



Kuaishou releases its “2022 Kuaishou Live Streaming Ecosystem Report”: building diversified content and continuously leading new development trends in livestreaming

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On January 4, Kuaishou released the “2022 Kuaishou Live Streaming Ecosystem Report”. From preserving intangible cultural heritage to promoting inclusive agriculture, from scientific knowledge dissemination to showcasing everyday life, these small live streaming rooms feature the unique characteristics of the anchors and the diversity within the live streaming ecosystem, which further deepen users’ awareness and recognition of the content ecosystem of Kuaishou. As of December 2022, Kuaishou had nearly 400 types of live broadcasts. Of which, the top five most popular categories were talent showcases, daily life records, agricultural empowerment, scientific education, and sports and outdoor activities. In terms of intangible cultural heritage, Kuaishou had more than 20 million live broadcasts for related topics in 2022. Among which, the top four categories were handicrafts, hand knitting, Quyi (Chinese folk vocal art forms) and Suona (Chinese shawm). As of October 2021, the Kuaishou platform achieved an impressive coverage rate of 97.9% for nationally recognized intangible cultural heritage projects.