



Seminar on Creating Public Value for Short Videos held

2022.01.25

Economic Daily

The Seminar on Creating Public Value for Short Videos (短視頻公共價值建設研討會) is held in Beijing a couple of days ago, in which participants exchanged their ideas on how to create public value for short videos. Yue Futao, vice president of Kuaishou Technology, pointed out that, with the increasing popularity of informative content, short video platforms such as "New Knowledge Broadcast" (新知播) of Kuaishou should undertake important tasks of conveying knowledge and benefitting the public as well as the social responsibility of disseminating diverse knowledge. He also believed that practitioners of the platform industry should take into consideration the opinions of the regulatory authorities and the public in order to make more contributions to society.