



On Kuaishou, a new beginning awaits independent animators

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New Voice Pro : [On Kuaishou, a new beginning awaits independent animators](#)

With the support of Kuaishou's "Morning Glow Short Animation Project", the comedic short animation, "Silly Tales of the Serpent Immortal", adapted from the classic, "The Legend of the White Snake", became the top fan-gaining animation on Kuaishou in July. The "Morning Glow Short Animation Project" is an initiative launched by Kuaishou to support animation IPs, and the first batch of collaborations for 2023 was just launched in July. In the second quarter of 2023, the DAU of anime-oriented (or "2D") on Kuaishou exceeded 200 million, ranking the top 5 in terms of average consumption scale per user on the entire platform.