



2023 Kuaishou Innovative Creator Conference: Investing over 400 billion units of data traffic to help creators earn income exceeding RMB100 billion

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On August 10, the 2023 Kuaishou Innovative Creator Conference was held on the Bund of Shanghai. With the theme “Embracing Passion for Greater Rewards”, the conference reviewed Kuaishou’s content ecosystem trends and creators’ growth opportunities over the past year and announced a substantial creator assistance strategy. During the conference, Kuaishou announced that in the coming year, it would support over 7 million quality creators with more than 400 billion units of data traffic support, expecting to help creators on the entire platform to earn income exceeding RMB100 billion throughout the year.