



## Short videos and live streaming give rise to a promising digital profession

2023.08.18

Guangming Daily : [Short videos and live streaming give rise to a promising digital profession](#)

At the recent Innovative Creator Conference, many practitioners of the new profession in the digital era shared their stories. Chen Lixiang, vice president of the Chinese Society for Technical and Vocational Education, stated that short video and live streaming creators have become a new profession, providing new momentum for the high-quality development of the digital economy. In addition, the deep integration of short videos and live streaming with the real economy continues to empower the digital transformation of traditional industries and enhance the “multiplying effect” of employment in the digital era.