



"Small Screen" Performs "Big Stage"! Kuaishou Art and CCTV Literature and Art Co-host the "Intangible Cultural Heritage Opera Star Night" Live Broadcast Event

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On November 21st, Kuaishou Art and CCTV Literature and Art co-hosted the "Intangible Cultural Heritage Opera Star Night," where Kuaishou creators from across the country, who are inheritors of intangible cultural heritage, used live streaming and video calls to showcase operas rich in regional characteristics such as Peking Opera, Henan Opera, and Qinqiang. Through live broadcast rooms and short video formats, opera artists from the "South Tones and North Dialects" have been given the opportunity to be seen, allowing more people to recognize and fall in love with traditional Chinese opera culture, and to feel the connection and resonance between intangible cultural heritage and the times. The "2024 Kuaishou Intangible Cultural Heritage Ecology Report" released in June this year shows that over 11 million creators with a significant following on Kuaishou are dedicated to the preservation of intangible cultural heritage. Among the national-level intangible cultural heritage projects, the coverage rate for traditional drama projects is 97.4%, and for traditional quyi (曲艺) projects, it is 93.1%.