

Kuaishou - Video Editing and Sharing Tool

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What is Kuaishou?

Kuaishou (??) is a mobile application for sharing and adding special effects to videos, developed in 2011 by Beijing Kuaishou Technology. It is China's first short video sharing platform.



Kuaishou's predecessor was "GIF Kuaishou", which was founded in March 2011. GIF Kuaishou is a mobile application that allows users to create and share GIFs . In November 2012, Kuaishou became a platform where users can shoot and share videos.

As of 2019, Kuaishou has more than 200 million users worldwide. Kuaishou topped the list of most downloaded software on Google Play and Apple App Store in 8 countries in 2020. Kuaishou has facilitated more than \$59 billion worth of e-commerce transactions on the platform.

Key Features of Kuaishou

Live streaming

Kuaishou allows users to interact with their followers more flexibly through livestreams. Buying and giving virtual items provides a great way for viewers to participate, which stimulates interaction between livestreamers

and viewers, and encourages viewers to participate in livestreams, rather than watching passively. Viewers can buy virtual items and give them to livestreamers during a livestream. Kuaishou's rich and diverse livestream content and livestream interaction features have been highly effective in increasing user interaction during livestreams.

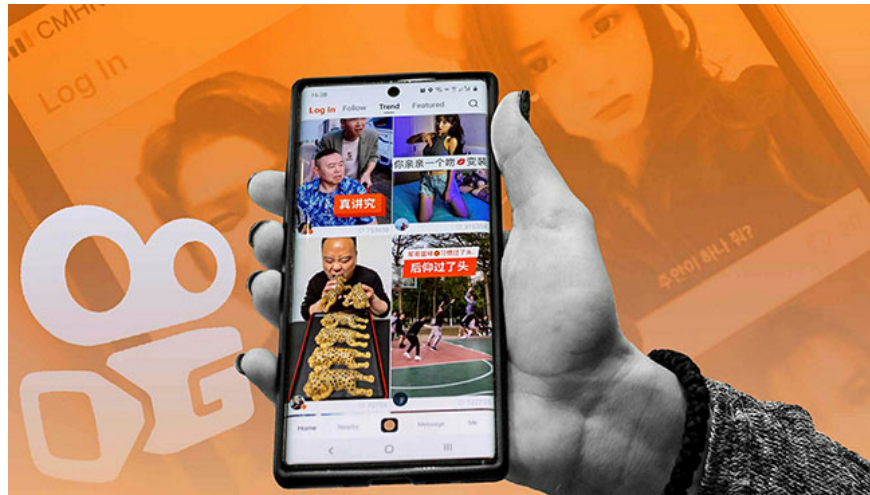


Online Marketing Services

Kuaishou's online marketing services include a full suite of online marketing solutions for participants in the platform's ecosystem. Kuaishou's online marketing services mainly include advertising services and services targeting Kuaishou fans. For advertising services, Kuaishou allows advertisers to take advantage of the large amount and variety of content on the platform, as well as its AI capabilities to accurately target ads to the target group, allowing advertisers to more effectively reach their desired audience and increase their return on investment.

E-commerce

The trust and interaction of users on the platform create natural opportunities for commerce between users and business partners. To address this need, Kuaishou launched its e-commerce business in August 2018. Livestreamed e-commerce content includes streams of sellers and promoters interacting with users to market various products in real time. Livestreamers and short video creators (including brands and retailers) use live streams, short videos, or profile pages on Kuaishou's platform to market and promote products to viewers.



Play games online

In January 2018, to capitalize on its large community of gaming enthusiasts, Kuaishou began curating and providing mobile games on the platform. Kuaishou offers in-house developed games as well as games produced by third-party developers. Users can access mobile games in the Games tab of the Kuaishou app, which directs users to mini-games that can be played directly within the Kuaishou app or downloaded as separate mobile game apps.

Share knowledge online

Kuaishou's online knowledge sharing mainly includes skills-based and other educational content shared by ordinary users, which began to be provided in the summer of 2018, aiming to meet the viewing needs of users and content creators. Online knowledge sharing can be in pre-recorded and live formats. Content creators on the Kuaishou platform can charge for the content they produce if they wish.

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