

# 计算机行业跟踪周报 362 期：OpenAI 发布多项更新，豆包 11 月 MAU 位列全球第二

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## 投资要点：

- **OpenAI 发布 Canvas 工具更新，宣布 Apple Intelligence 与 ChatGPT 进行深度整合。**根据腾讯科技官微，12 月 11 日，OpenAI 直播第四天，宣布更新创作工具 Canvas。它曾经只向付费用户开放，但现在会向所有 ChatGPT 用户开放使用。Canvas 本次的更新，使其功能大为丰富。它可以分为三大核心领域：智能写作助手、编程协作环境和定制化 AI 代理。智能写作助手方面，Canvas 完全抛弃了传统的聊天界面，采用了一个分屏设计：左侧保留了对话功能，右侧则是一个功能完整的文档编辑器。Canvas 的编程功能可能是此次更新中最具技术突破性的部分。通过内置的 WebAssembly Python 模拟器，Canvas 创造了一个几乎无延迟的编程环境。Canvas 的第三个维度可能是最具突破性的尝试：上线了定制化 AI 智能体的能力。12 月 12 日，OpenAI 直播第五天，OpenAI 宣布 Apple Intelligence 对 ChatGPT 进行了深度整合，主要包含三个方面：首先是与 Siri 的协同，当 Siri 判断某个任务可能需要 ChatGPT 的协助时，它可以将任务移交给 ChatGPT 处理；其次是写作工具的增强，用户现在可以使用 ChatGPT 从头开始撰写文档，还能进行文档细化和总结；第三是 iPhone 16 的相机控制功能，它能够通过视觉智能让用户更深入地了解拍摄对象。
- **OpenAI 推出高级语音视觉功能和 Project 功能，AI 应用关注度或进一步提升。**12 月 13 日，OpenAI 直播第六天，推出了高级语音视觉功能（Advanced Voice with Vision）。ChatGPT 现在能够通过视觉和听觉与用户互动，提供实时的视觉互动体验，就像与真人视频聊天一样自在。该技术允许 ChatGPT 在进行语音对话时同时处理视觉信息，例如通过视频输入设备识别图像。此外，该技术还提供了更加自然、实时的对话体验，并且能够识别非语言细节，如说话的速度，并带有情感地回应。目前，OpenAI 的高级语音模式已经增加了屏幕共享和视觉识别能力，能够根据用户手机摄像头捕捉的画面或屏幕上显示的信息提供相应的辅助。12 月 14 日，OpenAI 直播第七天，推出了名为“Projects In ChatGPT”的新功能。该服务可以将 ChatGPT 的各种功能整合至一处，便于用户创建并管理各类项目。作为 ChatGPT 中一种新的对话组织与定制方式，它将赋予用户将聊天与数据分组的能力，从而使用户能够依据自身需求更加便捷地定制 ChatGPT。在创建一个 Project 的过程中，用户可以在一个集中化的界面内设定标题、自定义文件夹的颜色、上传与项目相关的文件，并编写说明来指导 ChatGPT 如何最高效地协助用户完成项目。我们认为，OpenAI 近期的发布，更多的是在应用端，即如何让 AI 更好用，如何在更多领域落地，未来 AI 行业的发展，应用受到的关注度有望进一步提升。
- **豆包 11 月 MAU 位列全球第二，我国 AI 应用已经进入全球第一梯队。**近日，字节跳动旗下的 AI 智能应用豆包进行了多项功能更新，豆包电脑版视频生成功能已开启内测使用，用户上传一张图片输入提示词，并添加运镜、分镜信息即可生成一段视频，此外豆包还支持了一键生成带有指定文字的图片。根据豆包官微，豆包目前在多个领域都有所应用，例如中学物理老师她借助豆包 AI 查询专业知识，辅助设计科普实验，希望后排学生也能看清细节；地质工程师用豆包辅助识别手写的岩心编录成电子文档，基本能找出所有的错误，省去了很多时间等。根据 AI 产品榜·应用榜（APP），字节跳动旗下的豆包 11 月上榜应用 APP MAU 高达 5998 万，对比第二名文小言 1299 万的数据在国内处于断崖领先的位置。在全球范围内，豆包的 11 月上榜应用 APP MAU 也能排到第二的位置，仅次于 ChatGPT。根据 a16z，其每六个月会深入挖掘数据，分别评选出 50 款领先的 AI Web 应用和 50 款领先的 AI 移动应用，豆包在 8 月份的最新榜单中同时出现在了 AI Web 应用和 AI 移动应用两个榜单中。我们认为，从豆包的表现就可以看出，我国的 AI 应用已经进入了世界第一梯队，考虑到国内 C 端的广大市场，未来 AI 应用在我国落地速度或进一步加快。
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## APPENDIX 1

## Summary

## Investment Highlights:

OpenAI updates Canvas tool, integrating Apple Intelligence with ChatGPT. On December 11, OpenAI announced Canvas updates, now available to all ChatGPT users. Canvas focuses on smart writing assistant, programming collaboration, and customizable AI agents. The smart writing assistant uses a split-screen design for enhanced functionality. The programming feature offers a near-zero latency environment. The customizable AI agent is a significant innovation. On December 12, OpenAI announced deep integration of Apple Intelligence with ChatGPT, enhancing Siri collaboration, writing tools, and iPhone 16 camera control. OpenAI introduces advanced voice and vision features, increasing AI application interest. On December 13, OpenAI launched Advanced Voice with Vision, enabling real-time visual interaction. On December 14, OpenAI introduced 'Projects In ChatGPT', allowing users to manage projects efficiently. OpenAI's recent releases focus on improving AI usability and application. Doubao ranks second globally in November MAU, indicating China's AI applications are leading. Doubao's features include video generation and image creation. In November, Doubao's MAU reached 59.98 million, leading domestically and ranking second globally. China's AI applications are advancing rapidly, with potential for faster domestic adoption. Suggested focus: Dawning Information Industry, Hundsun Technologies, Beijing Kingsoft Office Software, Newland Digital Technology, Shanghai Newtouch Software, Beijing Wanji Technology, Isoftstone Information Technology.

Risk Warning: Technology and policy developments may be weaker than expected.

## 附录 APPENDIX

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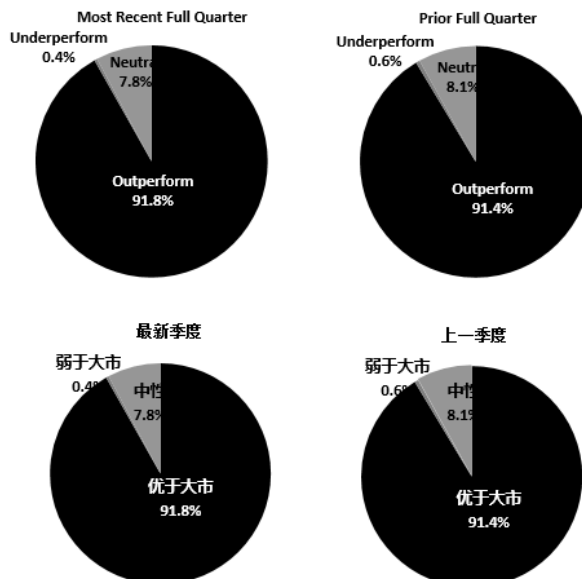
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\*在每个评级类别里投资银行客户所占的百分比。

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中性，未来 12-18 个月内预期相对基准指数变化不大，基准定义如下。根据 FINRA/NYSE 的评级分布规则，我们会将中性评级划入持有这一类别。

卖出，未来 12-18 个月内预期相对基准指数跌幅在 10%以上，基准定义如下

各地股票基准指数：日本 – TOPIX, 韩国 – KOSPI, 台湾 – TAIEX, 印度 – Nifty100; 其他所有中国概念股 – MSCI China.

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