



2026 Kuaishou Intangible Cultural Heritage Ecosystem Report: ICH Content Surpasses 133.29 Billion Views as 718 Private Troupes Emerge as a New Force

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China Net: [2026 Kuaishou Intangible Cultural Heritage Ecosystem Report: ICH Content Surpasses 133.29 Billion Views as 718 Private Troupes Emerge as a New Force](#)

June 13 marked China's Cultural and Natural Heritage Day, on which Kuaishou officially released the 2026 Kuaishou Intangible Cultural Heritage Ecosystem Report (hereinafter referred to as "the Report"). Drawing on the platform's vast trove of authentic data, the Report decodes the current state of digital dissemination and living transmission of intangible cultural heritage (ICH), showcasing a new landscape in which ICH, empowered by short videos and livestreaming, has moved from rural fields to the spotlight of the entire internet.

The Report shows that over the past year, Kuaishou's ICH ecosystem has achieved scaled development, with content covering all 34 provincial-level regions across China. ICH videos garnered 133.29 billion views, building an around-the-clock, fully covered, and highly dynamic digital platform for ICH transmission that brings millennia-old traditional culture to new life in the digital era. Traditional Chinese opera stood out as the most remarkable category, accumulating 28.84 billion livestream views and bringing together 718 private theater troupes — from public squares in Shaanxi and small streets in Henan to courtyard houses in Shanxi, every performance has its singers and its audience.