

BUSINESS INNOVATION SYMPOSIUM (E6)

New space industry segments, firms, actor groups, and multiple programs: innovation, entrepreneurship & investment at the mesoscopic level of analysis (2)

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TAIKONGMEDIA A SOFT POWER OF CHINA'S SPACE POWER CONSTRUCTION

Abstract

Chairman XI Jinping pointed out Chinese unremitting space dream, which is to explore the vast space, develop the space industry and build China into a space power. According to the China's Space Activities in 2016, in the next five years and beyond China will uphold the concepts of innovative, balanced, green, open and shared development, and promote the comprehensive development of space science, space technology and space applications, so as to contribute more to both serving national development and improving the well-being of mankind. XI also pointed out that we should put the popularization of science as important as technology innovation. So, to build China into a space power in all respects, we must pay more attention to those components of soft power. This paper analyzes the components of soft power in space area, including space strategy, space standard, space patent, space publication and space popularization. In the age of internet + and mobile media, to provide authoritative space information, think-tank achievements, industry connection, science and fiction, space forums, etc., based on online services of new internet media, is a cost-effective way to expand the influence of space development. The paper also introduces the architecture of Taikongmedia that is operated by Beijing Institute of Space Science and Technology Information, and the cases to serve China space industry. Through magazines, websites and mobile phone medias, Taikongmedia will be an important window for people all over the world to understand global space area, especially China space industry.