



As the poem, "Spring Blossoms on a Moonlit River" (《春江花月夜》), has attracted fans from Generation Z, what is the appeal of ancient poem explanation online?

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With the popularity of the Internet, online learning has become a trend. In the second half of last year, Kuaishou also launched knowledge-based live broadcast programs such as "New Knowledge Forum" (《新知懂事會》) and "Kuaishou New Knowledge Broadcast" (《快手新知播》). The latter had over 1,000 knowledge anchors and the number of live broadcasts reached 10,000 within three months.