claudia
Xiaomi	CyberOne
Unitree	Unitree G1
Fourier	GR-1 and GR-2
Dreame Technology	Universal Humanoid Robot
AgiBot	LingXi X1 and YuanZheng A1/A2/A2MAX
Kepler Robot	Forerunner K1/S1/D1
XPeng	PX5

UBTECH is one of the few companies globally that possess full-stack technical capabilities for humanoid robots. It has developed key embodied intelligence technologies such as multi-modal planning LLMs for general tasks, semantic VSLAM, and learning-based motion control. Focusing on industrial manufacturing, commercial services, and family companionship, UBTECH has taken the lead in realizing the application of humanoid robots.

## Supporting Multi-modal Planning LLMs for General Tasks

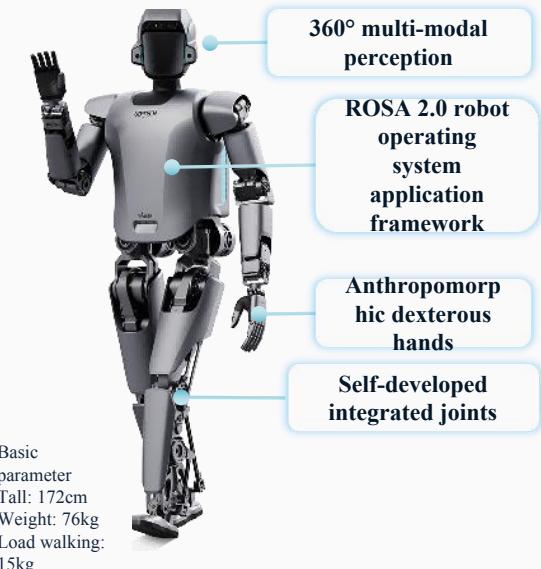
By integrating and training multi-modal planning LLMs for general tasks, it constructs embodied intelligence datasets using both simulation scenarios and real-world data.

## Industry-first Semantic VSLAM Navigation

By designing a tightly coupled approach that integrates semantic perception information with traditional VSLAM, it achieves a coarse-to-fine two-stage semantic navigation, thereby enhancing spatial understanding capabilities.

## Learning-based Full-body Motion Control

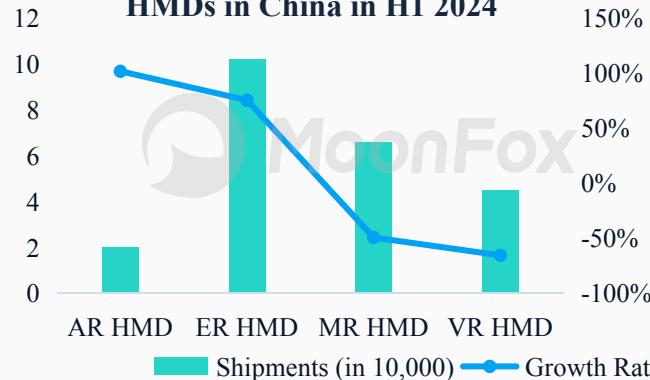
An integrated, end-to-end learning-based perception-control framework for full-body motion.



## Smart Wearable Devices: AI and Spatial Computing Are Driving the Evolution of Sensory Enhancement Devices Such as Smart HMDs and Eyewear into More Efficient Interfaces for Intelligent Interaction, Positioning Them as a Key Growth Driver

- With the rise of the metaverse concept, smart devices such as virtual reality (VR) and augmented reality (AR) have been introduced into the public eye. LLMs enable precise multi-sensory, multi-modal interactions, while continuously refined spatial computing brings more accurate spatial perception capabilities. Shipments of smart sensory enhancement devices such as head-mounted displays (HMDs) and eyewear are experiencing significant growth, accompanied by a continuous emergence of new features.

**Shipments and Growth Rate of Smart HMDs in China in H1 2024**



**Shipments and Growth Rate of AR Glasses in China from 2023 to 2024**



The RayNeo V3 AI Glasses, a collaboration between RayNeo and Alibaba's Tongyi, equipped with a customized LLM of Tongyi Qianwen (Qwen), will be officially released.



**Life-like Companionship:** The AI features a humanized virtual image, providing a sense of real companionship for round-the-clock conversations.



**Spatial Navigation:** Map information is displayed in a floating manner, eliminating the need to interrupt your journey to check navigation.



**Face-to-Face Translation:** Translation subtitles track and display alongside the face, enabling natural eye contact during conversations.



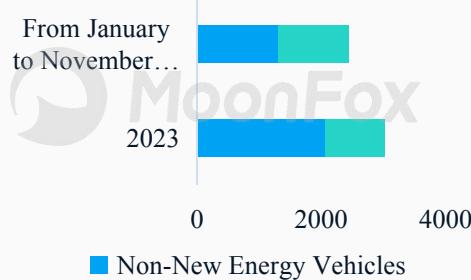
**Ecosystem Collaboration:** Integration with WeChat Mini Program ecosystem to broaden applications.

Brand	LLM	Function	Application Scenarios
Ray-Ban	Meta Llama3	Photography, video recording, music playback, AI control, real-time translation, etc.	Gaming, social media, and more.
Xreal	-	3DoF hovering capability, 0DoF gimbal, spatial movie viewing, 3D spatial video, lightweight office work, etc.	Office work, gaming, social media, automotive, and more.
Rokid	Alibaba Cloud Tongyi	AI speech recognition, photo translation, immersive music experience, etc.	Exhibitions, industrial applications, education, and more.
RayNeo	Alibaba Cloud Tongyi	Smart interconnection, multi-screen presentation, live translation, vehicle mirror integration, spatial video, life-like companionship, etc.	Gaming, social media, commercial exhibitions, and more.
Huawei	Huawei Pangu	Voice assistant, customizable smart living, etc.	Office work, entertainment, travel, and more.

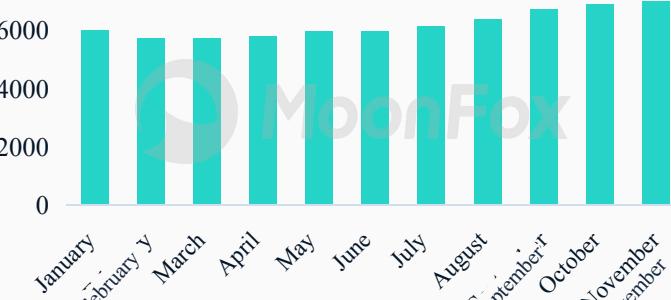
## Intelligent Vehicles: With the Rising Penetration Rate of New Energy Vehicles, the Driving and Cockpit Domains Are Undergoing Continuous Intelligent Upgrades, Using These Vehicles as Platforms

- The research focus of intelligent cars primarily lies in the intelligence of their cockpit and autonomous driving domains. Key market participants in intelligent driving primarily include hi-tech internet companies, automakers, and solution providers which are either joint ventures between the two or independent startups. Cooperation between internet giants and automakers in car manufacturing has become the mainstream model. The speed and breadth of large-scale mass production determine the maturity of intelligent driving models. Market participants in smart cockpits are mainly internet technology companies and leading suppliers of traditional cockpit domain controllers. The incorporation of technologies such as LLMs, multi-zone speech recognition, and holographic projection has enhanced the appeal of intelligent cars.

**Total Auto Sales in China (in 10,000)**



**MAU of Internet Auto Applications in 2023**



**Percentage Breakdown of Reasons for Choosing Chinese High-end New Energy Vehicle Brands Over Traditional Foreign High-end Brands**



Kunlun's smart cockpit employs Huawei's self-developed HarmonyOS operating system, providing a smoother and more stable user experience.

### Multi-modal Interaction

Users can choose the most suitable interaction method based on their preferences and scenario-specific needs, including touch, gestures, and voice.

### Celia Intelligent Voice Assistant

Powered by the Qianwu LLM, "Celia" demonstrates more intelligent and efficient understanding and execution of user commands, reducing false activations. It also helps users automatically correct errors and provides accurate content. Additionally, it incorporates an "adaptive listening" capability, understanding users' hesitations and pauses during expression, automatically extending the response delay, and addressing users' expression anxiety.

In April 2024, Huawei's Qiankun released ADS 3.0 with an end-to-end architecture, being the first in the industry to propose "from parking spot to parking spot" navigation. In August, with the launch of the Stelato 9, ADS 3.0 was the first in the industry to achieve mass production and commercialization, delivering a more human-like and safer intelligent driving experience.

### From Parking Spot to Parking Spot

It is ready for use upon first entering an unfamiliar parking lot, without being limited by parking spots. Through autonomous learning and collective evolution, the number of covered parking lots will increase as the scale of intelligent driving grows. It allows for free choice of starting and ending parking spots, with seamless switching between multiple road segments.

### Valet Parking Driver (VPD)

It autonomously searches for and parks in a spot, and can intelligently find an alternative parking spot if the original one is occupied. It can also autonomously handle complex scenarios such as reversing to avoid obstacles, yielding to oncoming vehicles, and avoiding pedestrians, ensuring the safety of drivers and passengers.

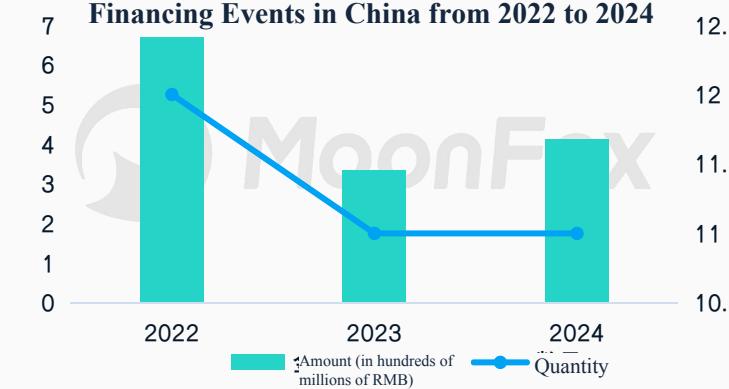
### App Upgrade

The ADS App has undergone a comprehensive upgrade, including new features such as ADS 3D views and split-screen display for AVP valet parking assistance.

## Human-AI Hybrid Augmented Intelligence: Human-AI Collaboration Emerges as a Key Strategic Technology Trend, with Brain-inspired Intelligence Gradually Evolving into Products for Various Scenarios

- Brain-inspired computing draws on fundamental principles of brain sciences, aiming at artificial general intelligence and representing a new computing technology based on neuromorphic engineering. Brain-inspired intelligence, known as the third generation of AI, is capable of comprehensive intelligent decision-making akin to the brain, facilitating intelligent human-machine collaboration.

**Total Amount and Number of Brain-inspired Intelligence Financing Events in China from 2022 to 2024**



Product	Brand and Model
Computing Power	SynSense - Speck: world's first "sensing-computing integrated" dynamic vision smart SoC; DYNAP-CNN: world's first dedicated processor for dynamic vision
	Lynxi Technology - LingQi KA200, brain-inspired computing server (SL800)
	UTARN - VxBrain: dialectical brain-inspired chip; UT: high-performance chip
System	SynSense - SAMNA developer interface and high-performance real-time interaction tools
	Lynxi Technology - LynOS: an end-to-cloud integrated brain-inspired software development platform
UTARN - "Silicon Brain": fully autonomous unmanned system platform	

Data source: ITJUZI.COM and Lynxi Technology

Beijing Lynxi Technology Co., Ltd. is a globally leading company in brain-inspired computing technology, dedicated to creating continuously self-evolving new intelligent entities. Lynxi Technology's products encompass brain-inspired chips, computing modules, computing boards with standard PCIe interfaces, intelligent terminal devices, edge intelligent computing boxes, brain-inspired servers, and LLM all-in-one devices, as well as related algorithms and software, while also offering customized services for clients. Product applications span AI computing centers, various edge intelligent computing scenarios, and the consumer market.

### 1 Brain Simulation and Brain Sciences

Supports brain-inspired computing models and large-scale brain simulations, providing valuable tools for the field of brain sciences; aids in the construction of larger, faster, and more accurate functional-level brain simulation platforms.

### 2 Intelligent Traffic Data Analysis

Provides big data analysis and trend analysis tools for license plate recognition, facial recognition, and violation status identification, which are applied in traffic violation judgment and target vehicle tracking.

### 3 Urban Intelligence

Provides real-time analytical computing tools for pedestrians, vehicles, and suspicious objects, leveraging real-time data analysis and algorithm applications to offer optimization and efficiency improvements for transportation, security, inspections, and more.

### 4 Intelligent Financial Data Analysis

Provides high-speed automatic recognition tools for financial statements, documents, cards, and certificates, reducing workload and enabling intelligent processing.

### 5 Intelligent Retail Transformation

Enables intelligent transformations in retail, such as unmanned supermarkets, unmanned vending cabinets, and robotic services, for object recognition, measurement, billing, and security.

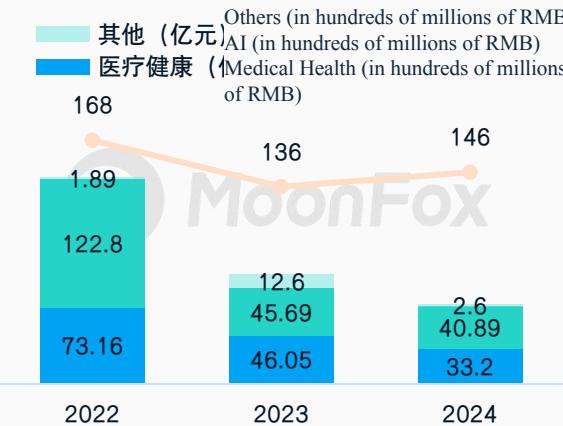
### 6 Intelligent Industrial Transformation

By adopting centralized or distributed management for industrial work environments and optimizing computing power distribution, businesses can maximize the effective control and intelligent monitoring of personnel, machinery, materials, processes, and the environment, ultimately enhancing production line efficiency.

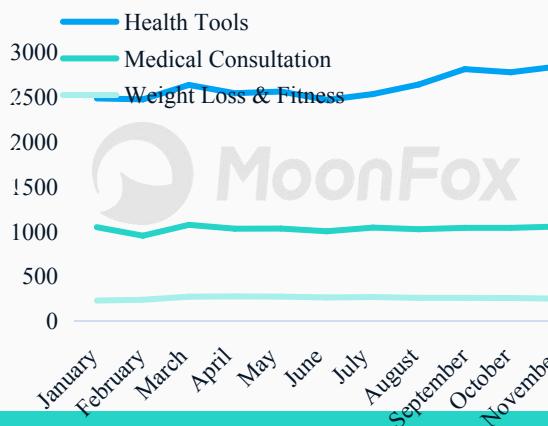
# Smart Healthcare: With the Support of AIGC, Telemedicine and Intelligent Triage Services Continue To Address Issues Such as the Distribution of Medical Resources and Healthcare Efficiency

- LLMs have facilitated more convenient telemedicine and intelligent triage services in smart healthcare, slowing down the rapid retreat in the financing market for smart healthcare companies. Monthly active users (MAU) of health tools, medical consultation, and weight loss & fitness apps have seen slight growth. Both medical companies and internet leaders are developing LLMs to provide new functionalities for diagnostic assistance and health management.

## Total Amount and Number of Smart Healthcare Financing Events in China



## MAU Growth of Smart Healthcare Applications in 2024



Application Scenarios		Summary of LLMs
AI + Pharmaceuticals		Huawei Cloud's Pangu Drug Molecule LLM, Insilico Medicine's "ChatPandaGPT", and Shuimu BioSciences' "ChatDD"
Medical Imaging		Deepwise's "MetAI"
Diagnostic Assistance		Baidu's "Lingyi LLM", Shanghai Unicom's "Uni-talk", Shenzhen Research Institute of Big Data's "HuatuoGPT", Neusoft's "Tianyi", JD Health's "Jingyi Qianxun", Tencent's "Hunyuan Medical LLM", iFLYTEK's "Spark Medical LLM", etc.
Health Management		WeiMai's "CareGPT", Mengniu Dairy's "MENGNIU.GPT"
Traditional Chinese Medicine		Knowledge Atlas's "Digital TCM LLM", DAJING TCM's "QiHuang WenDao"

Baidu Health has launched a series of LLM application products, leveraging AI technology to enhance the accessibility, affordability, and quality of medical services. Currently, the daily active users of its AI health Q&A service exceed 2 million, the AI medication assistant has served over 20 million people, and the AI medical report interpretation feature supports over 100 report types.

### Family of Healthcare Agents

For general users, it provides services such as AI-powered precise doctor matching, AI medical report interpretation, AI medication assistant, AI skin detection, and AI sleep assistant, meeting users' healthcare needs without requiring a hospital visit and supporting multi-modal interaction.

### CDSS (Clinical Decision Support System)

Targeted at primary healthcare institutions, it enhances diagnostic capabilities and reduces misdiagnosis and missed diagnoses, with implementations in more than 4,000 such institutions.

### Online Healthcare Copilot

For both patients and healthcare providers, it offers online medical services.

### Lingyi Open Platform for Healthcare

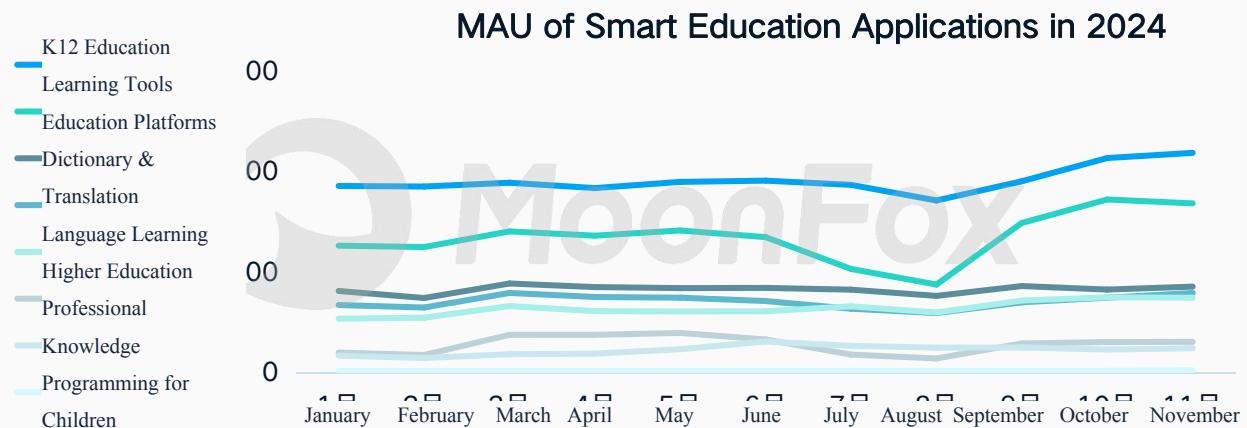
For companies, it provides APIs for services such as triage, pre-consultation, medication Q&A, self-diagnosis of symptoms, and auxiliary diagnosis, along with a free API token quota of 10 million to help industry partners utilize LLMs in the vertical medical sectors with low costs and technical barriers.

### AI Smart Clinic

Targeted at hospitals, it assists doctors in deciding on additional appointments through the "Smart Appointments Management" feature, enhancing the efficiency of medical services, with implementations in Grade 3A hospitals such as Union Hospital in Wuhan.

## Intelligent Education: Innovative AI Features Originate and Evolve through Off-campus Online Education Scenarios, while On-campus Intelligent Applications Are Still Awaiting Further Development

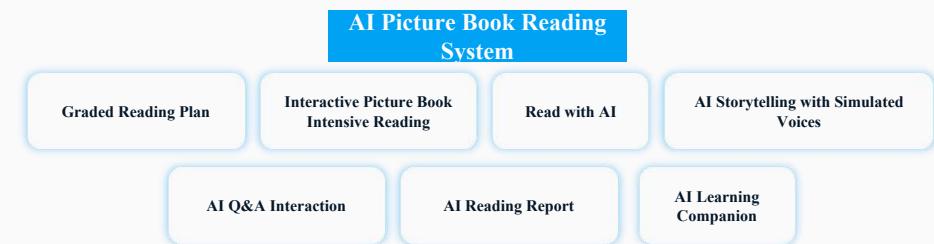
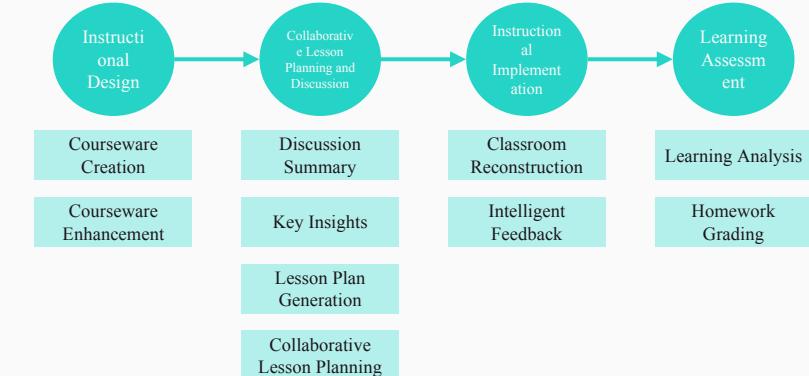
- The emergence of LLMs has breathed new life into enhancing the quality of education in both on-campus and off-campus scenarios, gradually making their way toward practical applications. According to 21st Century Business Herald data, by the end of June this year, approximately 40 LLMs and deep synthesis algorithms in the education sector had been filed nationwide. Leading companies such as Baidu, iFLYTEK, and Zuoyebang have introduced LLMs into their online education applications, with the functional innovations they bring becoming the core competitiveness of online education applications in the AIGC era.



Roles/Scenarios	On-campus	Home-school Interaction	Off-campus
Students	Learning analysis & ability diagnosis, AI teachers	-	Search for questions & answers, AI oral practice coaching, AI companions for learning, AI teachers, open-ended dialogues, AI essay assistants
Teachers	Intelligent question generation, intelligent grading & marking, intelligent instructional design, intelligent resource management, smart classrooms, intelligent feedback	Intelligent grading & feedback	-
Parents	-	Learning analysis	Intelligent grading, learning analysis
Product	Seewo Whiteboard, Huawei Cloud, etc.	www.zhixue.com, etc.	YUANFUDAO, Zuoyebang, Xueersi, etc.

Data source: MoonFox Data and Seewo; Data period: January 2024 - November 2024

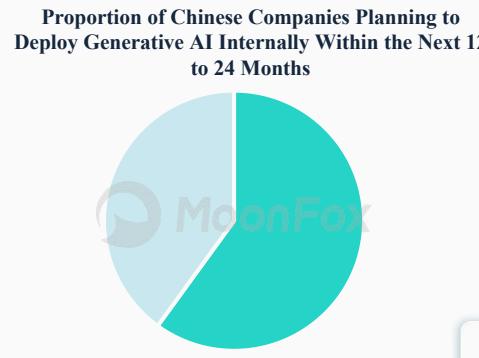
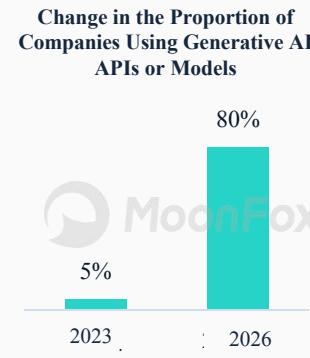
As a leader in on-campus AI education, Seewo has released the Seewo Education LLM. In the 1.0 stage of the LLM, Seewo launched a new hardware product—the AI teaching terminal, the seventh-generation interactive smart board—designed for schools, using the LLM as its foundation. In the 2.0 stage, it upgraded the entire product line accordingly.



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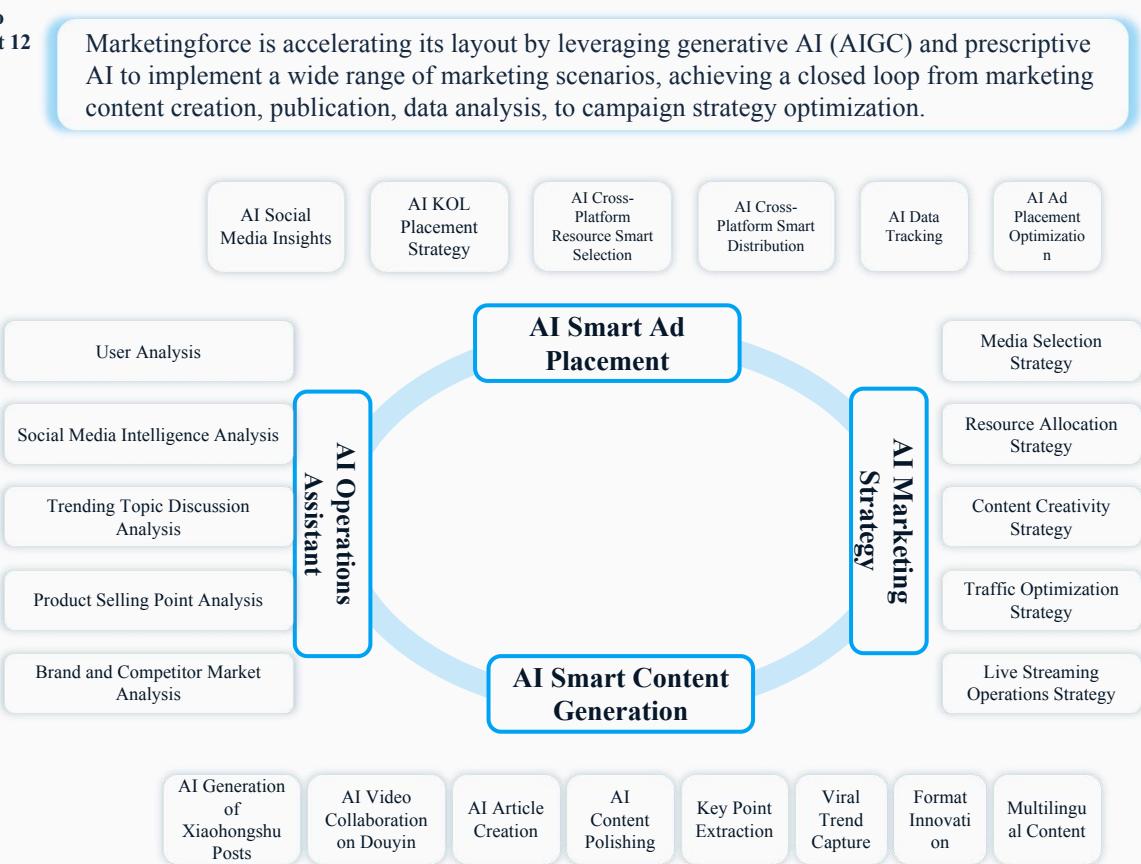
# Intelligent Enterprise Services: AIGC Empowers the Entire Enterprise Service Process, with Agents Taking the Lead in Serving Users as AI Customer Service Representatives, AI Employees, and AI Office Assistants

- Agents for B-end users have taken the lead in the field of enterprise services. Chinese enterprises are expected to see a significant increase in the adoption of generative AI over the next two years. SaaS vendors are introducing agents with different roles, incorporating AIGC capabilities into their existing intelligent solutions.



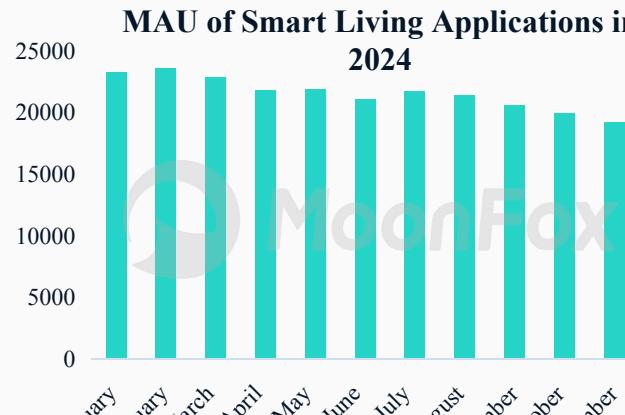
Marketingforce is accelerating its layout by leveraging generative AI (AIGC) and prescriptive AI to implement a wide range of marketing scenarios, achieving a closed loop from marketing content creation, publication, data analysis, to campaign strategy optimization.

	Human Resource	Enterprise Security	Sales Marketing	Procurement and Supply	Collaborative Office
Typical Agents	<ul style="list-style-type: none"> <li>Norn AI Agent</li> <li>eRoad iBuilder HR Agent Platform</li> </ul>	<ul style="list-style-type: none"> <li>360 Security AI Agent</li> <li>CLOUDITERA AI Security Brain</li> </ul>	<ul style="list-style-type: none"> <li>Marketingforce AI Agent</li> <li>Marketing AI Agent by Mininglamp Technology</li> <li>BetterYeah AI Agent</li> </ul>	<ul style="list-style-type: none"> <li>Alibaba.com AI Procurement Agent</li> </ul>	<ul style="list-style-type: none"> <li>Agent Smart Assistant "ZhiYou"</li> <li>Tencent Hunyuan-integrated SaaS Product</li> <li>DingTalk Integrated with Alibaba's Tongyi Qianwen (Qwen) Intelligence Indeed Agent</li> </ul>
Functions	<p>Screen suitable candidates</p> <p>Provide personalized training programs</p> <p>Monitor employee performance in real-time</p> <p>Understand employees' work status and psychological conditions</p>	<p>Quickly identify and defend against various cyber-attacks, while providing real-time security monitoring and alert services</p>	<p>Intelligently generate content such as copywriting</p> <p>Intelligent operation assistant</p> <p>Intelligent ad placement management</p> <p>Intelligent sales assistant</p> <p>Intelligent customer service</p>	<p>Conversational experience</p> <p>Intelligent comparison</p> <p>Automatically generate procurement lists</p> <p>Track logistics status in real-time</p> <p>Intelligently recommend suppliers and logistics solutions</p>	<p>Intelligent communication</p> <p>Intelligent collaboration</p> <p>Intelligent management</p> <p>Intelligent document processing</p>



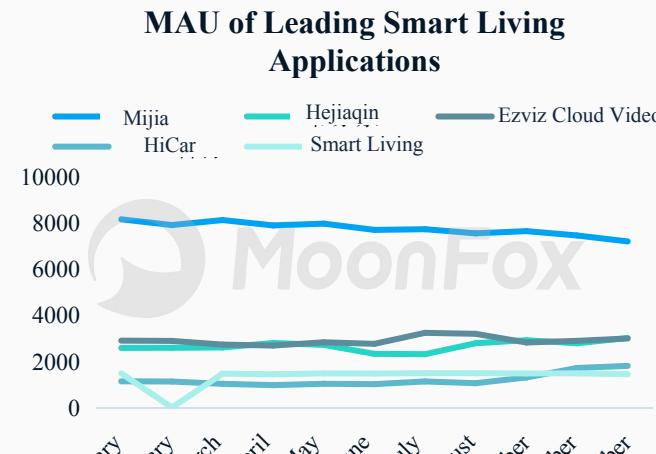
# Smart Living: Integrating AIGC Capabilities into Smart Hardware to Enhance Everyday Life through Smart Home Integration

- AIGC introduces more precise and multi-modal interactions into smart homes, providing an upgraded solution for whole-house intelligence. Smart homes powered by LLMs have become a key gateway for users to understand and adapt to AIGC.



Company	LLM	Function
Haier Smart Home	HomeGPT LLM for the Vertical Household Domain	AI Refrigerators with AI Freshness Preservation, Storage, and Interaction Capabilities
Midea Group	"Meiyan" AI LLM	Offers three foundational capabilities: intelligent perception, natural interaction, and autonomous decision-making
FOTILE	Healthy CookingGPT	Provides personalized healthy diet recommendations and is equipped with an intelligent cooking system to enable "autonomous cooking"
Hisense	Xinghai LLM	Enhances TV AI picture quality and offers services such as movie & TV expert, gaming assistant, etc.

Data source: MoonFox Data and Haier Smart Home



Company	Function
Huawei	Whole-house intelligence with Huawei's HarmonyOS "native intelligence"
Xiaomi Mijia	XiaoAi LLM applied in Xiaomi's smart home ecosystem
Aqara	Offers whole-house smart assistant functions, enabling mini-encyclopedia searches, smart device troubleshooting, quick creation of automation scenes with a single phrase in smart homes, etc.
Xiaodu Technology	Announced AI-Native Species: Baidu's Duer Super Housekeeper Agent, etc.

The application of HomeGPT in smart homes is already well-established. Currently, it has been successfully implemented in over a hundred mainstream appliance models from Haier, and this number continues to grow. By 2025, it is estimated that HomeGPT will cover 190 million users, driving additional benefits exceeding RMB 10 billion in the smart home industry.

## Whole-House Intelligence

Through the Smart Home Brain Screen, users can keep track of home conditions such as temperature, humidity, water quality, water volume, voltage, power, and consumables at any time.

## Whole-House Water Management

The whole-house water system can plan water usage for different scenarios. It offers proactive whole-house water purification solutions, customizes whole-house hot water solutions on demand, and provides one-stop multi-energy smart solutions.

## Smart Kitchen

The smart kitchen solution meticulously categorizes four scenarios: Magic Kitchen, Light-Year Kitchen, Zenith Kitchen, and Integrated Kitchen.



From Question-Answer Sessions to Effortless Communication



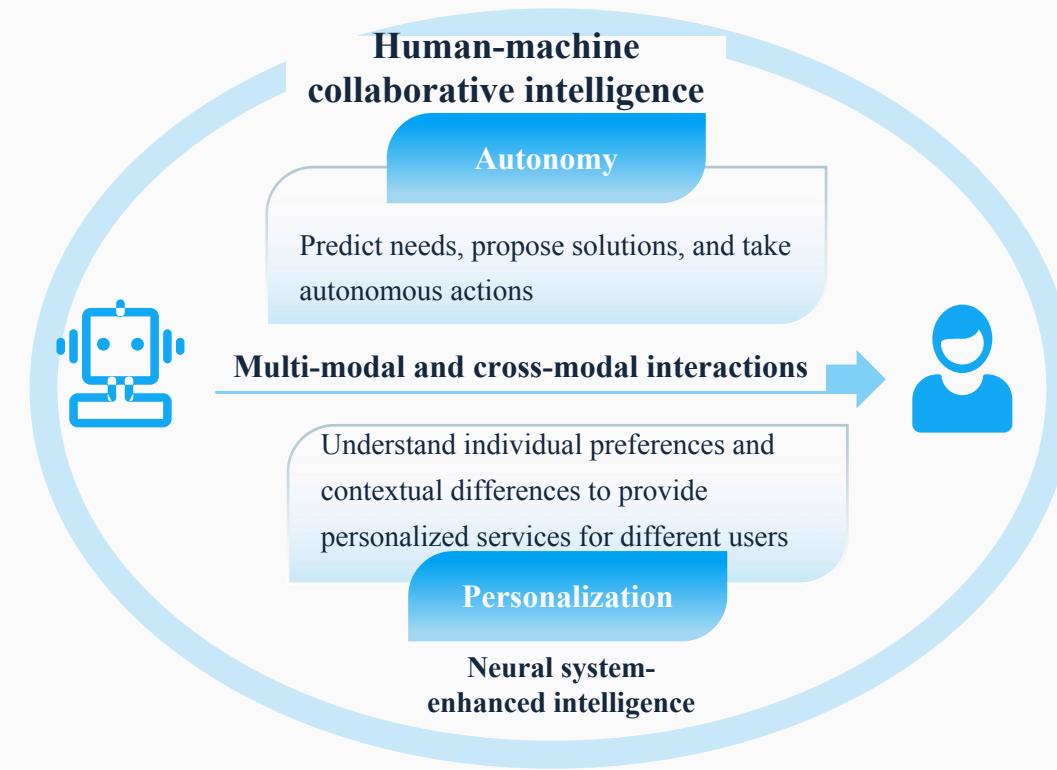
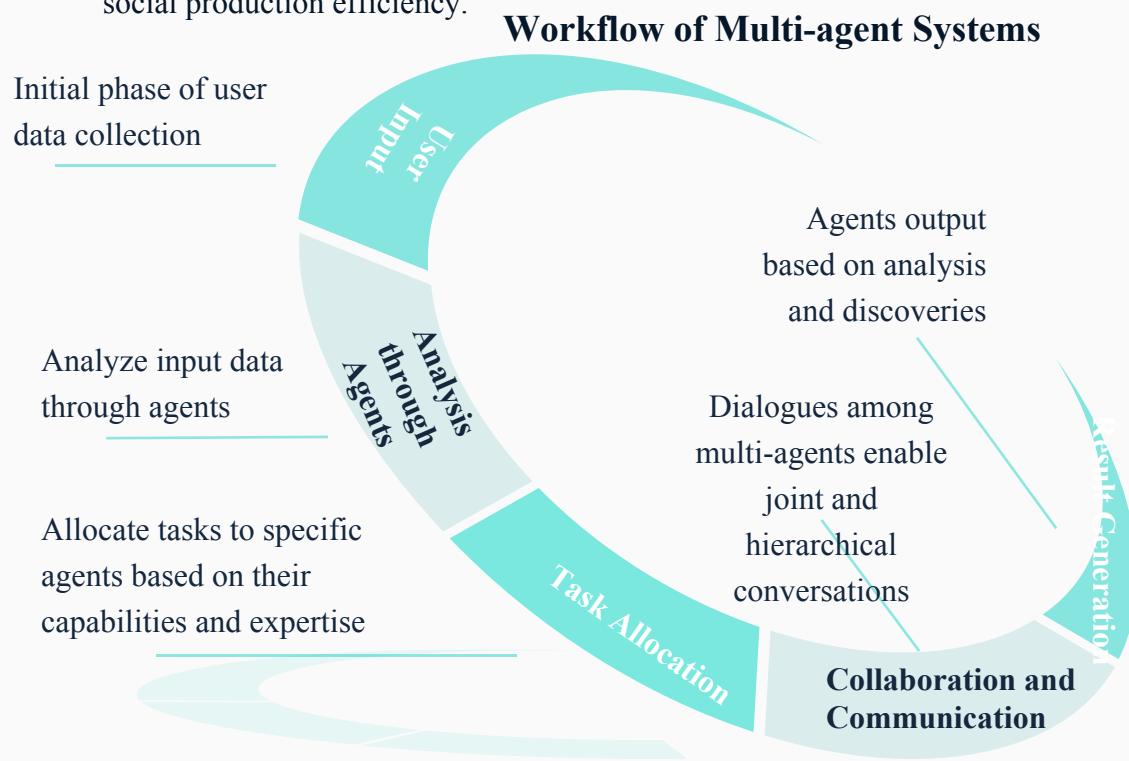
From Command-Driven Tasks to Meticulous Care



A Quantum Leap in Data Magnitude, Covering All Aspects of Life

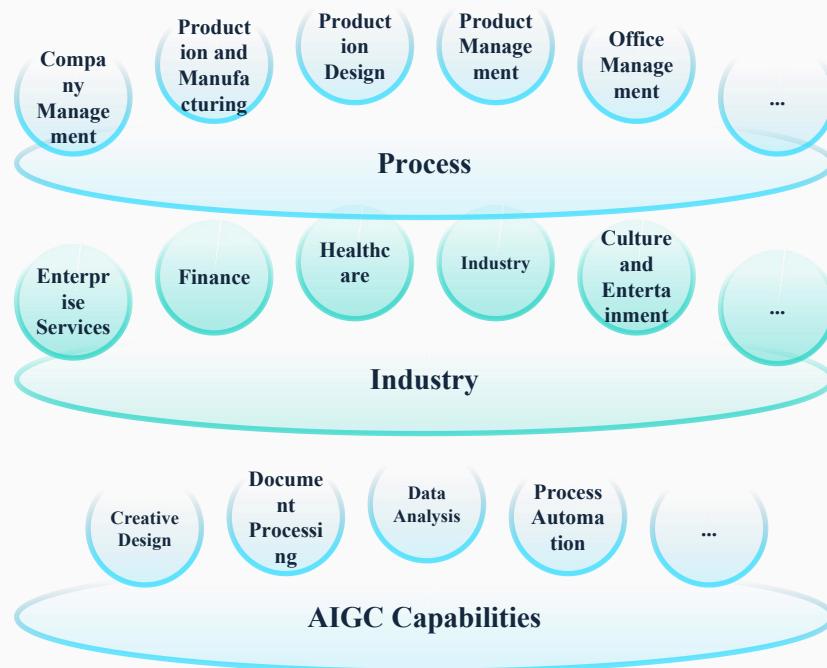
# Technological Trends: The Integration of Multi-intelligent Systems with Multi-scenario Solutions to Tackle Complex Distributed Tasks; Human-machine Integration and Symbiosis as a Key Development Strategy for the Future of AI

- Collaboration and communication among diverse intelligent agents lead to solutions that approach general AI, capable of handling complex tasks across various domains.
- The realization of more multi-modal and cross-modal agents will bring about more autonomous and personalized services. The integration of humans and intelligence will emerge as a significant topic, where AI's creation no longer prioritizes "replacement" as its ultimate value but instead collaborates with humans, augmenting human capabilities and enhancing social production efficiency.

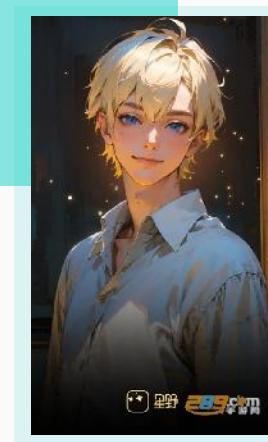


## Application Trends: AIGC Will Gradually Be Applied to Core Production Scenarios on the B-side, While Emphasizing Emotional and Anthropomorphic Interactions on the C-side

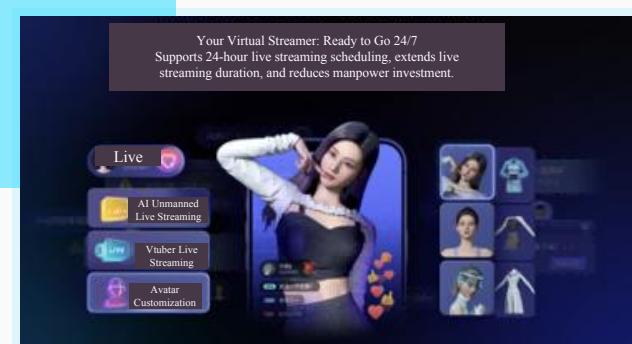
Currently, AIGC on the B-side is primarily used in fields such as AI office, AI education, AI marketing, and AI finance, providing services like intelligent customer service assistants and content creative generation assistants. In the future, AIGC will assist in industries and healthcare, targeting core production processes such as product management, manufacturing processes, and supply chain management, offering intelligent interactions and suggestions for optimization and improvement.



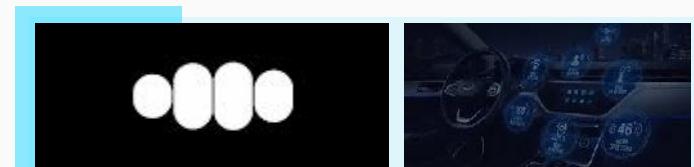
On the C-side, AIGC has explored roles such as Q&A assistants and personal assistants, providing users with services such as creative content generation and conversational interactions. In future C-side scenarios, the experience of interaction will be a crucial factor for users to differentiate product competitiveness, with emotional recognition, emotional expression, and anthropomorphic expression during interactions becoming top priorities.



AI characters in companion apps enable emotional interactions, engaging users and providing emotional support and companionship.



Emotional and human-like expressions in AI digital streamers can increase their appeal and enhance the user experience.



AI voice assistants recognize emotions, provide anthropomorphic voice interactions, and offer warm feedback.

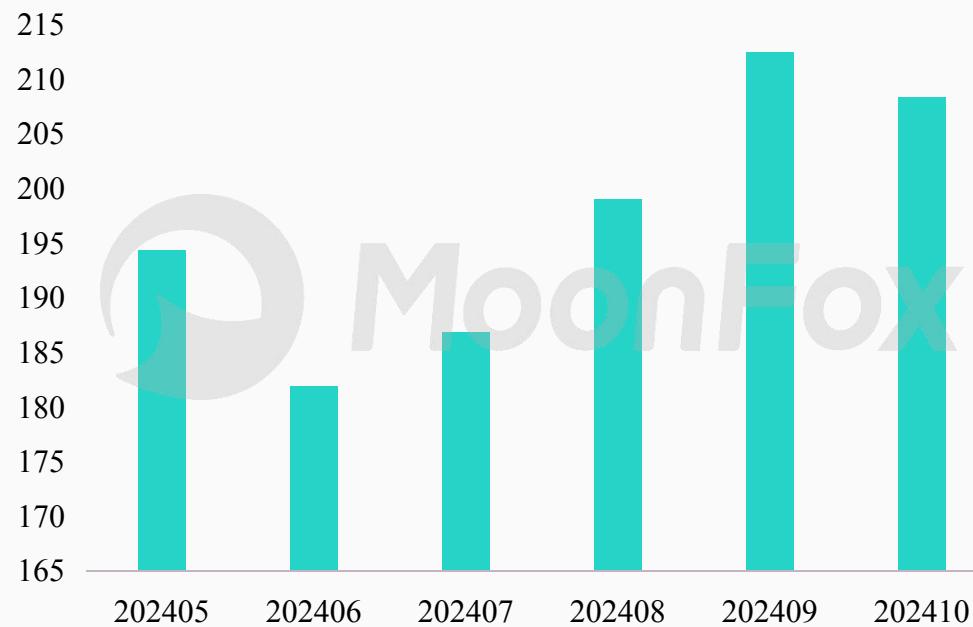
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# Chapter III: Analysis of Chinese AI Companies Going Global

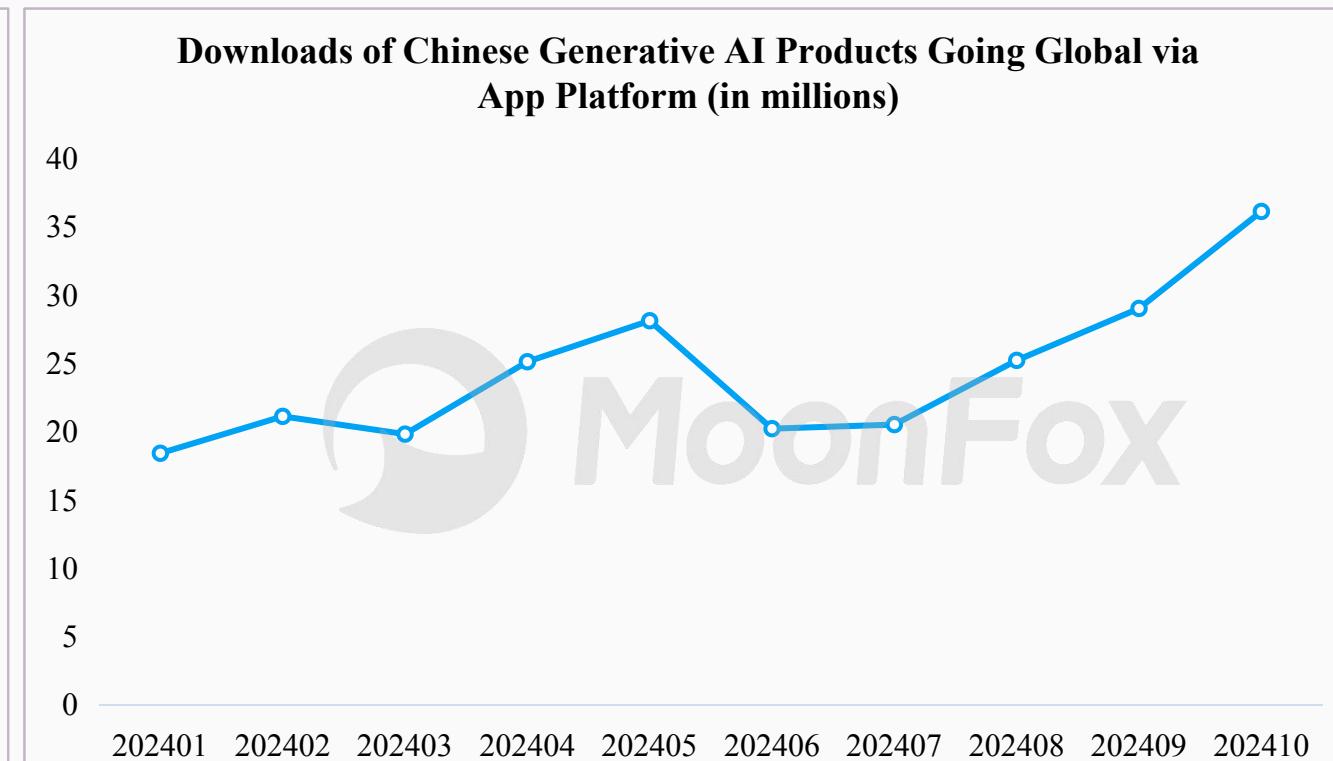
## Scale of Going Global: The Overall Scale of Outbound Traffic Shows a Fluctuating Upward Trend, with the Web Platform Remaining the Primary Form of AI Going Global

- As the main window for AI going global, the web platform continues to attract a large number of international users due to its convenience and accessibility. This lightweight usage method greatly lowers the user entry barrier, facilitating the popularization and promotion of outbound AI products. In the second half of the year, the visit volume of AI products going global via the web platform remained above 180 million times, with the total visit volume in September and October exceeding 200 million times. Although the download volume of outbound AI products on the App platform is less than that on the web platform, it has consistently shown a positive upward trend in the second half of the year, indicating significant potential for future development.

**Visits of Chinese Generative AI Products Going Global via Web Platform (in millions)**



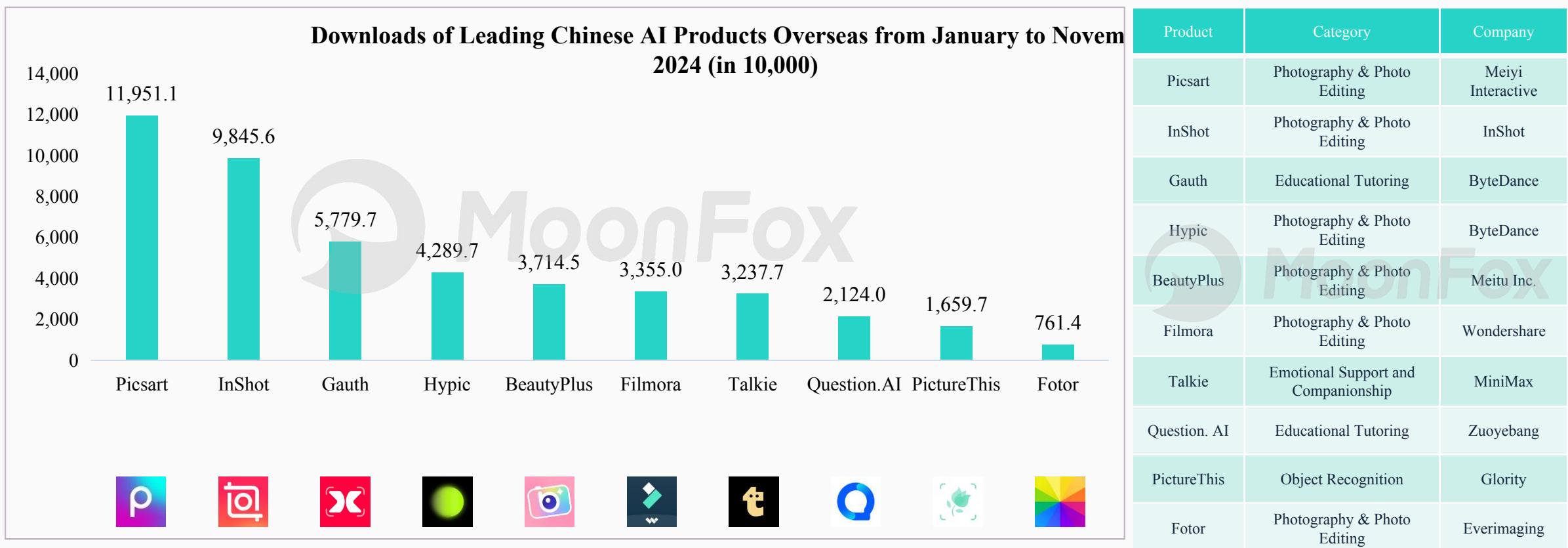
**Downloads of Chinese Generative AI Products Going Global via App Platform (in millions)**



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## Overseas Expansion Distribution: AI Applications for Tools Dominate Processing Scenarios, with Image Processing Tools as the Core, and Major Tech Firms Occupy a Prominent Position in the Overseas Market

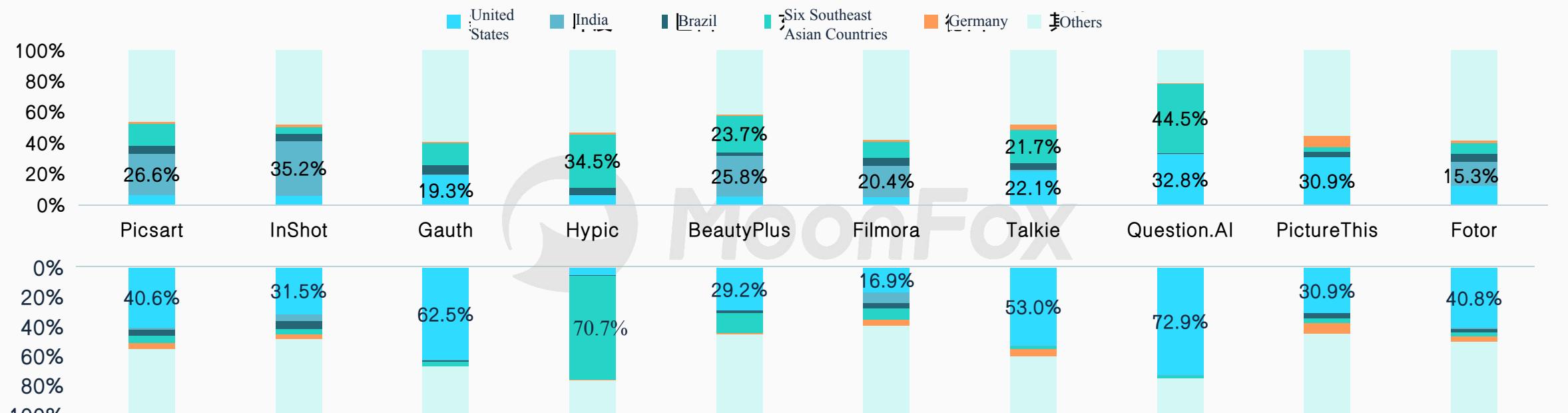
- Tool-based AI applications have gained widespread popularity in overseas markets, particularly with image processing tools occupying a central role among AI products targeting international audiences. Additionally, educational tutoring applications have also demonstrated robust growth in their overseas expansion, exemplified by Gauth and Question.AI, developed by ByteDance and Zuoyebang, respectively. In the overseas market, leveraging their advantages in funding, technology, marketing promotion, and their domestic AI expertise, major tech firms have achieved significant download volumes for their various AI products targeting international users.



## Regional Overview: While Chinese AI Apps Overseas Dominate Revenue in the U.S. Market, Paid Usage Habits for AI Apps Have Yet To Develop in South and Southeast Asia, Where There Is a Significant Gap between Usage and Payment Rates

- In terms of download distribution for Chinese AI apps overseas, users in South and Southeast Asia place a greater emphasis on social media and visual content compared to users in other regions. Their AI usage tends to focus on photography & photo editing, while American users prefer AI tools for educational tutoring. Regarding the revenue distribution of Chinese AI apps overseas, while users in South and Southeast Asia show a clear preference for these apps, they remain relatively conservative when it comes to making payments. In contrast, the U.S. market stands out as the primary source of revenue for Chinese AI apps abroad. Among various categories, American users contribute a larger proportion of payments for educational tutoring and emotional support and companionship AI apps, as they are more willing to pay for high-quality educational content and personalized emotional support services.

**Regional Distribution of Downloads of Leading Chinese AI Products Overseas from January to November 2024**



**Regional Distribution of Revenue of Leading Chinese AI Products Overseas from January to November 2024**

# Ecosystem for Going Global: Cloud Service Providers Enhance Partner Ecosystems to Assist Chinese Companies in Efficiently Honing AI Capabilities and Rapidly and Stably Entering Overseas Markets

- In the current environment of overseas expansion, cloud service providers play a crucial role. As Chinese companies expand into international markets, these providers offer strong support through their comprehensive and mature partner ecosystems. At this stage of technological advancement, cloud service providers further enhance their technical services, particularly by boosting AI capabilities, to assist Chinese companies entering overseas markets. By building intelligent localization ecosystems, they facilitate the efficient launch and operation of Chinese products abroad.

## Evolution Stages of Cloud Service Providers' Overseas Market Expansion

### Stage 1: Market Layout

Begin formulating a global strategy and clarify the blueprint for overseas expansion. The focus of this stage is to establish a presence in international markets, laying the foundation for the company's globalization through the announcement of specific overseas expansion plans.

### Stage 2: Business Expansion

Accompany domestic partners as they go global, enhance overseas business deployments, accumulate local supplier networks, and broaden the customer base and business channels to achieve deeper market penetration.

### Stage 3: Technology Empowerment

Strengthen technical services for Chinese companies entering overseas markets, with a focus on enhancing AI capabilities, and construct intelligent localization ecosystems in overseas markets.

#### Tencent Cloud: Technical Services Empower Overseas Growth

- Enhance the deployment efficiency of companies' overseas businesses and reduce trial-and-error costs. Offset uncertain risks during the overseas expansion process through digitalization and intelligence to improve the success rate of overseas businesses.

##### Tencent Cloud Provides Vertical Scenario Solutions for Chinese Industries to Go Global

Cross-border E-commerce Social Interaction & Entertainment Game Globalization Online Education

##### Tencent Cloud Provides Technical Services and Capabilities for Chinese Industry Products to Go Global

Consumer Electronics Financial Technology Global Expansion Overseas Expansion of Automotive Mobility

Audio & Video Products Edge Acceleration & Edge Security Cloud-Native Products

Big Data & Databases Security & Compliance Products AI Products

- Case study in video and imaging industry:* Tencent Cloud provides support for QuVideo in cloud services such as intelligent copywriting generation and transcoding, addressing localization and efficiency challenges.

- Case study in education industry:* Tencent Cloud refines AI capabilities for VIPKID, including oral practice coaching, oral evaluation, online classrooms, and content analysis, driving the steady advancement of its overseas expansion strategy.

#### Huawei Cloud: Intelligent Localization Services Facilitate Efficient Product Launch

- Full chain support:** Huawei Cloud meets the localization needs of Chinese companies at every stage of their international expansion, from production and marketing to after-sales support. By offering comprehensive intelligent localization services that meet companies' full-field needs from start to finish, Huawei Cloud helps them enhance efficiency in global operations and ensures reliable performance of their overseas platforms.

##### Full-Process Intelligence in Huawei Cloud's Overseas Business

###### Production

Cross-border application testing  
Product hardware testing and commissioning to ensure smooth launch

###### Marketing

Intelligent translation  
Language recognition  
Translation of products and contracts, as well as document recognition, facilitating localized marketing

###### After-sales

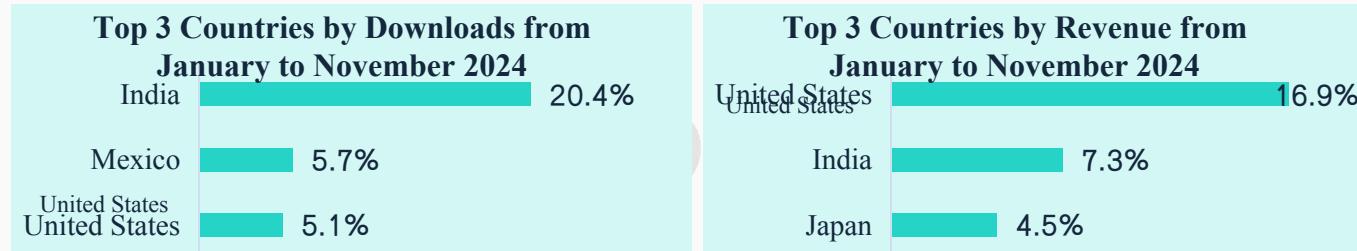
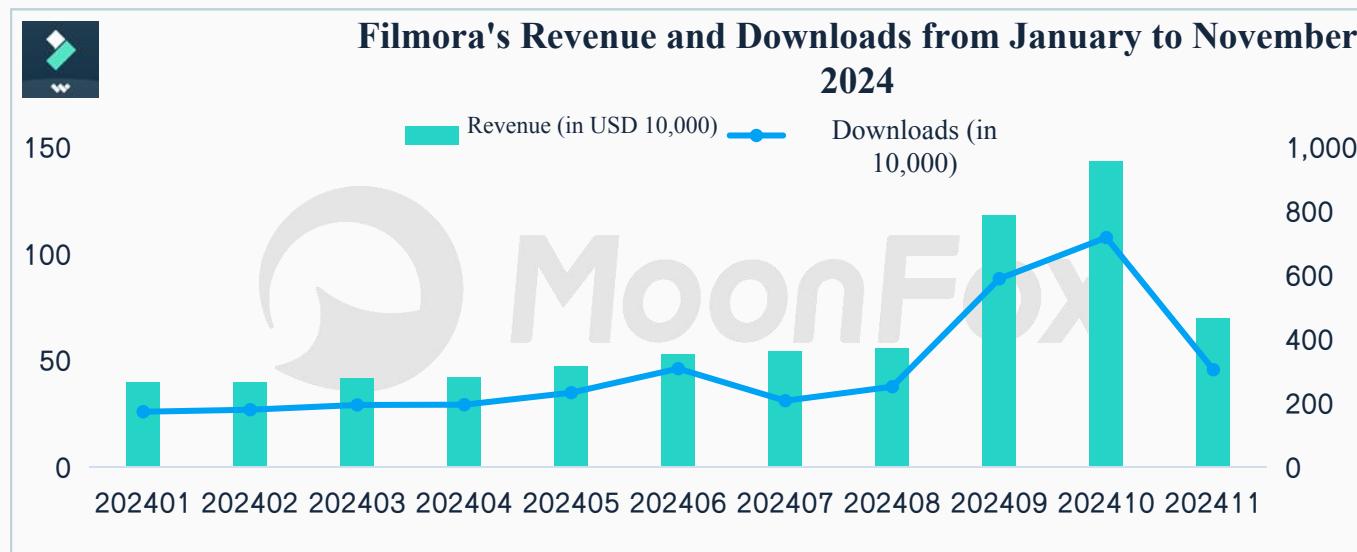
Intelligent automation  
Business, HR, IT robots for efficient after-sales handling  
Intelligent customer service

Intelligent design AI review

- Integrated platform:** Huawei Cloud launches the MacroVerse Cross-border Platform, centered around AI technology, integrating global resources and services to provide comprehensive services including transformation consulting, supply and demand matching, and industry digitalization solutions.

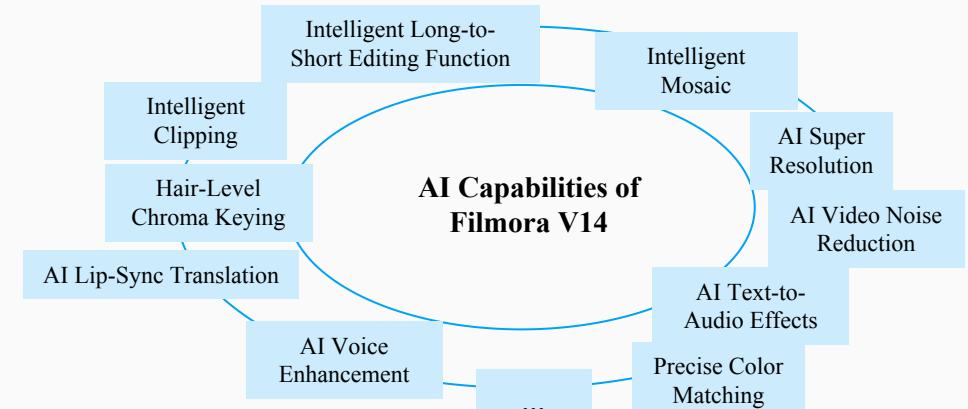
## Case Study in Photography & Photo Editing Industry: Filmora Significantly Develops and Upgrades AI Features to Empower Overseas Creators for Efficient and Creative Work

- By integrating advanced full-chain AI technology, Filmora has significantly enhanced the efficiency and quality of video creation. From January to November 2024, Filmora witnessed robust growth in both revenue and downloads globally. In terms of business expansion, Filmora actively engages with the global creator community and entertainment giants, strengthening its brand influence, enriching product resources, and providing multidimensional support for overseas creators through participating in and hosting various events and collaborations.



Data source: MoonFox iApp, data period: January 2024 - November 2024

### ➤ Full-Chain AI Capabilities Powering Video Creation

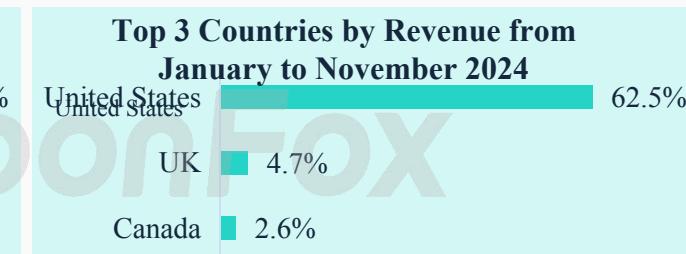
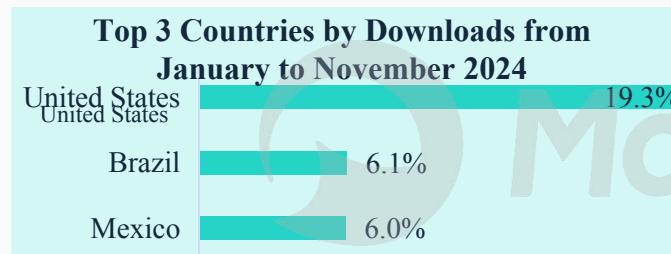
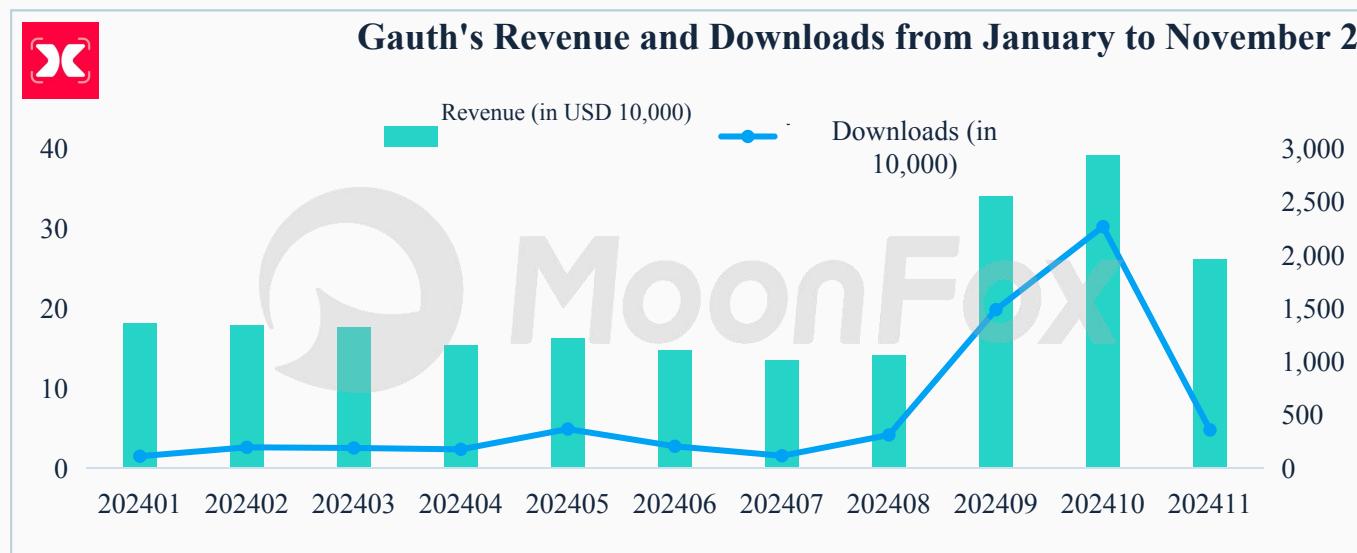


### ➤ Active Engagement in Empowering Overseas Market Creation

- Collaborated with pixiv, a renowned Japanese anime and manga creation platform, to launch co-branded events such as illustration-to-video contests and participate in various exhibitions, providing multidimensional support to Japanese creators.
- Participated in Ikebukuro Halloween Cosplay Fest 2024 and forged a deep collaboration with BEYBLADE X, a popular toy line under TakaraTomy, a renowned Japanese toy manufacturer.
- Entered into a joint sales partnership with Universal Music for Creators, a division of Universal Music Group, for music resources.

## Case Study in Educational Tutoring Industry: ByteDance's Gauth Establishes AI + Expert Problem-Solving System, Innovating User Acquisition Mechanisms to Boost Traffic Surge

- In terms of traffic, since the beginning of this year, Gauth has seen an average monthly global download volume exceeding 5 million. Its primary market is located in the Americas, with the United States leading in both downloads and revenue. To further expand and solidify its market share, Gauth integrates AI-driven problem-solving with human tutor services, meeting users' diverse needs for quick solutions and in-depth explanations. In terms of marketing strategy, Gauth employs social fission to continuously acquire new users, thereby enhancing the brand's influence within its target audience.



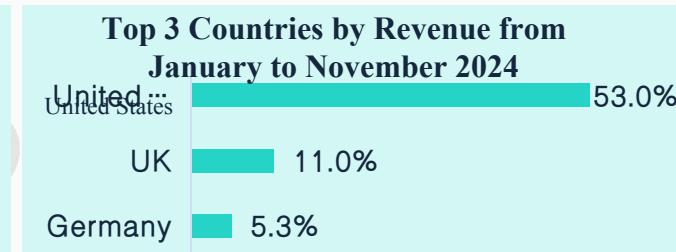
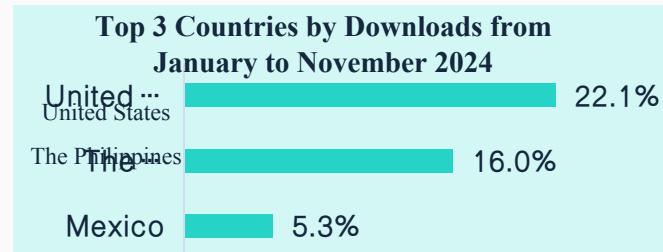
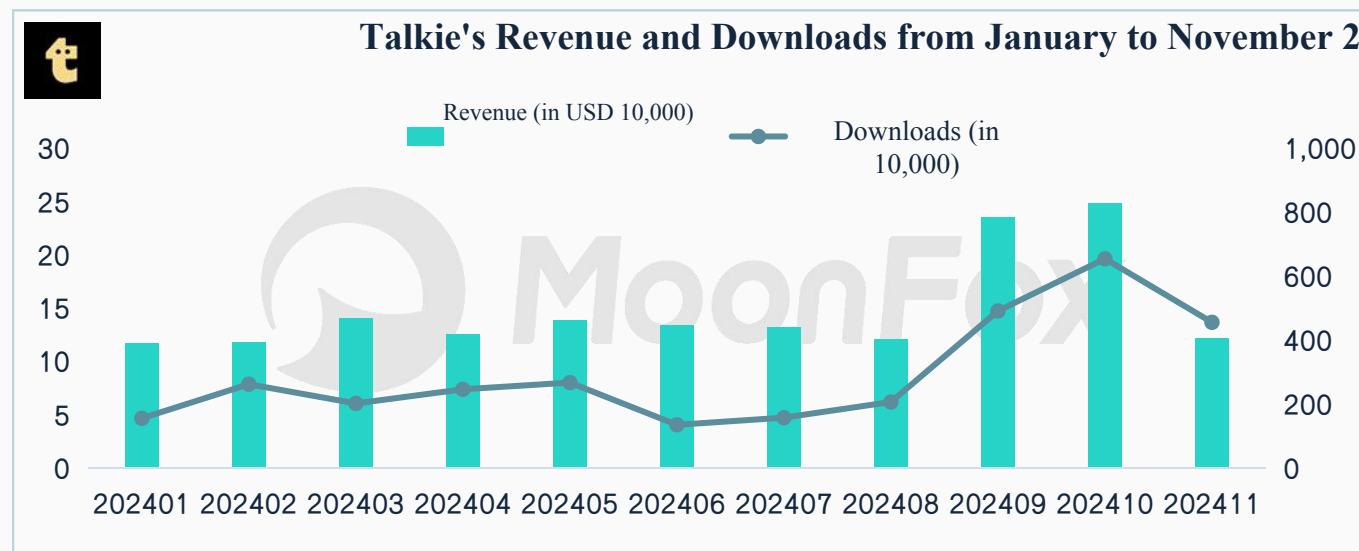
Data source: MoonFox iApp, data period: January 2024 - November 2024

- ### Gauth's Market Strategies
- 
- #### Functional Mechanism Strategy: AI and Expert Team Bridging Each Other's Gaps
- ✓ **AI problem-solving:** Users can take photos of their homework or questions and upload them. The AI automatically recognizes the content and provides answers, along with detailed step-by-step explanations and guidance. Solutions are available for multiple subjects, including mathematics, chemistry, physics, and social sciences. Personalized learning recommendations are offered based on users' progress, and multi-language support is available.
  - ✓ **Human tutors:** With a team of over 50,000 experts, Gauth offers professional guidance and support to users, providing clear problem-solving steps and in-depth explanations to help users gain a deeper understanding of concepts and principles across various subjects.
- 
- #### Marketing and Promotion Strategy: Community Operations to Attract and Retain Users
- ✓ **Promotion:** Leverage KOL marketing and conduct campus street interviews to directly interact with student groups, establishing closer connections with young users.
  - ✓ **Operations:** Build a community that provides students with a global platform to discuss problems. Design an invitation mechanism where users can unlock free problem-solving opportunities by earning points through inviting friends to answer questions, with Gauth offering approximately 10 free searches per day.

an AURORA company

## Case Study in Emotional Support and Companionship Industry: Talkie Combines AI Chatbots and Card Games to Innovate AI Companion Experience for North American Users

- In the realm of emotional support and companionship apps, Talkie seamlessly integrates chat interaction, personalized avatar creation, and card collection elements, effectively blending immersive user experiences with gaming entertainment. This diversified approach not only enriches the user experience but also boosts retention, driving Talkie's steady growth in revenue and downloads within the emotional support and companionship sector. From a market segmentation perspective, the United States accounts for 53% of Talkie's revenue, emerging as its largest revenue-generating market.



Data source: MoonFox iApp, data period: January 2024 - November 2024

➤ Talkie leverages AI technology to simulate human communication, offering users an immersive role-playing experience. It allows users to create and customize AI chatbots, interact with these AI characters, and supports recording and sharing via photos to augment the social experience. With its highly customizable features and card collection/trading mechanics, Talkie provides users with a highly interactive and immersive pan-entertainment gaming experience.

### Interaction Feature 1: Xingyuan

- Level up Xingyuan (intimacy) through chat conversations with the agent.
- As Xingyuan levels increase, users unlock greater discounts on Xingnian (card) draws or additional free draw opportunities.



### Interaction Feature 2: Xingnian

- The agent randomly distributes Xingnian daily, while users can also purchase additional draw opportunities through in-app purchases.
- By unlocking Xingnian, users can engage in side quests and interactions with the agent.

AI Agent

## R&D Trends: Overseas Companies Hold an Absolute Leading Position in LLM R&D, with Diverse Scenarios Remaining the Primary Focus for Chinese AI Companies Expanding Overseas for the Foreseeable Future

- The current landscape of LLM R&D is stabilizing, with leading vendors such as Anthropic, OpenAI, and Meta having developed and iterated various models that exhibit significant advantages in comprehensive capabilities. Compared to developing general OpenAI products, vertical AI products focus on specific domains, enabling them to more accurately meet user needs. They are also relatively easier to develop and operate, with lower R&D costs. For Chinese AI companies expanding overseas, this undoubtedly represents a more optimal choice in terms of cost-effectiveness and efficiency.

### Evaluation of Language Understanding Capabilities of LLMs

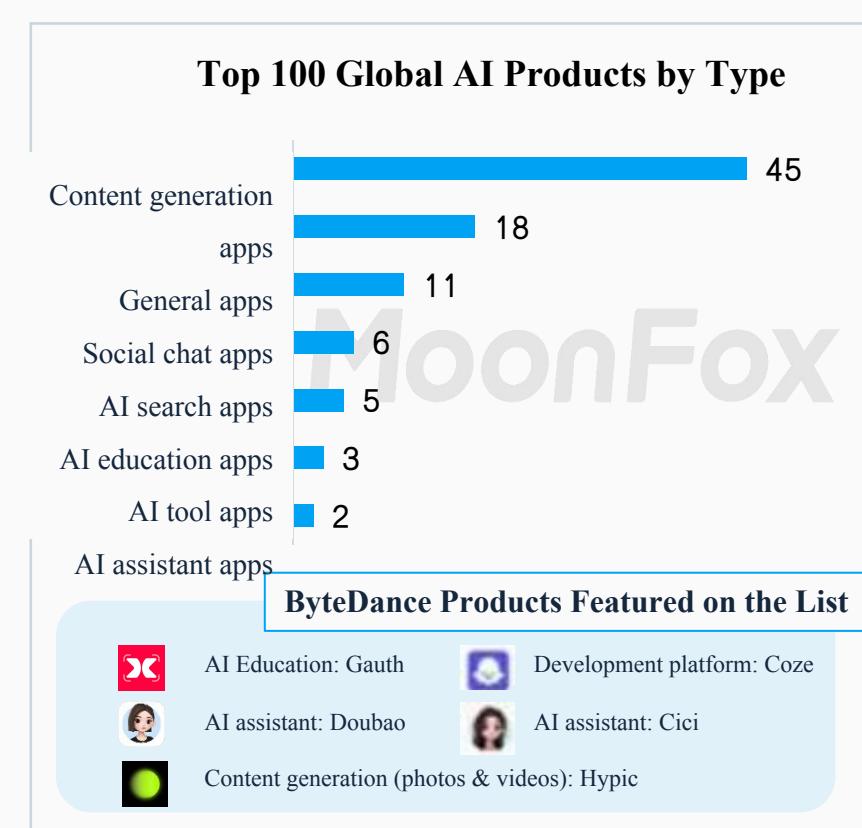
Model	Publisher	MMLU
Claude 3.5 Sonnet New	Anthropic	90.5
Claude 3.5 Sonnet	Anthropic	88.7
GPT-4o	OpenAI	88.7
DeepSeek-V3	High-flyer Quant	88.5
Llama3.1-405B Instruct	Meta	87.3
DeepSeek-V3-Base	High-flyer Quant	87.1
Claude3-Opus	Anthropic	86.8
GPT-4	OpenAI	86.4
Llama3-400B-Instruct-InTraining	Meta	86.1
Qwen2.5-72B	Alibaba	86.1

### Evaluation of Code Generation Capabilities of LLMs

Model	Publisher	Human Eval
Claude 3.5 Sonnet New	Anthropic	90.5
Qwen2.5-Coder-32B-Instruct	Alibaba	88.7
Claude 3.5 Sonnet	Anthropic	88.7
GPT-4o	OpenAI	88.5
Llama3.1-405B Instruct	Meta	87.3
DeepSeek V2.5	High-flyer Quant	87.1
Amazon Nova Pro	Amazon	86.8
Llama3.3-70B-Instruct	Meta	86.4
Claude 3.5 Haiku	Anthropic	86.1
GPT-4o mini	OpenAI	86.1

Evaluation data source: DataLearner; MMLU: A benchmark for assessing the language understanding capabilities of LLMs, used to evaluate their basic knowledge coverage and comprehension abilities; Human Eval: A dataset for evaluating the performance of code generation models.

Data source for top 100 apps: a16z, data period: 2024.08



## Marketing Trends: In the Future, It Will Be Difficult for Technical Differences and User Experiences among Chinese AI Applications Launched Overseas to Create Significant Gaps; the Competition for Global Expansion Will Shift from a "Technology War" To a "Marketing War"

- For vertical AI products, the acceleration of technological progress will lead to the disappearance of technical barriers faced by Chinese AI applications launched overseas. Simply relying on technological innovation or advancement is no longer sufficient to ensure that products stand out in the fiercely competitive overseas market. Users' expectations and evaluation criteria for AI experiences have also risen accordingly, becoming more homogeneous. This makes it difficult to build a solid competitive advantage solely based on the quality of AI functions. The competition among Chinese AI companies expanding overseas will shift from a "technology war" focused on technological innovation and function development in the past to a "marketing war" that places greater emphasis on market positioning, brand building, and user acquisition.

➤ North America, which is the main contributor to AI application revenue, has become the preferred market for the launch and promotion of generative AI products. Additionally, due to the relatively low barriers to entry and user acquisition in the Latin American market, some Chinese AI products launched overseas have gained attention and growth by starting in this market, leading significantly in the number of apps being advertised compared to other regions.

➤ As the technology market matures, the competition in AI content generation and AI companionship sectors has become increasingly intense, driven by their growing popularity among users who are not only adopting these services but are also willing to pay for them. The competition stage has shifted from technology and capability competition to marketing competition, with players competing for more user attention and market share. Among them, the competition for AI text generation applications is even more intense, with higher proportions of ad impressions and the number of apps being advertised compared to other types of products.

**Ad Impressions and Apps Being Advertised in the Overseas AI**

**App Market from September to October 2024**

- Number of Ad Impressions (in 10,000)
- Number of Apps Being Advertised

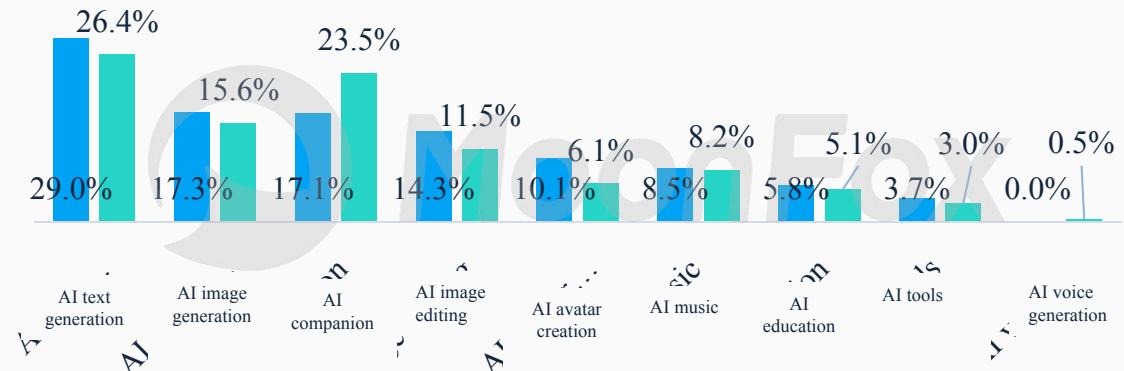


Data source: AppGrowing, data period: September 2024 - October 2024

**Ad Impressions and Apps Being Advertised in the Overseas AI**

**App Market from September to October 2024**

- Proportion of Ad Impressions
- Proportion of Apps Being Advertised



### Research Scope

This report primarily focuses on the development of AI industry globally and domestically, analyzing its current state, market landscape, and international expansion. It aims to assist the market in understanding and identifying the development trends and opportunities within the AI industry.

The report primarily covers the AI industry landscape and the current state of AI development.

### Data Sources

The report collects and comprehensively analyzes various data sources, including:

publicly available data and information released by governments, markets, media, corporate financial reports, etc.

### Organization Introduction

**MoonFox Data:** Moonfox Data is a leading expert in all-scenario data insight and analysis services in China. With a comprehensive, stable, secure and compliant mobile big data foundation, as well as professional and precise data analysis technology and AI algorithms, Moonfox Data has launched products such as mobile app data (iApp-Flagship, Mini Program, OEM, Overseas versions), brand insight data (iBrand), marketing insight data (iMarketing), and financial alternative data. Additionally, it provides professional research and consulting services through Moonfox Research Institute, aiming to help companies gain insights into market growth potential and empower precise business decisions with data.

**CEIBS AI and Management Innovation (AIMI) Research Center:** The Research Center is a think tank established by China Europe International Business School (CEIBS) on April 25, 2024. CEIBS is a top-tier business school globally and ranked first in the prestigious FT Global EMBA Rankings 2024.

The Research Center, aligned with the national AI development strategy, focuses on research and teaching related to the application of AI in company management and industrial innovation. It is dedicated to connecting top scholars, industry leaders, and policymakers worldwide to establish itself as a premium think tank for AI and management innovation. It collaborates with partners to build an AI industry-academia-research platform with unique business school characteristics, promoting the implementation of AI in industries and company development.

# Special Thanks

**Editor-in-chief:** **Chen Guangyan (General Manager of Aurora Mobile)**

**Fang Yue (Director of the CEIBS AI and Management Innovation (AIMI) Research Center)**

**Content advisor:** **Qian Wenying (Secretary-General of the CEIBS AI and Management Innovation**

# Organization Introduction



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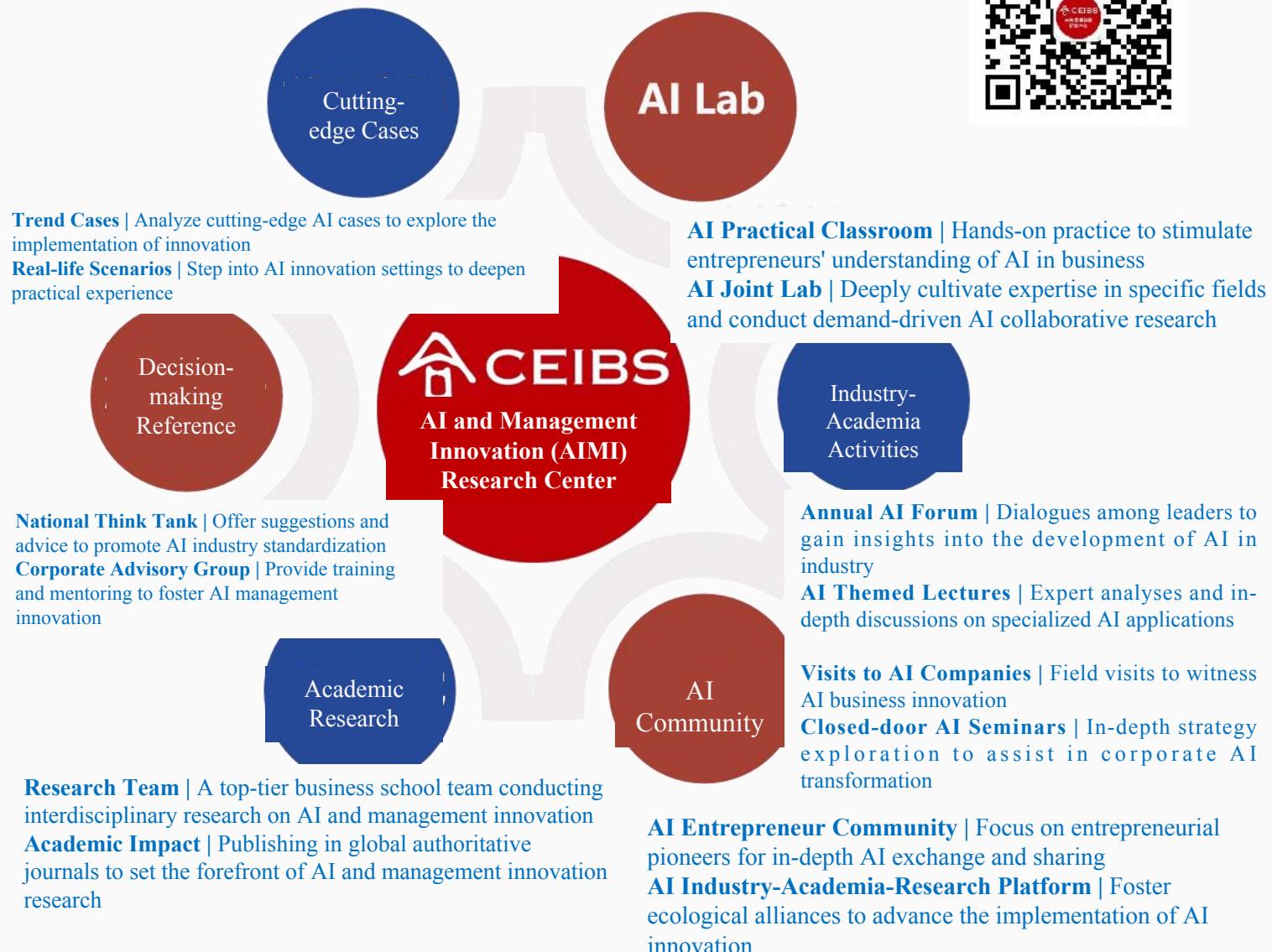
### Vision

To build an AI industry-academia-research platform with unique business school characteristics; To become a premium think tank for AI and management innovation

### Mission

To gather partners from all walks of life to create an AI community  
To continuously drive corporate AI transformation and the development of the AI industry

Collaboration & consultation: [qwendy@ceibs.edu](mailto:qwendy@ceibs.edu)



## Organization Introduction



Incorporated in 2011, Aurora Mobile (NASDAQ: JG) is a leading customer engagement and MarTech service provider in China. It has been focused on providing companies with stable and efficient push notification services since its inception. With first-mover advantages, Aurora Mobile has grown into a mobile push notification service provider that occupies the majority of the market share. As the demand for reaching customers and marketing-led growth increases, Aurora Mobile has launched forward-looking solutions Messaging Cloud and Marketing Cloud to meet companies' needs to reach and interact with customers via multiple channels, as well as AI and big data applications to empower businesses in digital transformation.

## MoonFox an AURORA company

MoonFox Data, a brand under Shenzhen Hexun Huagu Information Technology Co., Ltd., has become a leading expert in all-scenario data insight and analysis services in China, relying on the company's more than a decade of accumulated leading advantages in mobile development and big data. With a comprehensive, stable, secure and compliant mobile big data foundation, as well as professional and precise data analysis technology and AI algorithms, Moonfox Data has launched products such as mobile app data (iApp), brand insight data (iBrand), marketing insight data (iMarketing), and financial alternative data. Additionally, it provides professional research and consulting services through Moonfox Research Institute, aiming to help companies gain insights into market growth potential and empower precise business decisions with data.

### MoonFox Data Products & Services

Data insight into market growth to empower accurate business decision-making

#### Mobile app data - iApp

- Market Position
- Media Value
- Market Monitoring
- Product Operation
- Audience Analysis
- Channel Exploration
- Investment Analysis

#### Brand insight data - iBrand

- Store Traffic
- Market Penetration
- Traffic Portrait
- Data Connect

#### Marketing insight data - iMarketing

- Audience Targeting
- Audience Insights
- User Tags
- Customized Data

#### Financial alternative data

- Operating Data
- Customer Data

#### MoonFox Research Institute

- MoonFox Research
- MoonFox Consulting

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