



Report of Renmin University: Live streaming spurs creation of over 30 new professions, establishing livestreaming e-commerce as a major force in job market growth

2024.02.28

China Labor and Social Security News : [Report of Renmin University: Live streaming spurs creation of over 30 new professions, establishing livestreaming e-commerce as a major force in job market growth](#)

On February 27, a seminar focusing on the impact of short video and live streaming platforms took place in Beijing. The China Institute for Employment and Livelihoods Research at Renmin University presented their Report on the Employment Impacts of Live Streaming Platforms (2023). The report shows that the Kuaishou platform has been a key catalyst in generating 40.22 million job opportunities. The employment landscape within the short video and live streaming sector is rapidly transforming, characterized by the digitization of professions, the industrialization of live streaming, widespread participation, and significant job creation. Furthermore, the report states that platforms like Kuaishou have taken on a substantial role of the digital economy in facilitating new employment opportunities.