



The “Traditional Chinese Art in the New Era” takes you to feel the new charm of traditional culture through a small screen

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Xinhua News Agency : [The “Traditional Chinese Art in the New Era” takes you to feel the new charm of traditional culture through a small screen.](#)

On August 2, 2024, the special program “New Voices for Chinese Style” of the “Traditional Chinese Art in the New Era - Summer Edition”, jointly launched by Xinhua News Agency App and Kuaishou Live Streaming, officially received audience. 12 traditional culture anchors of Kuaishou from various fields, such as Chinese opera, folk arts and musical instruments, interpreted the beauty of the traditional Chinese art with their love and inheritance in the presence of more than 7.5 million viewers. According to the “2023 Kuaishou Live Streaming Ecology Report”, the number of traditional culture (including the inheritance of intangible cultural heritage) anchors on the Kuaishou platform has exceeded 190,000, and the content of Chinese opera, musical instruments, calligraphy and folk arts was highly popular. In 2023, Kuaishou launched the “Traditional Chinese Art Heritage Program” to support the growth of various types of traditional culture anchors with the platform resources, and to promote the innovation and inheritance of traditional culture contents in live broadcasts.