



Chinese Academy of Personnel Science releases report: Middle-aged and young adults become the main force in new professions within the short video and live streaming ecosystem

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China Youth Daily : [Chinese Academy of Personnel Science releases report: Middle-aged and young adults become the main force in new professions within the short video and live streaming ecosystem](#)

At the 2023 Seminar on New Professions and High-quality Full Employment recently held in Beijing, the Chinese Academy of Personnel Science 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 highlights that the short video and live streaming ecosystem, represented by platforms like Kuaishou, is driving the video-based transformation of traditional occupations and the development of new digital professions, leading to inclusive employment and entrepreneurship. A survey of the Report indicates that approximately 90% of young people have a positive stance on new digital ecosystem professions and are willing to try these new jobs. The Report also reveals that middle-aged and young adults have become the main force in the new professions emerging within the short video and live streaming ecosystem.