

OpenAI 直播跟踪（七）：ChatGPT 热线发布， ChatGPT 完成与 Mac 软件集成

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投资要点：

- **ChatGPT 热线发布，用户可以通过电话/WhatsApp 与 ChatGPT 互动。**12月18日（直播第十天），根据腾讯科技官微，OpenAI 在其12天发布会的第十天正式宣布，为了让人工智能在全球范围内普及，进一步扩大其旗舰产品的覆盖范围，用户无需账号可通过电话或 WhatsApp 消息与 ChatGPT 互动。其中，美国用户可以拨打 1-800-CHATGPT（1-800-242-8478），通过 OpenAI 的实时对话功能--高级语音模式每月与这款广受欢迎的聊天机器人免费通话 15 分钟；其他国家的用户可以使用 WhatsApp 向同一号码发送消息，与聊天机器人互动。目前，ChatGPT 的周活跃用户数已达 3 亿。
- **通过 WhatsApp 与 ChatGPT 进行互动不需要数据流量。**这款聊天机器人能够回答用户的问题，并执行如语言翻译、话题解释和方向指引等任务。全球用户现在可以在 WhatsApp 上添加 1-800-CHATGPT（1-800-242-8478）为联系人，享受与人工智能的无缝对话体验。这是 OpenAI 首次将 ChatGPT 集成到 WhatsApp 平台，并且这项服务对用户完全免费。这项创新功能让用户能够像与真人交流一样与 ChatGPT 互动，无论他们是否拥有充足的数据流量。OpenAI 正在开发 WhatsApp 集成的新增功能，包括图像分析和网络搜索等，但尚未公布这些新功能的发布时间表。
- **ChatGPT 与 Mac 软件完成集成。**12月19日（直播第十一天），根据腾讯科技官微，OpenAI 发布了 MacOS 桌面应用程序及其与各类应用程序的互操作性功能。用户已能通过 MacOS 桌面应用程序来查看和自动化他们的 ChatGPT 工作。尽管 2025 年还将有更多类似版本问世，OpenAI 已率先推出了以下三大功能：
 - **第一**，借助“Work with Apps”功能，用户现在能够将 ChatGPT 接入更多编码应用程序，涵盖 BBEdit、MatLab、Nova、Script Editor、TextMate、Android Studio、AppCode、CLion、DataGrip、GoLand、IntelliJ IDEA、PHPStorm、PyCharm、RubyMine、RustRover、WebStorm、Prompt 以及 Warp 等。
 - **第二**，对于利用 ChatGPT 进行写作的用户，OpenAI 宣布 MacOS 桌面应用程序现已实现对 Apple Notes、Quip 和 Notion 的支持。通过这个新功能，ChatGPT 得以与 Notion 等进行无缝协作。现场演示聚焦于文档中的特定文本段落，并设定任务为“补充这些对话要点”。此外，用户还可利用 ChatGPT 的搜索功能来生成回应。
 - **第三**，除了文本选择、复制粘贴的传统操作外，MacOS 桌面应用支持高级语音模式，同时能与其他应用程序协同工作。在此模式下，用户可在 Apple Notes 中设定“节日派对歌单”，并通过 ChatGPT 征询圣诞老人对候选歌曲的意见。ChatGPT 甚至能指出用户的错误，如将圣诞歌曲《Frosty the Snowman》误写为《Freezy the Snowman》。
- 我们认为，ChatGPT 热线的发布将 ChatGPT 进一步下沉，使得潜在客户群体进一步扩大，而与 Mac 的集成则进一步突出了 OpenAI 对“易用性”的重视，通过将 AI 模型无缝集成到用户的日常工作流程中，进一步加强 AI 的“易用性”和用户粘性，总的来说，这几项举措都突出了 OpenAI 现在的关注重点是 AI 的落地，我们判断，未来 AI 行业各参与者的重点都将逐渐从基础模型的迭代向商业落地转移。
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- **风险提示：**AI 技术发展不及预期，AI 应用落地不及预期。

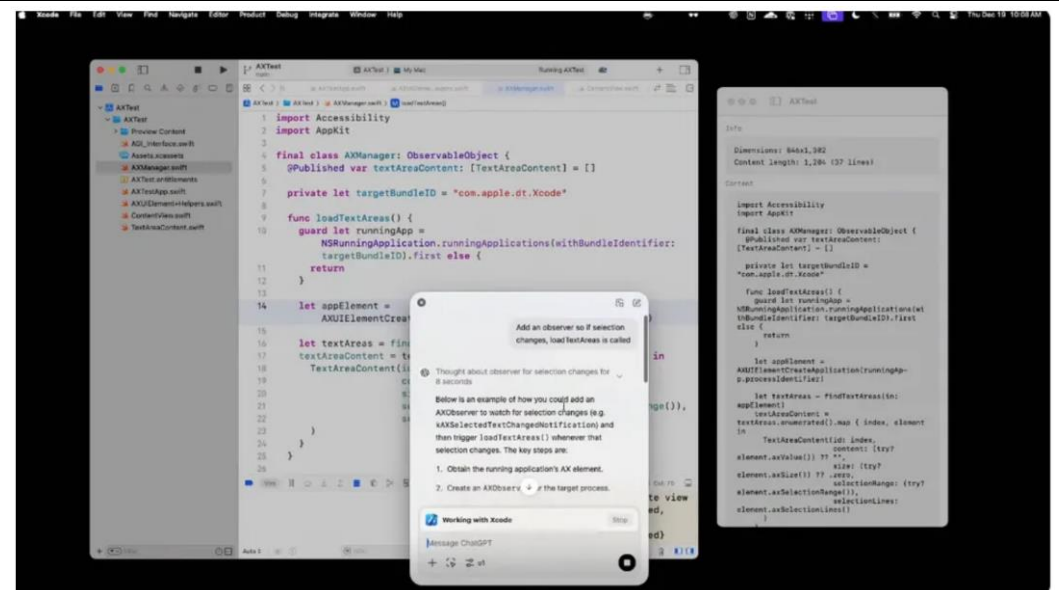
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图 1 ChatGPT 热线发布



资料来源：OpenAI 官网，HTI

图 2 Work with App 功能示例



资料来源：腾讯科技官微，HTI

APPENDIX 1**Summary****Investment Highlights:**

ChatGPT hotline launched, allowing interaction via phone/WhatsApp without an account. As of December 18, USA users can call 1-800-CHATGPT for 15 minutes of free monthly calls; others can use WhatsApp. ChatGPT has 300 million weekly active users. WhatsApp interaction requires no data, offering seamless AI conversation. OpenAI plans new features like image analysis. ChatGPT integrated with Mac software as of December 19, offering interoperability with apps like BBEdit, MatLab, and more. MacOS app supports Apple Notes, Quip, and Notion, enhancing writing tasks. Advanced voice mode allows interactive tasks like playlist creation. These initiatives expand ChatGPT's reach and emphasize usability, indicating a shift towards AI commercialization. Suggested focus: Beijing Kingsoft Office Software, Shanghai Newtouch Software, Hand Enterprise, ArcSoft Corporation, Wondershare Technology, Hangzhou Arcvideo Technology, Hithink RoyalFlush Information Network, Fujian Foxit Software Development, Weaver Network Technology, Seeyon Internet Software, 360 Security Technology Inc., Sense Time Group, Iflytek, Mphasis, Guangzhou Sie Consulting, Chinasoft International, Hangzhou Hikvision Digital Technology, Zhejiang Dahua Technology, Range Intelligent Computing Technology Group Company Limited, Inspur Electronic Information Industry.

Risk Warning: AI development and application may be weaker than expected.

附录 APPENDIX

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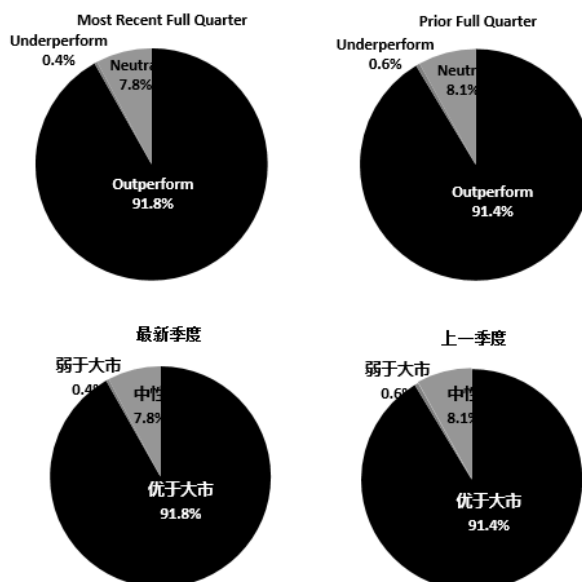
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Ratings Distribution



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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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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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	Outperform	Neutral (hold)	Underperform
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IB clients*	3.5%	4.4%	0.0%

*Percentage of investment banking clients in each rating category.

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