



Beyond 174 “New Professions”: More than 36.21 million job opportunities

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Southern Weekly : [Beyond 174 “New Professions”: More than 36.21 million job opportunities](#)

As short videos and live broadcasts connect distant places and countless people regardless of time zones and locations, they bring about significant changes in aspects of learning, work, entertainment, lifestyle, social interaction and even ways of thinking. On November 16, at the 2023 Seminar on New Professions and High-quality Full Employment held in Beijing, the Chinese Academy of Personnel Science of the Ministry of Human Resources and Social Security released the “Report on the Role of Short Video and Live Streaming Ecosystem in Stimulating New Professions and Promoting High-quality Full Employment” (the “Report”). The Report, which uses the Kuaishou platform as a sample for analysis, shows that over 80% of traditional professions have begun their video-based transformations on Kuaishou. The platform has nurtured 174 new professions, generating 36.21 million employment opportunities. The ecosystem of short videos and live broadcasts has become a vast “blue ocean” of careers teeming with limitless possibilities.