



Release of 2022 Kuaishou E-commerce Trust Building Report: enhancing Kuaishou's "trust-based e-commerce" ecosystem through multi-dimensional upgrades

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The Paper

Recently, Kuaishou E-commerce has released the 2022 Kuaishou E-commerce Trust Building Report (《2022快手電商信任建設報告》), providing a comprehensive overview of their efforts to establish a trustworthy e-commerce environment in 2022. The report encompasses key aspects such as user feedback, user rights protection, contract fulfillment capability, platform governance and merchant support. Effective platform governance serves as a vital foundation for building trust. In the past year, Kuaishou's e-commerce platform took action to penalize 657,000 merchants and streamers, of which over 276,000 were banned. As a result, user-reported incidents related to live-streaming e-commerce decreased by 30%. Regarding brand protection, Kuaishou's e-commerce platform has introduced the "Intellectual Property Protection Platform". This initiative supports the authentication of various rights, including patent rights, trademark rights, and copyrights. It also facilitates e-commerce complaints and assists in identifying domestic rights holders, thereby protecting the intellectual property of brands and platforms.