



Transformation of short videos: What has changed in the past 12 years?

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Liaowang Institute (瞭望智庫): [Transformation of short videos: What has changed in the past 12 years?](#)

Over the past 12 years, short video platforms like Kuaishou have undergone significant development. Short videos and live streaming have evolved into essential infrastructure and tools, finding applications across diverse professional groups and integrating into various industries. This has propelled the professionalization of creators and streamers. Looking ahead, short videos and live streaming will soon become an integral part of our digital lives, careers, jobs, businesses and industries. With the rise of intelligent systems, digitization and video contents, the transformative impact driven by short videos will continue to accelerate in the next 12 years.