



Kuaishou recreates the “New Year Festive Mood” through organizing temple fair, giving out red packets and holding movie party to share the warmth of New Year

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On January 11, Kuaishou held a creative fair for intangible cultural heritage handicrafts at its online Temple Fair. 23 artisans of intangible cultural heritage were invited to create special rabbit-themed crafts to bring good fortune for audience in the New Year. On January 12, Kuaishou's online Temple Fair partnered with local media to relay live broadcast of Shehuo (社火) in 9 different regions across China, showcasing a colorful Shehuo show through live streaming tour. Starting from January 14, Kuaishou also provided live broadcasts of the Spring Festival Gala shows at more than 10 provincial satellite TV stations, giving chance to people across the country to celebrate the festival together and relive the traditional ritual together during the Chinese New Year.