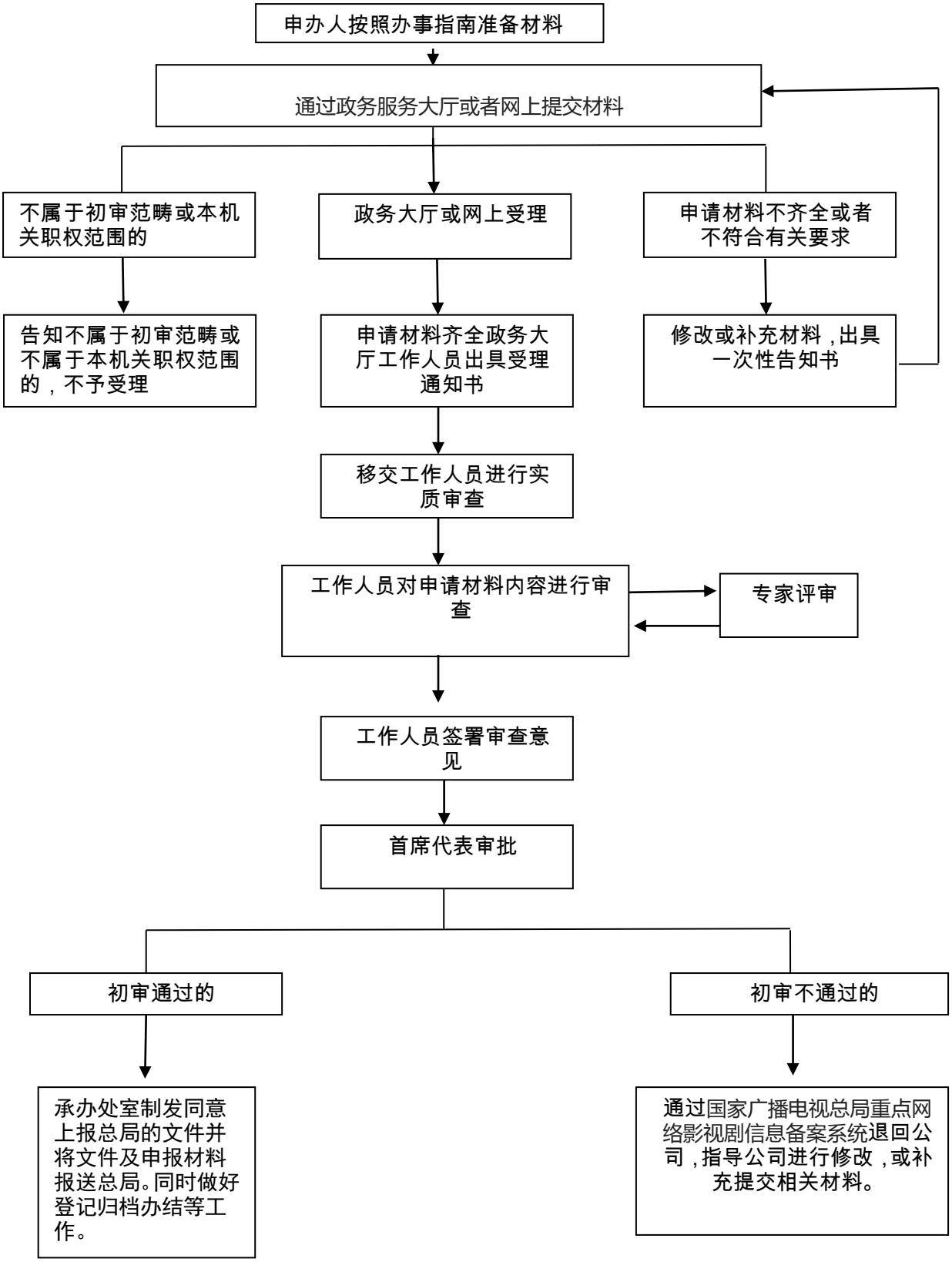影视节目制作机构与外方联合制作网络剧立项流程图