



## **Total live-stream views for Kuaishou's New Knowledge initiative exceed 230 million, demonstrating the effectiveness of the "live-streaming + public welfare" model**

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**Ningxia News Network:** [Total live-stream views for Kuaishou's New Knowledge initiative exceed 230 million, demonstrating the effectiveness of the "live-streaming + public welfare" model](#)

Kuaishou's "Laotie Knowledge Encyclopedia · New Knowledge Sowing Season" campaign has drawn to a close. The "Silver-Haired Guardians" public-welfare roadshow conducted offline public lectures, free medical consultations and benefit performances in Jilin, Shandong and Shaanxi provinces. Leading content creators from the fields of healthcare, law, finance and traditional opera joined forces to deliver a comprehensive supply of content that enables senior citizens to "continue learning and continue enjoying life."