



“2025 Kuaishou Intangible Cultural Heritage Ecosystem Report” - Intergenerational Synergy Reinvigorates Traditional Arts

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China National Radio: [“2025 Kuaishou Intangible Cultural Heritage Ecosystem Report” - Intergenerational Synergy Reinvigorates Traditional Arts.](#)

14 June 2025 marks the China’s annual Cultural and Natural Heritage Day. Kuaishou Knowledge, in partnership with the Kuaishou Big Data Research Institute, released the “2025 Kuaishou Intangible Cultural Heritage (ICH) Ecosystem Report: When Tradition Meets the New Era on Kuaishou.” Data show that, over the past year, ICH-related videos on the platform generated 178 billion video views, while close to 10,000 daily live-stream sessions created new venues for safeguarding and transmitting heritage. State-level traditional-drama and traditional-quyi (storytelling and ballad arts) entries achieved 98.2 percent and 94 percent coverage, respectively. Collectively, ICH content on the platform has amassed 178 billion cumulative video views and 3.7 billion user interactions.