



Generating 36.21 million job opportunities, short-video and livestreaming content creators become a new workforce

2023.08.11

Capital Online : [Generating 36.21 million job opportunities, short-video and livestreaming content creators become a new workforce](#)

On August 10, the Kuaishou Innovative Creator Conference themed "Embracing Passion for Greater Rewards" was held in Shanghai. During the conference, Kuaishou comprehensively reviewed the growth trajectory of creators and the trends in content ecosystem over the past year and unveiled a brand-new service strategy to fully empower creators' growth and monetization. Cheng Yixiao, founder and CEO of Kuaishou Technology, revealed that over the past year, more than 22 million people have earned income through Kuaishou, and the platform would continue to create better conditions and monetization opportunities for creators.