



## "Small Screens, Big Stage" — Kuaishou Launches "Lao Tie (users in Kuaishou Community) Garden of Opera" Plan to Support Opera Innovation and Development

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**Economic Reference Net:** ["Small Screens, Big Stage" — Kuaishou Launches "Lao Tie \(users in Kuaishou Community\) Garden of Opera" Plan to Support Opera Innovation and Development.](#)

On March 21, under the guidance of the China National Intangible Cultural Heritage Protection Association, Kuaishou announced the launch of its "Laotie Garden of Opera" initiative to support traditional opera troupes. The program will provide algorithmic exposure support, content guidance, cash subsidies, and commercial monetization opportunities to foster innovation in opera performances and breathe new life into cultural heritage preservation. The head of Kuaishou's Humanities and Arts Department said, "Over the next year, Kuaishou will help at least 500 troupes innovate and develop, creating a second stage for opera performances. Through the dual synergy of short videos and livestreaming, we aim to make excellent traditional opera culture more widely seen and passed down."