

计算机行业跟踪周报 309 期：AIGC 管理办法发布，京东大模型或 24 年开放商用

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投资要点：

- **国家网信办等七部门联合公布《生成式人工智能服务管理暂行办法》，自 2023 年 8 月 15 日起施行。**近日，国家网信办联合国家发展改革委、教育部、科技部、工业和信息化部、公安部、广电总局公布《生成式人工智能服务管理暂行办法》（以下称《办法》），自 2023 年 8 月 15 日起施行。国家互联网信息办公室有关负责人表示，出台《办法》，旨在促进生成式人工智能健康发展和规范应用，维护国家安全和社会公共利益，保护公民、法人和其他组织的合法权益。我们认为，《办法》的发布是人工智能行业战略地位不断提高的重要表现，通过法律和行政法规的制定来确保其发展和应用的合法性、安全性和规范性，促进生成式人工智能的可持续发展。《办法》提出国家坚持发展和安全并重、促进创新和依法治理相结合的原则，采取有效措施鼓励生成式人工智能创新发展，对生成式人工智能服务实行包容审慎和分类分级监管，明确了提供和使用生成式人工智能服务总体要求。提出了促进生成式人工智能技术发展的具体措施，明确了训练数据处理活动和数据标注等要求。我们认为《办法》的推出，有望加速整个生成式人工智能服务的整体推进。算力、大模型及垂直行业应用公司，都有望充分受益。
- **京东发布言犀大模型，预计 24 年上半年大模型能力向外部严肃商业场景开放。**7 月 13 日，京东全面推出京东言犀大模型、言犀 AI 开发计算平台、升级支撑大模型落地行业的产品及解决方案。言犀大模型具有“更高产业属性、更强泛化能力、更多安全保障”的优势，致力于面向知识密集型、任务型产业场景，解决真实产业问题。言犀大模型技术优势包括**尖端技术突破**：自 2017 年，京东云就布局人机交互、多模态智能等 AI 前瞻技术，在多模态领域的 26 项国际赛事中夺魁，并在 2023 年斩获中国人工智能最高奖吴文俊奖个人、团体两项殊荣。**首创将领域知识注入大模型**：基于领域知识注入的模型 K-PLUG，采用推理低延时策略，推理速度提升 6.2 倍，模型部署成本降低 90%。**产业原生数据**：数智供应链长链路、复杂协同的原生数据，更适合产业大模型训练，沉淀 30% 原生数据，每年数百亿优质动态交互数据回流。围绕这些场景训练的大模型更适合产业应用。**新型算力加持**：超大规模计算集群“天琴 α”，算力总规模达到 135TFLOPS，推理提速 6.2 倍，推理成本节省 90%。**言犀大模型以“三步走”深入产业**：2023 年 7 月，产业原生，推出大模型；2023 年下半年，内部实践，产品融合，锤炼迭代；2024 年上半年，服务产业，全面开放，大模型能力向外部严肃商业场景开放。我们认为，此次京东言犀大模型的发布，代表我国互联网大厂对于 AI 大模型的关注仍维持高位，未来我国 AI 领域发展有望持续加速。
- **Calude 2 发布，AI 大模型领域持续发展。**近日，Anthropic 公司发布了其最新的人工智能模型 Claude 2，用户可以通过 API 以及新的公开测试网站 claude.ai 进行访问。此次新发布的 Claude 2 主要有以下升级：第一，在不同的测试中，较之 Claude 1.3，Claude 2 性能得到了提升。例如 Claude 2 在编程能力、数学能力和推理能力方面比 Claude 1.3 有所提升。在 Codex 人类级 Python 编码测试中，它的编程能力更强，获得 71.2% 的得分比，而 Claude 1.3 为 56%。第二，Claude 2 的输入和输出文本更长。用户可以在每个提示中输入多达 100K 的 tokens，这意味着 Claude 可以处理数百页的技术文档甚至一本书。Claude 2 现在也可以输出更长的文档，一次性可以写几千个 tokens。第三，Claude 2 可以通过新的公开测试网站 claude.ai 进行访问，这使得更多的用户可以直接免费体验 Claude 2。在聊天中，Claude 可以为处理文档、电子邮件、聊天记录等内容的问题提供帮助。同时，Claude 具有编辑、改写、总结、分类、提取结构化数据、根据内容进行回答等功能。我们认为，Calude 2 的发布，代表 AI 大模型相关技术仍在持续稳定的发展，未来 AI 应用领域也有望持续扩展。
- **建议关注**：科大讯飞，金山办公，中科曙光，新国都，赛意信息，航天宏图，汉得信息，恒生电子。
- **风险提示**：AI 技术发展不及预期。

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APPENDIX 1

Summary

New “Generative AI Service Management Interim Measures” by seven departments including the Cyberspace Administration of China, effective from August 15, 2023. The regulation aims to promote healthy development, standardized application of generative AI, maintaining national security and public interest while protecting citizens and organizations’ legal rights. This plays a key role in elevating AI’s strategic position, ensuring its legality, security, and regulated development through laws and regulations.

JD.com released Yanxue large model and expects to open its large-model capabilities to serious business scenarios in H1 2024. Yanxue model boasts “higher industry attributes, stronger generalization ability, more security” and is committed to solving real industry problems. Key technologies include K-PLUG model and large computing cluster “Tianqin α ” boasting 135TFLOPS of total processing power, speeding up inference by 6.2 times and saving 90% of inference cost. We believe that the release of JD’s Yanxue indicates sustained interest from China’s internet giants in AI which will likely accelerate future AI development.

Anthropic company released their latest AI model Claude 2, accessible via API and new website claude.ai. Its notable upgrades include performance improvements over Claude 1.3, increased text input and output limit, and more user accessibility. Claude 2 can provide assistance in handling documents, emails, chat content, offer editing, rewriting, summary, classification, extraction of structured data, and answer questions based on the content. The release of Claude 2 indicates continuous, stable development in AI related technology and the potential for more expansion in future AI applications.

Recommended Focus: iFlytek, Kingsoft Office, Dawning Information Industry, Xinguodu, Seeyon, Aerospace CHJ, Hand Enterprise Solutions, Hengsheng Electronic.

Risk warning: AI technology’s development may not meet expectations.

附录 APPENDIX

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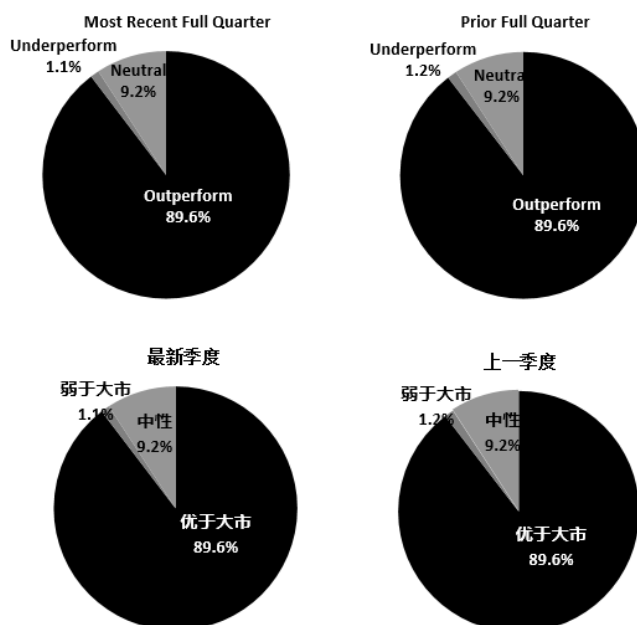
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	Outperform	Neutral (hold)	Underperform
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