



Kuaishou Becomes the Rights-holding Broadcaster of the 19th Asian Games Hangzhou 2022

2023.07.17

On July 17, Kuaishou Technology established cooperation with China Media Group, China's state broadcaster, whereby Kuaishou was awarded the on-demand video and short video rights to the 19th Asian Games Hangzhou 2022 (referred to as the "Hangzhou Asian Games" or the "Games"), scheduled to be held from September 23 to October 8, 2023. This represents yet another occasion where Kuaishou has been granted the copyright for a high-profile, international sporting event since becoming the official broadcaster of the Tokyo 2020 Summer Olympics and the Beijing 2022 Winter Olympics in May 2021.

Meanwhile, Kuaishou has also partnered with the Hangzhou Asian Games Organizing Committee to become the official short video-sharing platform for the Games. The two parties will work together to encourage people from all walks of life to watch, discuss, and actively participate in the Games, generating widespread enthusiasm and delivering an unforgettable and compelling Asian Games experience to a broad range of users.

Featuring 40 sports and 61 disciplines, the Hangzhou Asian Games are expected to produce a total of 483 gold medals. During the competition period, from September 23 to October 8, 2023, Kuaishou users can access on-demand content with full event coverage through the Kuaishou Flagship and Kuaishou Express apps. As Asia's largest comprehensive sports event, the Hangzhou Asian Games have attracted extensive attention. In relation to the Games, Kuaishou will create diverse, innovative content covering event highlights, athlete profiles, self-produced programs, on-site reporting, interactive experiences, and more, offering a panoramic view of the exciting moments both on and off the field.

Kuaishou's participation in the Hangzhou Asian Games as the official short video-sharing platform is another example reflecting the Company's passionate commitment to serving users. Going forward, Kuaishou will strive to bring users more international sports events to enrich the content of its sports vertical, addressing users' needs and further elevating the user experience.