



Kuaishou Escorts the Start of the School Season, Cooperates with the Ministry of Public Security for the First Anti-Fraud Lesson

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Recently, the "First Anti-Fraud Lesson of the School Season" series of live broadcast courses was launched on Kuaishou. Aimed at different age groups of students and common scams, the "First Anti-Fraud Lesson of the School Season" specially set up sessions such as "Common Scams for Primary and Secondary School Students," "Common Scams for College Students," and "College Students Beware of Becoming 'Tools' of Telefraud." Since May 2024, Kuaishou has cooperated with provincial and municipal public security departments and relevant departments in 18 provincial-level administrative regions, as well as Haikou and Beihai cities, to conduct 205 anti-fraud live broadcasts on Kuaishou, with a total exposure of over 140 million in the live broadcast rooms. The "2024 Kuaishou Anti-Fraud Governance Report" shows that over the past year, Kuaishou has issued 154 million anti-fraud reminders, intercepting and blocking over 96.5% of fraudulent activities. At the same time, with the development of Kuaishou's AI large model, the KLing AI will also be more widely applied to the field of anti-fraud, injecting new vitality into anti-fraud publicity.