



Global South Emerges as Key Market for Chinese Content Going Global: AI Video Generation Technology Injects New Momentum into Global Audiovisual Industry

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Recently, at the 'China Audiovisual Going Global Forum' during the 13th China Internet Audiovisual Conference, Du Zheng, Vice President of Kuaishou and Head of Kuaishou International Commercialization, delivered a keynote speech titled 'Technology Equity, Content Symbiosis: Building a New Global Audiovisual Ecosystem.' He shared Kuaishou's latest thinking and practices on the globalization of China's audiovisual industry, focusing on market opportunities in the Global South, AI technology empowerment, and the pathways for short dramas going global.