



## **Short Video Live Streaming and the New Elderly Care Ecology Report: Enhancing the Welfare of the Silver Age Population, Bridging the Digital Gap**

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China Economic Net : [Short Video Live Streaming and the New Elderly Care Ecology Report: Enhancing the Welfare of the Silver Age Population, Bridging the Digital Gap](#)

On October 11th, which is the traditional Chongyang Festival, Kuaishou, in collaboration with the People's Data Research Institute, released the "Short Video Live Streaming and the New Elderly Care Ecology Report". The report indicates that short video live streaming platforms are increasingly becoming a window for the silver-haired generation to acquire knowledge, socialize, entertain, express themselves, and connect with the world. Short video live streaming allows more silver-haired groups to "see" and "be seen," further helping the silver-haired population to "cross" the digital gap, becoming a new growth driver for promoting the development of the silver economy and providing sustainable development strength for the digital transformation of the elderly care industry.