



"New Professional Development Report of Online Hosts": Currently Over 15 Million Professional Hosts Nationwide, Live Broadcast Talent Shortage to Exceed 19 Million by 2025

2024.11.07

Yangtze Evening Post : ["New Professional Development Report of Online Hosts": Currently Over 15 Million Professional Hosts Nationwide, Live Broadcast Talent Shortage to Exceed 19 Million by 2025](#)

On November 7th, the China Performance Industry Association's Online Performance (Live Broadcast) Branch, in collaboration with the Kuaishou platform, released the "New Professional Development Report of Online Hosts". The report indicates that as of December 2023, 15.08 million people have taken up online hosting as their main occupation, with an estimated talent shortage of 19.415 million in China's live broadcast industry by 2025. Online hosting has become a popular profession, not only bringing scaled employment opportunities to first and second-tier cities but also inclusive job opportunities to new first-tier and third, fourth, and fifth-tier cities. Research shows that over 60% of professional online hosts broadcast four or more days per week, more than 80% of professional online hosts have an average monthly income of less than 8,000 yuan, and nearly 90% of professional online hosts are willing to engage in online hosting as a long-term career.