



## **Kuaishou Gaokao Season Report 2024: upholding the rationale of public interest and popularization, live streaming on the counselling on application choices has been viewed by 484 million viewers**

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China National Radio : [Kuaishou Gaokao Season Report 2024: upholding the rationale of public interest and popularization, live streaming on the counselling on application choices has been viewed by 484 million viewers](#)

The one-stop information service that covers periods before, during and after the 2024 “Gaokao”, the national college entrance exam, on Kuaishou is well-received. Videos related to “Gaokao” have been played 52.6 billion times, while the number of searches of key words amounted to more than 112 million times, and the live streaming on the counselling on application choices has been viewed by 484 million viewers. More ordinary households and households from emerging and lower-tiers cities may obtain information related to “Gaokao” on Kuaishou, eliminating the information gap and helping students to fulfil their dreams of attending their favourite institution. In the future, Kuaishou will also adhere to the underlying logic of technological inclusiveness and traffic inclusiveness, using public welfare inclusive information services to help more high school students realize their dreams of entering their ideal universities.