

Live Streaming in China is Exploding!

Mandarin Corner
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Dàjiā hǎo, huānyíng láidào Mandarin Corner de bōkè jiémù!

大家好，欢迎来到 Mandarin Corner 的播客节目！

Hello and welcome to a Mandarin Corner's Audio Podcast!

2

Wǒ shì Eileen.

我是 Eileen。

I'm Eileen.

3

Jìn liǎng nián zài Zhōngguó,

近两年在中国，

Live Streaming in China is Exploding!

In the past two years,

4

gèshìgèyàng de zhíbō jiémù nà shì céngchūbùqióng,

各式各样的直播节目那是层出不穷，

all kinds of live streaming have emerged in China

5

érqiě ne zǒu dào nǎr dōu néng kàndào yǒurén zài zhíbō.

而且呢走到哪儿都能看到有人在直播。

and wherever you go, you can see someone live streaming.

6

Ér zhèxiē rén yě bìngfēi shénme míngxīng rénwù,

而这些人也并非什么明星人物，

But these people aren't stars,

7

zhǐbùguò shì xiàng nǐwǒ zhèyàng de pǔtōnglǎobǎixìng men.

只不过是像你我这样的普通老百姓们。

they're ordinary people just like you and me.

8

Jiù zài shàngge lǐbài wǒ hái zài lùshang

就在上个礼拜我还在路上

Last week, I encountered a live streamer on the street

9

pèngdào le yī gè céngjīng shì nóngmíngōng de zhǔbō

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碰到了一个曾经是农民工的主播

who used to be a farmer

10

zhíbō tā tuī zhe zìxíngchē bùxíng quánguó.

直播他推着自行车步行全国。

broadcasting himself walking across the country with his bike.

11

Nàme mùqián zài Zhōngguó dàodǐ dàjiā dōu zài zhíbō shénme ne?

那么目前在中国到底大家都在直播什么呢？

So what exactly are people currently live streaming in China?

12

Yǒu nǎxiē zhǔyào de zhíbō lèixíng?

有哪些主要的直播类型？

What are the main types of live streams?

13

Tāmen yǒu duō huǒ? Wèishénme huì huǒ?

它们有多火？为什么会火？

How popular are they? Why are they popular?

14

Yòu gěi Zhōngguó shèhuì dàilái nǎxiē zhèngmiàn yǔ fùmiàn de yǐngxiǎng ne?

又给中国社会带来哪些正面与负面的影响呢？

And, what are the positive and negative effects it brings to Chinese society?

15

Jīntiān wǒmen yòu qǐng lái le dōngběi gēmen Xiǎo Fēng,

Live Streaming in China is Exploding!

今天我们又请来了东北哥们晓峰，

Today we have invited the northeastern dude, Xiao Feng

16

lái gēn wǒmen yīqǐ tàntǎo zhège huàtí.

来跟我们一起探讨这个话题。

to discuss this topic with us.

17

Hālóu, Xiǎo Fēng!

哈喽，晓峰！

Hello, Xiao Feng!

18

Hālóu, dàjiā hǎo! Wǒ shì Xiǎo Fēng, wǒmen yòu jiànmiàn le!

哈喽，大家好！我是晓峰，我们又见面了！

Hello, everyone! I am Xiao Feng, we meet again!

19

Jīntiān ne wǒmen jiù lái liáoliáo zhège zhíbō de huàtí ba!

今天呢我们就来聊聊这个直播的话题吧！

Today, let's talk about live streaming!

20

Nǐ shìbùshì yě jīngcháng kàn zhíbō ya?

你是不是也经常看直播呀？

Do you often watch it?

21

Wǒ píngshí yě huì kàn zhíbō.

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我平时也会看直播。

I also watch live streaming.

22

Nǐ juéde zhège zhíbō dàodǐ wèishénme huì zhème huǒ ne?

你觉得这个直播到底为什么会这么火呢?

Why do you think it is so popular?

23

Zài wǒ kànlai yǒu liǎng fāngmiàn yuányīn ba.

在我看来有两方面原因吧。

In my opinion, there are two reasons.

24

Dìyī gè yuányīn shì zuìjìnjǐnián ne

第一个原因是最近几年呢

The first one is that in recent years,

25

Zhōngguó de hùliánwǎng díquè shì fāzhǎn de bǐjiào kuài,

中国的互联网的确是发展得比较快,

China's internet has developed very fast.

26

zhège hùliánwǎng fāzhǎn de bǐjiào kuài yǐhòu ne,

这个互联网发展得比较快以后呢,

The rapid development of the internet

27

tā jiù gěi zhíbō zhège hángyè tígōng le nénggòu fāhuī de kōngjiān.

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它就给直播这个行业提供了能够发挥的空间。

provides the opportunity for the live streaming industry to flourish.

28

Ránhòu ne háiyǒu dìèr gè yuányīn,

然后呢还有第二个原因，

Then, there is the second reason

29

dìèr gè yuányīn jiùshìshuō zhíbō shéi dōu néng jìnxíng,

第二个原因就是直播谁都能进行，

and that is, anyone can live stream.

30

jiùshì tā gěi wǒmen pǔtōngrén tígōng le

就是他给我们普通人提供了

It provides an opportunity and space for ordinary people

31

yī gè zhǎnshì zìjǐ de yī gè jīhuì hé kōngjiān ba.

一个展示自己的机会和空间吧。

to show themselves.

32

Dànshì ne zhíbō qíshí shì yǒu duōzhǒng lèixíng de,

但是呢直播其实是有多多种类型的，

However, there are many types of live streams.

33

wǒ gāngcái tídao de zhè liǎng fāngmiàn yuányīn

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我刚才提到的这两方面原因

The two reasons I mentioned just now

34

shíjìshàng dōu shì cóng zhěngtǐ qù kǎolǜ.

实际上都是从整体去考虑。

were considered from a general sense.

35

Nà qíshí jùtǐ de měiyī zhǒng lèixíng de tā de zhíbō,

那其实具体的每一种类型的它的直播，

But in fact, each type of live stream

36

tā hái yǒu zìjǐ de yīxiē shòuzhòng,

它还有自己的一些受众，

has its own targeted audiences

37

tā yě yǒu zìjǐ nénggòu huǒ de yīxiē jùtǐ de yuányīn.

它也有自己能够火的一些具体的原因。

and has different reasons for being popular.

38

Nà nǐ néng shuōshuo mùqián guónèi zhíbō yǒu nǎ yīxiē zhǔyào de lèixíng ma?

那你能说说目前国内直播有哪一些主要的类型吗？

Can you talk about the main types of live streams currently in China?

39

shǒuxiān shì yóuxì zhíbō, dài huò zhíbō, měinǚ zhíbō,

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首先是游戏直播、带货直播、美女直播，
They're gaming, commercial, pretty girls,

40

háiyǒu chī bō, jiàoyù zhíbō.
还有吃播、教育直播
eating and educational.

41

Zěnméi le?

怎么了？

What's the matter?

42

Bù shì, wǒ tīng nǐ shuō zhíbō wǒ jiù juéde gǎoxiào.
不是，我听你说直播我就觉得搞笑。
Nothing, I am just amused when I hear you say "zhibo".

43

Bō ér, shì ma?

播儿，是吗？

Bo er, right?

44

Wǒ píngfù yíxià, duì! Nàge ér huà tèbié gǎoxiào.
我平复一下，对！那个儿话特别搞笑。
Let me calm down. Right! It's the er hua that is hilarious.

45

Nà nǐ néng fēnbié jièshào yíxià zhèxiē zhíbō de xíngshì,

Live Streaming in China is Exploding!

那你能分别介绍一下这些直播的形式，

So, can you introduce these types of live streams separately

46

ránhòu zài jùtǐ de shuōshuō měi zhǒng lèixíng huǒbào de yuányīn ma?

然后再具体地说说每种类型火爆的原因吗？

and then, talk about the reasons why each of them is so popular?

47

Kěyǐ de, wǒ xiān lái tán liǎng gè jiùshì zuì huǒ de zhíbō lèixíng ba.

可以的，我先来谈两个就是最火的直播类型吧。

Sure. Let me first talk about the two most popular types of live streaming.

48

Nà dìyī gè jiùshì yóuxì zhíbō ma.

那第一个就是游戏直播嘛。

The first one is gaming.

49

Zhègè yóuxì zhíbō wǒ juéde tā de yǐngxiǎng lì shì hěndà de,

这个游戏直播我觉得它的影响力是很大的，

I think that its influence is very big

50

zài zuìjìn jǐ nián yě shì zhèxiē zhíbō lèixíng dāngzhōng bǐjiào huǒ de.

在最近几年也是这些直播类型当中比较火的。

and among all the types of live streaming, this one is pretty popular in recent years.

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Nǐ néng shuō... dàgài miáoshù yīxià zhège yóuxì zhíbō shì zěnmehuáishì ma?

你能说... 大概描述一下这个游戏直播是怎么回事吗?

Can you briefly describe what is gaming live streaming all about?

52

Yóuxì zhíbō shíjìshàng jiùshì yīxiē zhīmíng de wánjiā tā qù wán yóuxì,

游戏直播实际上就是一些知名的玩家他去玩游戏,

It's just some well-known players that play games,

53

ránhòu dàjiā láidào zhíbō jiān qù kàn tā wán yóuxì.

然后大家来到直播间去看他玩游戏。

and people come to their channels to watch them play.

54

Nà kàn zhèxiē de rén dōu shì shéi ya?

那看这些的人都是谁呀?

Who are watching this?

55

Dàbùfen qúntǐ shíjìshàng shì... yīnggāi shì xuésheng,

大部分群体实际上是... 应该是学生,

Mostly, (college) students

56

yīnwèi tāmen de shíjiān bǐjiào duō, érqǐě duì yóuxì ne yě bǐjiào rèzhōng.

因为他们的时间比较多, 而且对游戏呢也比较热衷。

since they have a lot of free time and are more enthusiastic about games.

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Nà zhège yóuxì zhíbō tā wèishénme huì zhème huǒbào ne?

那这个游戏直播它为什么会这么火爆呢?

So, why is gaming so popular

58

huòzhě shuō tā dàodǐ yǒu duō huǒ?

或者说它到底有多火?

(and) how popular is it?

59

Shǒuxiān wǒmen xiān lái kàn yī gè shùjù ba,

首先我们先来看一个数据吧,

First of all, let's take a look at a statistic.

60

yīngxióng liánméng de yī gè zhī míng de yī gè xuǎnshǒu Uzi,

英雄联盟的一个知名的一个选手 Uzi,

Uzi, a famous player in the League of Legends,

61

tā zài jiùshì zhíbō píngtái shàng shǒucì... shǒu bō de shíhòu,

他在就是直播平台上首次... 首播的时候,

when he had his first live stream on a platform,

62

dāngshí tóngshí zàixiàn de rénshù dá dào le bā bǎi wǔshí wàn.

当时同时在线的人数达到了八百五十万。

the number of people watching online reached 8.5 million.

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Bā bǎi wǔshí wàn ya! Zhème duō rén ya! | Dui

八百五十万呀！这么多人呀！| 对

8.5 million! So many! | Right.

64

Dànshì ne qíshí zhège shùjù qíshí yǒu bèi wàiméi huáiyí zàojiǎ.

但是呢其实这个数据其实有被外媒怀疑造假。

However, foreign media suspected that this number was fake.

65

Zhíbō píngtái tā de nàge rénqì de zàojiǎ chéngfèn quèshí shì yǒu de.

直播平台它的那个人气的造假成分确实是有的。

There is some truth to numbers being fake.

66

Yībān zhēnshí de rénshù zài tā xiǎnshì rénshù de

一般真实的人数在它显示人数的

Generally, the real number is between

67

bǎifēnzhīshí dào bǎifēnzhī èrshí zhījiān.

百分之十到百分之二十之间。

ten and twenty percent of the number shown.

68

yějiùshìshuō rúguǒ shuō zhíbō jiān xiǎnshì de rénqì shì yī bǎiwàn dehuà,

也就是说如果说直播间显示的人气是一百万的话，

In another words, if the number displayed in the channel is one million,

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nà dàgài zài zhíbō jiān zhēnzhèng guānkàn de rénshù

那大概在直播间真正观看的人数

the actual number of people that are watching

70

yīnggāi shì shí dào èrshí wàn zhījiān de.

应该是十到二十万之间的。

might be between 100 to 200 thousand.

71

Wā! Shuǐfèn zhème dà a!

哇！水分这么大啊！

Wow! That's a big discrepancy!

72

Shìde, shì yǒu yīdìng shuǐfèn de.

是的，是有一定水分的。

Yes, there is a certain amount of exaggeration.

73

Dànshì wèishénme yào qù zàojiǎ ne?

但是为什么要去造假呢？

But why fake it?

74

Zhège bù nénggòu xiǎnshì zhēnshí de rénshù ma?

这个不能够显示真实的人数吗？

Can't they show the real number?

75

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Yīnwèi dàjiā qíshí kàn yóuxì zhíbō de shíhou

因为大家其实看游戏直播的时候

Actually, one of the main reasons people watch live streams

76

yǒu yī gè hěndà de yuányīn jiùshì lái còurènao.

有一个很大的原因就是来凑热闹。

is to be in a group and have fun.

77

Nà rén yuè duō dehuà, nà dàjiā jiù yuè ài lái kàn ma.

那人越多的话，那大家就越爱来看嘛。

The more people there are, the more people will come to watch.

78

Shíjìshàng tā jiùshì tōngguò zàojiǎ yīxiē shùjù,

实际上它就是通过造假一些数据，

So, by faking numbers,

79

ràng dàjiā juéde wǒ de jíǐ shì hěn pángdà de,

让大家觉得我的集体是很庞大的，

people will feel that they're part of a big group

80

dàjiā dōu ài kàn zhège zhǔbō.

大家都爱看这个主播。

and that everyone likes this streamer.

81

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Zhè jiù yǒudiǎn xiàng nàge, bǐrú shuō yī jiā nǎichá diàn,

这就有点像那个，比如说一家奶茶店，

This is kinda like being in a milk tea shop

82

wàimiàn pái mǎn le rén qù páiduì mǎi zhège nǎichá,

外面排满了人去排队买这个奶茶，

that has a lot of people lining up to buy its milk tea,

83

ránhòu nǐ kàn zhe tā de shíhou kěndìng xīnli huì xiǎng,

然后你看着它的时候肯定心里会想，

and when you see this, you will surely think to yourself:

84

Wā! Zhè nǎichá kěndìng hǎo hǎohē ba, wǒ yě qù pái gè duì.

哇！这奶茶肯定好好喝吧，我也去排个队。

“Wow! This milk tea must be really good, let me get in line too!”

85

Dànshì rúguǒ nǐ kàndào yī jiā wánquán méiyǒu rén de,

但是如果你看到一家完全没有人的，

But if you see one that has no customers,

86

nǐ kěnéng huì juéde yīnggāi bù hǎohē ba,

你可能会觉得应该不好喝吧，

you might assume that the tea isn't good.

87

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bùrán wèishénme méiyǒurén qù mǎi, shì ba?

不然为什么没有人去买，是吧？

Otherwise, why aren't people buying?

88

Wǒ juéde shì zhèzhǒng xīnlǐ, duì ba?

我觉得是这种心理，对吧？

I think that's the mentality, right?

89

Duì, dàjiā shì yǒu cóngzhòng xīnlǐ de.

对，大家是有从众心理的。

Yes, people have sheep mentality.

90

Chúle nǐ gānggang jiǎng de nàxiē yuányīn,

除了你刚刚讲的那些原因，

Besides those you just mentioned,

91

háiyǒu qítā tā huǒbào de yuányīn ma?

还有其他它火爆的原因吗？

are there any other reasons for its popularity?

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Qítā huǒbào de yuányīn shíjìshàng

其他火爆的原因实际上

Other reasons are actually

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jiùshì háishi yào cóng zhège àihào shàng jiǎng,

就是还是要从这个爱好上讲，

related to it just being a game hobby (that mostly students like to play).

94

tèbié shì cóng yī líng nián yǐhòu, qíshí shì wǎngluòyóuxì jiànjiàn de

特别是从 10 年以后，其实是网络游戏渐渐地

Especially since 2010, online gaming has gradually

95

jiùshì chéngwéi le niánqīngrén de yī gè zhǔyào de yúlè huódòng.

就是成为了年轻人的一个主要的娱乐活动。

become one of the major entertainments for young people.

96

Dànshì rén ne shíjìshàng bùnéng èrshísì xiǎoshí dōu zài dǎ yóuxì.

但是人呢实际上不能二十四小时都在打游戏。

However, people can't really play games 24 hours a day.

97

Dǎ yóuxì yě huì lèi,

打游戏也会累，

Playing games will get you tired

98

érqiě wǒ dǎ yóuxì kěnéng huì yǒu shūyíng de zhèzhǒng fùdān,

而且我打游戏可能会有输赢的这种负担，

and you might suffer from worrying about losing when you play.

99

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wǒ shū le kěnéng huì juéde hěn bù shūfu.

我输了可能会觉得很不舒服。

If you lose, you might feel bad about it.

100

Dànshì dāng wǒ láidào zhíbō jiān kàn qítā rén lái dǎ yóuxì de shíhòu,

但是当我来到直播间看其他人来打游戏的时候，

But when you watch other people playing through live streaming,

101

tā yíng le wǒ jiù chuī yī chuī, tā shū le wǒ jiù fěngcì yīxià.

他赢了我就吹一吹，他输了我就讽刺一下。

If they win, you praise them and if they lose, you make fun of them.

102

Kàn zhíbō de rén dōu shì xuésheng ma?

看直播的人都是学生吗？

Are people that watch live streams all students?

103

Yóuxì zhíbō zhèlǐ yīnggāi dàbùfen dōu shì xuésheng,

游戏直播这里应该大部分都是学生，

In gaming, they're probably mostly students

104

érqiě dàbùfen dōu shì dàxuéshēng, yě shì yī gè xiāngdāng pángdà de qúntǐ le.

而且大部分都是大学生，也是一个相当庞大的群体了。

and a lot of them are college students, which is a large group.

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Zài èr líng yī jiǔ nián tǒngjì de Zhōngguó de dàxuéshēng rénshù

在 2019 年统计的中国的大学生人数

According to statistic, the number of college students in China

106

yǐjīng jiējìn sān qiānwàn le.

已经接近三千万了。

is close to 30 million in 2019.

107

Wèishénme zhège qúntǐ huì shì dàxuéshēng ne?

为什么这个群体是大学生呢？

Why does this group (mostly) consist of college students?

108

Gōngzuò de rén bùkěyǐ qù kàn ma?

工作的人不可以去看吗？

Why is it that people who work don't watch it?

109

Gōngzuò de rén yě huì kàn de,

工作的人也会看的，

They also do.

110

jiùshìshuō cóngqián de dàxuéshēng tā xǐhuan dǎ yóuxì,

就是说从前的大学生他喜欢打游戏，

It's just that those that used to be students and enjoyed gaming,

111

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ránhòu bìyè le yǐhòu, ránhòu cānjiā gōngzuò yǐhòu,
然后毕业了以后，然后参加工作以后，
have now graduated and started to work.

112

zìjǐ kěnéng jiù méiyǒu nàme duō de shíjiān zài jìnxíng yóuxì zhège huódòng le.
自己可能就没有那么多的时间再进行游戏这个活动了。
So, they might not have much time to engage in this activity anymore.

113

Nà kěnéng xià le bān zhīhòu ǒuěr de dǎkāi zhíbō jiān
那可能下了班之后偶尔地打开直播间
But after work, they may occasionally go to a live streaming channel,

114

kànyīkàn zhǔbō men wán,
看一看主播们玩，
watch the host play

115

jiù zìjǐ yě guòyǐn le.
就自己也过瘾了。
and feel satisfied.

116

Yóuxì zhǔbō tā shì rúhé qù zhuànqián de ne?
游戏主播他是如何去赚钱的呢？
How do gaming hosts make money?

117

Live Streaming in China is Exploding!

Tōngguò dàjiā gěi tā shuā lǐwù.

通过大家给他刷礼物。

By receiving “gifts” from the audience.

118

Zhèxiē lǐwù shíjìshàng shì xūnǐ de,

这些礼物实际上是虚拟的，

These gifts are actually virtual,

119

tā shì yīxiē jiùshì huǒjiàn a, fēijī a,

它是一些就是火箭啊，飞机啊，

for example, (virtual) rockets and airplanes (that represent gifts)

120

shíjìshàng shì wǎngluò shàng de yīxiē dōngxi.

实际上是网络上的一些东西。

that are sent through the internet.

121

Shuā lǐwù de rén chōng qián, ránhòu gòumǎi zhèxiē xūnǐ lǐwù,

刷礼物的人充钱，然后购买这些虚拟礼物，

(The audience) will put money into their accounts to buy these virtual gifts

122

ránhòu zhèxiē xūnǐ lǐwù shíjìshàng jiù yǒu yībùfen

然后这些虚拟礼物实际上就有一部分

and a portion of these gifts

123

Live Streaming in China is Exploding!

huì zhuǎnhuà chéng zhǔbō de shōuchéng.

会转化成主播的收成。

will become the host's income.

124

Nǐ gānggang shuō de zhèxiē xūnǐ lǐwù, yǒu huǒjiàn fēijī shénmede,

你刚刚说的这些虚拟礼物，有火箭飞机什么的，

These virtual gifts that you were talking about, like rockets and airplanes,

125

tā yī zhī huǒjiàn dàgài yào duōshao qián?

它一支火箭大概要多少钱？

how much does, (for example) a rocket cost?

126

Yǒu yīzhǒng lǐwù jiàozuò chāojí huǒjiàn,

有一种礼物叫做超级火箭，

There is a kind of gift called “super rocket”

127

zhège chāojí huǒjiàn ne yào liǎngqiān yuán rénmínbì yī gè.

这个超级火箭呢要两千元人民币一个。

and it costs two thousand yuan each.

128

Érqiě jiùshì hěnduō tǔháo jiùshì jìnlái,

而且就是很多土豪就是进来，

Also, many rich guys will come in

129

Live Streaming in China is Exploding!

kěnéng jiù wǔ lián shuā shí lián shuā zhèyàngzi.

可能就五连刷十连刷这样子。

and might send five or ten of them in a row (to the host).

130

Shí lián shuā, nǐ shì zhǐ yīcìxìng shuā shí zhī ma?

十连刷，你是指一次性刷十支吗？

Do you mean ten rockets at one time?

131

Duì, shí gè chāojí huǒjiàn, duì

对，十个超级火箭，对

Yes, ten super rockets.

132

Zhège zhǔbō tā nénggòu dédào zhèxiē suǒyǒu de lǐwù ma,

这个主播他能够得到这些所有的礼物吗，

Can the streamers get all these gifts,

133

háishi shuō tā yào gēn gōngsī fēnchéng de?

还是说他要跟公司分成的？

or do they need to share it with their company?

134

Tā yào gēn píngtái fēnchéng de,

他要跟平台分成的，

They have to share it with the platform.

135

Live Streaming in China is Exploding!

qíshí tā fēnchéng de kěnéng yǒu hěnduō de.

其实他分成的可能有很多的。

In fact, they may need to give a lot to them.

136

Shǒuxiān tā zhège zhǔbō tā yǒu tā zìjǐ de gōngsī,

首先他这个主播他有他自己的公司，

First of all, they work for a company and so,

137

tā de gōngsī shǒuxiān yào ná fēnchéng.

他的公司首先要拿分成。

their company will get a share.

138

Ránhòu tā zài píngtái shàng zhíbō, zhège Dòuyú zhège píngtái bǐrú shuō

然后他在平台上直播,这个斗鱼这个平台比如说

Secondly, since they do live streaming on a platform, for example, Douyu,

139

huòzhě shì Kuàishǒu zhèzhǒng píngtái,

或者是快手这种平台，

or Kuaishou,

140

tā yě huì huòdé yīxiē shōuchéng, ránhòu zuìhòu cái shì zhǔbō.

它也会获得一些收成，然后最后才是主播。

these platforms will also get a share. (What's left over) goes to the live streamer.

Live Streaming in China is Exploding!

Note: When he said "shōuchéng", he meant "shōurù / 收入" which means "income".

141

Zhǔbō yībānláijiǎng dehuà

主播一般来讲的话

Live streamers, in general,

142

néng huòdé bǎifēnzhī èrshí de zhège shōuchéng ba.

能获得百分之二十的这个收成吧。

will get 20% of the income.

143

Nà yě bùcuò ya!

那也不错呀！

That's still not bad!

144

Yī zhī huǒjiàn dōu liǎngqiān, èrshí yě yǒu sì bǎi le.

一支火箭都两千，二十也有四百了。

A rocket is two thousand, and 20% will be four hundred yuan.

145

Nà chúle huǒjiàn hái yǒu qítā de lǐwù ma?

那除了火箭还有其他的礼物吗？

Are there other types of gifts besides rockets?

146

Dōu zhème guì ma?

Live Streaming in China is Exploding!

都这么贵吗？

Are they all this expensive?

147

Piányi yīdiǎn de, bǐrú shuō xiàng fēijī a, tā jiù wǔ bǎi

便宜一点的，比如说像飞机啊，它就五百

There are cheap ones, such as airplanes, which costs 5 hundred yuan,

148

ránhòu hái yǒu liǎng bǎi yuán de,

然后还有两百元的，

there are also ones that cost two hundred.

149

jiùshì zuì piányi de kěnéng liǎng yuán liù yuán de yě yǒu.

就是最便宜的可能两元六元的也有。

The cheapest one might be two or six yuan.

150

Wǒ zài kàn nàxiē zhíbō de shíhòu, hái yǒu qítā de yīxiē shìpínjiémù,

我在看那些直播的时候，还有其他的一些视频节目，

When I watch live streaming or other kinds of videos,

151

bāokuò shì xiànzài de diànshìjù diànyǐng,

包括是现在的电视剧电影，

including TV shows and movies,

152

tā dōu yǒu yī gè gōngnéng, jiùshì dàn mù.

Live Streaming in China is Exploding!

它都有一个功能，就是弹幕。

they all have a feature called “the bullet screen”.

153

wǒ juéde yīnggāi shì Zhōngguó dúyǒu de tèsè.

我觉得应该是中国独有的特色。

I think this is a unique feature in China.

154

Dàn mù qí shí shì qǐ yuán yú Rì běn de,

弹幕其实是起源于日本的，

The bullet screen actually originated in Japan,

155

dàn shì zài Zhōngguó kě néng bèi fā yáng guāng dà le, duì

但是在中国可能被发扬光大了，对

but was made popular in China.

156

Kàn dàn mù qí shí yǒu shí hòu gǎn jué hǎo xiàng

看弹幕其实有时候感觉好像

The “bullet screen” (comments) sometimes

157

bǐ kàn zhēn zhèng de nèi róng gèng yǒu yì si yī diǎn,

比看真正的内容更有意思一点，

are more interesting than the actual content,

158

yīn wèi dàn mù zhè ge shì yī gè jí tǐ de chuàng zuò a.

Live Streaming in China is Exploding!

因为弹幕这个是一个集体的创作啊。

because the bullet screen is a collective creation.

159

Tā shì jǐ shí wàn rén jǐ bǎi wàn rén zài nàlǐ fābiǎo pínglùn,

它是几十万人几百万人在那里发表评论，

Hundreds of thousands or millions of people will express their opinions there

160

jiù huì kàndào hěnduō yǒuyìsi de dōngxi.

就会看到很多有意思的东西。

and you'll see a lot of interesting comments.

161

Jiùshì wǎngyǒu yě huì yǒu cānyǔ gǎn.

就是网友也会有参与感。

Also, netizens will feel more engaged.

162

Wǒ yǒu shénme guāndiǎn le,

我有什么观点了，

If I have an opinion,

163

wǒ yě kěyǐ jíshí de dǎ zài gōng mù shàng ràng dàjiā kàndào.

我也可以及时地打在公幕上让大家看到。

I can share it on the screen in time and everyone can see it.

164

Ránhòu zài dàn mù lǐ wǒ yě zhùyì dào yīxiē wǒ kànbudǒng de dōngxi,

Live Streaming in China is Exploding!

然后在弹幕里我也注意到一些我看不懂的东西，

With “bullet screen” comments, I’ve noticed something that I don’t understand,

165

bǐrú shénme liù liù liù, zhè shì shá yìsi?

比如什么 666，这是啥意思？

for example, 666. What does it mean?

166

Liù liù liù shíjìshàng jiù bǐrú shuō zài yóuxì zhíbō lǐ,

666 实际上就比如说在游戏直播里，

For example, in live streaming gaming,

167

yī gè zhǔbō wánjiā tā huòdé le wǔ shā, yīngxióng liánméng lǐ wǔ shā,

一个主播玩家他获得了五杀，英雄联盟里五杀，

a streamer kills five enemies (within 10 seconds) in the game League of Legends,

168

jiùshì tā lián zhe shā le wǔ gè dífāng de dānwèi,

就是他连着杀了五个敌方的单位，

which means he killed five enemies in a row.

169

gōng píng shàng jiù dǎ liù liù liù.

公屏上就打 666。

(People in the audience will then) type 666 and send it to the public screen.

170

Live Streaming in China is Exploding!

Nà shíjìshàng jiùshì chēngzàn tā zhǔbō nǐ hǎo lìhai, nǐ hǎo liù a!

那实际上就是称赞他主播你好厉害，你好 6 啊！

They are actually praising the streamer for being awesome.

171

Nà shuō wán le zhège dìyī zhǒng,

那说完了这个第一种，

Now that we finished talking about the first type of (live stream),

172

xiàmiàn wǒmen jiù lái shuōshuō dìèr zhǒng zhíbō lèixíng ba!

下面我们就来说说第二种直播类型吧！

let's talk about the second type!

173

Nǐ gānggang shuō de hěn huǒ de nàge.

你刚刚说的很火的那个。

The one you just said is very popular.

174

Dài huò zhíbō

带货直播

Commercial live streaming.

175

Dài huò zhíbō lǐmiàn shíjìshàng yǒu liǎng gè rén shì bǐjiào huǒ de,

带货直播里面实际上有两个人是比较火的，

There are actually two people who are quite popular in commercial live streaming.

Live Streaming in China is Exploding!

176

yī gè shì Táobao píngtái de Wēiyà, yī gè shì Dǒuyīn píngtái de Lǐ Jiāqí.

一个是淘宝平台的薇娅，一个是抖音平台的李佳琪。

One is Weiya on Taobao and the other one is Li Jiaqi on Douyin.

177

Shǒuxiān lái shuō yīxià zhège Wēiyà ba,

首先来说一下这个薇娅吧，

First, let's talk about Weiya.

178

Wēiyà tā zài qùnián èr líng yī jiǔ nián de shuāng shí yī qījiān,

薇娅她在去年 2019 年的双十一期间，

During the Double Eleven (shopping festival on Taobao) in 2019,

179

tā jiù tōngguò zhíbō chuàngzào le sānshíyì de jiāoyì. | Yī tiān ma?

她就通过直播创造了三十亿的交易额。| 一天吗？

she generated three billion yuan in transactions through live streaming. | In a day?

180

Jiùshì shuāng shí yī jiēduàn ba, kěnéng yǒu jǐtiān huòzhě yīzhōu zhīnèi,

就是双十一阶段吧，可能有几天或者一周之内，

It was during the Double Eleven period which might have lasted several days or a week.

181

dànshì dàbùfen jiāoyì dōu shì zài yī tiān,

Live Streaming in China is Exploding!

但是大部分交易额都是在一天，

But most of the sales happened in one day.

182

yīnggāi dōu shì zài dìyī tiān nèi

应该都是在第一天内

Probably, most of the sales

183

língchén shíèr diǎn de shíhou dáchéng de.

凌晨十二点的时候达成的。

were completed by 12:00 am on the first day (November 11th).

184

Zhège kěnéng dàjiā bù zhīdao,

这个可能大家不知道，

People might not know this,

185

zhège shuāng shí yī tā shì zuìjìnjǐnián

这个双十一它是最近几年

but the Double Eleven Festival

186

zhège Ālǐbābā gǎo qǐlai de yī gè gòuwù jié,

这个阿里巴巴搞起来的一个购物节，

is a sales created by Alibaba in recent years.

187

ránhòu zài gòuwù jié de zhè yītiān huòzhě shì zhèjītiān zhīnèi ba,

Live Streaming in China is Exploding!

然后在购物节的这一天或者是这几天之内吧，

On the first day or within a few days of the start of the festival,

188

hěnduō shāngjiā... Táobao shāngjiā tāmen dōu huì dàlì de dǎzhé, cùxiāo,

很多商家... 淘宝商家他们都会大力地打折、促销，

many Taobao businesses will vigorously discount and promote sales

189

suǒyǐ ne hěnduō rén dōu huì xuǎnzé zài zhè yītiān

所以呢很多人都会选择在这一天

and so, many people will choose

190

lái gòumǎi tāmen xiǎngyào mǎi de dōngxi.

来购买他们想要买的东西。

to buy what they want on this day.

191

Duì, shì zhèyàng de

对，是这样的

Yes, that's right.

192

Nǐ jìxù ba, nǐ gānggang shuō dào Wēiyà.

你继续吧，你刚刚说到薇娅。

Go on, you were talking about Weiya.

193

Duì, Wēiyà tā jiùshì... érqǐ tā de zhíbō jiān de rénqì shì hěn gāo de,

Live Streaming in China is Exploding!

对，薇娅她就是... 而且她的直播间的人气是很高的，
Right. Weiya's live streaming channel is very popular,

194

tā zhíbō jiān rénqì yě shì néng dá dào qiānwàn jí de.
她直播间人气也是能达到千万级的。
and her fans reach ten million.

195

Qiānwàn jí ya! | Duì, qiānwàn jí de
千万级呀！| 对，千万级的
Ten million! | Right!

196

Hěnduō rén xià le bān le jiùshì jiù huì kàn tā de zhíbō,
很多人下了班了就是就会看她的直播，
Many people will watch her live streaming after work

197

ránhòu shùndài mǎi diǎn dōngxi.
然后顺带买点东西。
and purchase things at the same time.

198

Ránhòu hái yǒu lìngwài yī gè zhǔbō,
然后还有另外一个主播，
There is another streamer

199

nǐ gānggang shuō de nàge Dǒuyīn shàng de Lǐ Jiāqí,

Live Streaming in China is Exploding!

你刚刚说的那个抖音上的李佳琪，

whom you just mentioned and that is Li Jiaqi from Douyin.

200

qíshí xiànzài yě shì fēicháng huǒ de.

其实现在也是非常火的。

Actually, he's also very popular now.

201

Nǐ zhīqián yǒu gēn wǒ tí guò zhège Lǐ Jiāqí,

你之前有跟我提过这个李佳琪，

When you mentioned Li Jiaqi to me before,

202

ránhòu wǒ shuō Lǐ Jiāqí shì shéi ya, wǒ zěnméi méiyǒu tīngshuō guò!

然后我说李佳琪是谁呀，我怎么没有听说过！

I said to myself: "Who is Li Jiaqi? How come I have never heard of him?!"

203

Ránhòu hòumiàn hūrán jiān jiù, wǒ xiǎngqilai le,

然后后面忽然间就，我想起来了，

Later, I suddenly remembered him.

204

yīnwèi wǒ zài nàge Táobao shàng jiù jīngcháng kàndào

因为我在那个淘宝上就经常看到

On Taobao, I often saw something like

205

shénme Lǐ Jiāqí tuījiàn kǒuhóng,

Live Streaming in China is Exploding!

什么李佳琪推荐口红，

“Lipstick Recommended by Li Jiaqi”

206

wǒ shuō Lǐ Jiāqí dào dǐ shì shéi?

我说李佳琪到底是谁？

and I would wonder who is Li Jiaqi?

207

Wǒ yī kāishǐ yǐwéi shì yī gè nǚhái.

我一开始以为是一个女孩。

At first, I thought he was a girl.

208

Yīnwèi tuījiàn kǒuhóng ma,

因为推荐口红嘛，

(Probably) because he promotes lipsticks

209

nánhái mài kǒuhóng hǎoxiàng gǎnjué jiùshì bǐjiào qíguài, duì

男孩卖口红好像感觉就是比较奇怪，对

and a guy selling lipsticks is a little strange.

210

Érqiě tā de míngzi yě yǒudiǎn xiàng nǚhái ma, shì ba? | Shì de

而且他的名字也有点像女孩嘛，是吧？ | 是的

Also, his name sounds like a girl's, right? | Yes.

211

Tā yǒu duōshao fēnsī?

Live Streaming in China is Exploding!

他有多少粉丝？

How many fans does he have?

212

Tā gēn Wēiyà de yǐngxiǎng lì qíshí shì chàbuduō de,

他跟薇娅的影响力其实是差不多的，

His influence is actually about the same as Weiya.

213

tā Dǒuyīn shàng píngtái yīnggāi yǒu sān qiānwàn de fěnsī ba!

他抖音上平台应该有三千万的粉丝吧！

He probably has 30 million fans on Douyin.

214

Hǎoxiàng jīntiān yǐjīng dá dào le sìqiān duō wàn le, wǒ jīntiān kàn le yīxià.

好像今天已经达到了四千多万了，我今天看了一下。

I think that he has already reached over 40 million because I checked it today.

215

Xiànzài yǐjīng dá dào sìqiān duō, nà wǒ zhège shùjù shì guòshí de.

现在已经达到四千多，那我这个数据是过时的。

It's already 40 million! My statistic is outdated.

216

Zhè shì yī tiān yī gè shù

这是一天一个数

The number changes every day!

217

Tā de zhíbō jiān lǐ yǒushíhou hái huì yǒuyīxiē míng rén lái zàofǎng,

Live Streaming in China is Exploding!

他的直播间里有时候还会有一些名人来造访，

Sometimes, famous people will appear in his live streaming channel,

218

bǐrú shuō nàge Mǎ Yún.

比如说那个马云。

for example, Jack Ma.

219

Shì zhèyàng ma? Mǎ Yún shì ma?

是这样吗？马云是吗？

Really? Jack Ma?

220

Nǐ bù zhīdao ma? | Wǒ bù zhīdao a, wǒ bù zhīdao zhè jiàn shì.

你不知道吗？ | 我不知道啊，我不知道这件事。

You don't know? | No, I didn't know about this.

221

Wǒ zuótiān jiù tèyì qù kàn le yīxià tā de píndào ma,

我昨天就特意去看了一下他的频道嘛，

Yesterday, I specifically went to check him out

222

ránhòu wǒ kàndào Mǎ Yún yě zài nàlǐ shì kǒuhóng.

然后我看到马云也在那里试口红。

and I saw that Jack Ma was trying on lipsticks (with Li Jiaqi).

223

Tā gēn Lǐ Jiāqí liǎng gè rén zài PK,

Live Streaming in China is Exploding!

他跟李佳琪两个人在 PK,

He and Li Jiaqi were competing against each other

224

kàn shéi de dài huò nénglì gèng qiáng, ránhòu Mǎ Yún shū de hěn cǎn.

看谁的带货能力更强，然后马云输得很惨。

to see whose ability to sell was greater and Jack Ma lost miserably.

225

Nà dāngrán le, Lǐ Jiāqí tā shì yǒu pángdà de nǚxìng fěnsī de.

那当然了，李佳琪他是有庞大的女性粉丝的。

Of course, Li Jiaqi has a huge female fan base.

226

Yī jiǔ nián tā shì tōngguò zhíbō dài huò,

19 年他是通过直播带货，

In 2019, through live streaming,

227

tā zìjǐ shì shōurù le liǎng yì de rénminbì.

他自己是收入了两亿的人民币。

he earned himself 200 million yuan!

228

Nǐ kěyǐ kàndào zhège dài huò zhíbō

你可以看到这个带货直播

You can see that this commercial live streaming

229

dàilái le gèrén de yī gè jùdà de chénggōng.

Live Streaming in China is Exploding!

带来了个人的一个巨大的成功。

has brought great success to individuals.

230

Wā! Nà tā hǎo fù o!

哇！那他好富哦！

Wow! He's so rich!

231

Duì, hěn fù de, qíshí tāmen dōu yǐjīng chéng tǔháo le shíjìshàng.

对，很富的，其实他们都已经成土豪了实际上。

Yes, he is very rich. In fact, they (live streamers) have become very rich.

232

Nà hái zhíbō shénme ya! Zài jiā lǐ xiǎngshòu bù jiù dé le?

那还直播什么呀！在家里享受不就得了？

In that case, why does he even live stream? He could just sit at home and enjoy life!

233

Zhège bùxíng a, tā zhège yǐjīng zuò qǐlai le,

这个不行啊，他这个已经做起来了，

That won't work because his business has taken off

234

zuò qǐlai le yǐhòu tā bùkěnéng qīngyì de jiùshìshuō líkāi zhège hángyè,

做起来了以后他不可能轻易地就是说离开这个行业，

and he can't just leave this industry.

235

Live Streaming in China is Exploding!

yīnwèi tā de zhěnggè tuándùì, zhěnggè chǎnyèliàn

因为他的整个团队，整个产业链

His team and the whole industry

236

dōu zhǐ zhe tā zhège rénwù xíngxiàng zài chīfàn.

都指着他这个人物形象在吃饭。

is relying on his online image for a living.

237

Nà tā líkāi le dàjiā bù dōu méi fànwǎn le ma?

那他离开了大家不都没饭碗了吗？

If he quits, everyone will lose their job, right?

238

Wǒmen háishi qù zuò zhíbō suànle, zhège yínglì kōngjiān tài dà le.

我们还是去做直播算了，这个盈利空间太大了。

We should just go live stream. The profit is so huge!

239

Nà xiàmian wǒmen lái shuō yīxià

那下面我们来说一下

Now let's talk about

240

zhège dài huò zhíbō wèishá zhème shòuhuānyíng?

这个带货直播为啥这么受欢迎？

why this commercial live streaming is so popular?

241

Live Streaming in China is Exploding!

Tā yǒu liǎng gè yuányīn wǒ juéde,

它有两个原因我觉得，

I think there are two reasons.

242

dì yī gè yuányīn shíjìshàng jiùshì zài jiā wǎnggòu de shíhou

第一个原因实际上就是在家网购的时候

The first one is that people can obtain a real shopping experience

243

yě néng huòdé nàzhǒng zhēnshí de gòuwù tǐyàn.

也能获得那种真实的购物体验。

just by sitting at home and shopping online.

244

Yīnwèi zài jiā wǎnggòu de shíhou

因为在家网购的时候

The biggest difference between shopping online

245

gēn píngcháng qù shāngchǎng guàngjiē gòuwù zuìdà qūbié,

跟平常去商场逛街购物最大区别，

and in a shopping center

246

jiùshìshuō nǐ bùnéng shēnlínqíjìng de qù tǐyàn

就是说你不能身临其境地去体验

is that you can't experience

247

Live Streaming in China is Exploding!

nàzhǒng jiùshì gòuwù de gǎnjué.

那种就是购物的感觉。

shopping in person.

248

Dànshì zhè shíhou yǒu yī gè zhíbō de rén lái tì nǐ qù zuò zhè jiàn shìqíng,

但是这时候有一个直播的人来替你去做这件事情，

But (with live streams), there is a real person doing it for you

249

nǐ jiù yě huì huòdé yībùfēn de zhēnshígǎn.

你就也会获得一部分的真实感。

and you'll experience it vicariously.

250

Dì èr gè yuányīn ne shíjìshàng wǒ juéde

第二个原因呢实际上我觉得

The second reason is that

251

jiùshì zhèxiē zhǔbō tā de gèrén mèilì ba,

就是这些主播他的个人魅力吧，

streamers have personalities

252

tāmen de gèrén mèilì quèshí néng xīyǐn yībùfēn de guānzhòng,

他们的个人魅力确实能吸引一部分的观众，

that indeed attract some audiences,

253

Live Streaming in China is Exploding!

shènzhì shì tā shǐde jiùshìshuō

甚至是他使得就是说

and this has gone

254

wǒmen zài wǎng shàng gòuwù de zhèzhǒng huódòng,

我们在网上购物的这种活动，

from an online shopping activity,

255

shíjìshàng biàncéng le mǒuzhǒng... běnlái shì wùzhì xūqiú,

实际上变成了某种... 本来是物质需求，

to some kind of... Originally, it was the need for material things,

256

bǐrú shuō wǒ xūyào yī jiàn yīfu yī gè kǒuhóng,

比如说我需要一件衣服一个口红，

for example, I need a dress or a lipstick.

257

dànshì tā xiànzài yǐjīng zhuǎnbiàn chéng le yīzhǒng jīngshén xūqiú,

但是它现在已经变成了一种精神需求，

But now it has changed into a psychological need

258

jiùshìshuō wǒ xǐhuan zhège zhǔbō, wǒ cái qù tā de gòuwù jiān mǎidōngxi.

就是说我喜欢这个主播，我才去他的购物间买东西。

which means, if I like this streamer, I will buy things through him/her.

259

Live Streaming in China is Exploding!

Nǐ kàn Lǐ Jiāqí zhèyàng yī gè xiǎoxiānròu,
你看李佳琪这样一个小鲜肉,
You see, Li Jiaqi, being a little fresh meat,

260

tā běnshēn jiùshì shòu nǚshēng huānyíng,
他本身就是受女生欢迎,
he's popular with girls.

261

ránhòu jūrán hái huì xuǎn kǒuhóng, hái huì shì kǒuhóng!
然后居然还会选口红, 还会试口红!
And, he even knows how to choose lipsticks and try them on himself!

262

Zhè jiù ràng dàjiā de... zhèxiē nǚshēng gèng xǐhuan le ma!
这就让大家的... 这些女生更喜欢了嘛!
This makes girls love him even more!

263

Tā bù shì yīnwèi shì kǒuhóng yīcìxìng shì le hěnduō hěnduō,
他不是因为试口红一次性试了很多很多,
Wasn't it true that because he tried so many lipsticks at one time,

264

ránhòu hái dǎpò le yī gè jínísī jìlù,
然后又打破了一个吉尼斯纪录,
he even broke a Guinness world record?

265

Live Streaming in China is Exploding!

jiùshì yī tiān dāngzhōng shì kǒuhóng de cìshù shì zuìduō de.

就是一天当中试口红的次数是最多的。

The number of times he tried on different lipsticks in a single day was the largest.

266

Shì ma? | Nǐ méiyǒu kàndào nàge xīnwén ma?

是吗? | 你没有看到那个新闻吗?

Really? | Didn't you see that news?

267

Méiyǒu kàndào, zhè hái tǐng yǒuyìsi de.

没有看到，这还挺有意思的。

No, I didn't. But that's kind of interesting.

268

Duì a! Ránhòu wǒ kàn guò tā de zhíbō, ránhòu wǒ jiù zài xiǎng

对啊！然后我看过他的直播，然后我就在想

Yes. Also, when I saw his live streaming, I was thinking,

269

zhège dài huò zhíbō wèishá huì zhème huǒ ne?

这个带货直播为啥会这么火呢?

why is commercial live streaming so popular?

270

Ránhòu wǒ kàn le zhīhòu wǒ jiù míngbai qízhōng de dào li le.

然后我看了之后我就明白其中的道理了。

After I watched it, I started to realize why.

Live Streaming in China is Exploding!

271

Wǒ zhège rén rúguǒ shuō wǎng gòu dehuà,

我这个人如果说网购的话，

I am a person that if I shop online,

272

huì chūxiàn yī gè shénme wèntí ne?

会出现一个什么问题呢？

there will be a problem, you know what?

273

Xuǎnzé zōnghézhèng, jiùshì wǒ yǒu tàiduō xuǎnzé le,

选择综合症，就是我有太多选择了，

I will have difficulty making choices because there are too many of them

274

wǒ bù zhīdao gāi zěnmě xuǎnzé.

我不知道该怎么选择。

and I don't know how to choose.

275

Suǒyǐ wǒ jiù huì zài nàlǐ shuā shuā, zhǎo bàntiān,

所以我就会在那里刷刷，找半天，

So, I will spend a lot of time scrolling through (my phone).

276

ránhòu zuìhòu fāxiàn liǎng gè xiǎoshí guòqù le,

然后最后发现两个小时过去了，

Eventually, I will find that two hours have passed

Live Streaming in China is Exploding!

277

wǒ hái méiyǒu mǎidào yī yàng wǒ xiǎngyào de dōngxi.

我还没有买到一样我想要的东西。

and I still haven't bought anything that I (initially) wanted.

278

Dànshì wǒ zài kàn tā shì kǒuhóng de shíhou,

但是我在看他试口红的时候，

But when I was watching him trying on the lipsticks,

279

wǒ jiù fāxiàn le tā shì de yīxiē yánsè wǒ juéde hěn hǎokàn,

我就发现了他试的一些颜色我觉得很好看，

I found that some of the colors he tried looked really good

280

rúguǒ wǒ yòng zhège yánsè dehuà yīnggāi yě huì hěn hǎokàn.

如果我用这个颜色的话应该也会很好看。

and (thought that) it should also look good on me.

281

Wǒ dāngshí wǒ kàn wán le,

我当时我看完了，

Immediately after I finish watching it,

282

wǒ lì mǎ jiù qù Táobao shàng zhǎo nàge yánsè.

我立马就去淘宝上找那个颜色。

I went on Taobao and looked for the color (from his live stream).

Live Streaming in China is Exploding!

283

Wǒ chàdiǎn jiù mǎi le, háihǎo wǒ de lǐzhì...

我差点就买了，还好我的理智...

I almost bought it. But luckily, I came to my senses,

284

wǒ de lǐzhì gàosu wǒ xiān bié mǎi, yīnwèi wǒ píngcháng yě bù tú kǒuhóng,

我的理智告诉我先别买，因为我平常也不涂口红，

My mind told me to hold off because I normally don't use lipstick

285

chúle shàng shàng jiémù éryǐ

除了上上节目而已

except for being on videos.

286

Zài gēn nǐ shuō yī gè Lǐ Jiāqí yǒuyìsi de shìr,

再跟你说一个李佳琪有意思的事儿，

Let me tell you another interesting thing about Li Jiaqi.

287

nǐ zhīdao tā de yī gè kǒutóuchán shì shénme ma?

你知道他的一个口头禅是什么吗？

Do you know what his pet phrase is?

288

Érqiě nàge kǒutóuchán shì ràng guānzhòng

而且那个口头禅是让观众

And that is the phrase that makes his audience

Live Streaming in China is Exploding!

289

huòzhě ràng fěnsī fēngkuáng de yījùhuà.

或者让粉丝疯狂的一句话。

and fans go crazy.

290

Bù zhīdao āi! Shuō yīxià. Kànkàn néng bùnéng ràng wǒ fēngkuáng!

不知道唉！说一下。看看能不能让我疯狂！

I don't know! Why don't you tell me? See if it will make me go crazy!

291

Ránhòu hǎoxiàng shì tā yòng nàge Oh, my God!

然后好像是他用那个 Oh, my God!

I think that because of the phrase "Oh, my God!",

292

chuàngzào le shénme xiāoshòu qíjì a,

创造了什么销售奇迹啊，

he created some kind of sales frenzy.

293

jiùshì měicì tā yī shuō oh, my God

就是每次他一说 oh, my God

Every time he says "oh, my God"

294

Ránhòu mǎi de rén jiù bào le.

然后买的人就爆了。

people go crazy buying the products he promotes.

Live Streaming in China is Exploding!

295

Tā biànréng le yī gè kǒuhào.

它变成了一个口号。

It has become a slogan.

296

Duì, tā huì shuō: Tiān na! Mǎi tā mǎi tā mǎi tā!

对，他会说：天呐！买它买它买它！

Right. He would say: "Oh, my God! Buy it, buy it, buy it!"

297

Wǒ juéde hǎo yǒuyìsi!

我觉得好有意思！

I think it's so interesting!

298

Nà xiànzài wǒmen yǐjīng shuō wán le

那现在我们已经说完了

Now that we've finished talking about

299

zhège mùqián zuì huǒbào de liǎng gè zhíbō lèixíng,

这个目前最火爆的两个直播类型，

the two most popular types of live streams.

300

nà dì sān gè shì shénme ne?

那第三个是什么呢？

So what's the third one?

Live Streaming in China is Exploding!

301

Měinǚ zhíbō

美女直播

Pretty girl live streaming.

302

Měinǚ zhíbō shíjìshàng jiùshì zhǎngde bǐjiào piàoliang de nǚhái,

美女直播实际上就是长得比较漂亮的女孩，

It's actually live streaming girls that are beautiful,

303

shēncái bǐjiào hǎo de nǚhái,

身材比较好的女孩，

have nice figures

304

ránhòu tōngguò chàngē a wǔdǎo a huòzhě liáotiān zhǎnshì gèrén cáiyì.

然后通过唱歌啊舞蹈啊或者聊天展示个人才艺。

and who show off their personal talents, such as dancing, singing or chatting.

305

Ránhòu dàbùfen dōu shì nánshēng lái kàn le, kěndìng shì

然后大部分都是男生来看了，肯定是

And surely, most of the audience are guys.

306

Dànshì nǐ juéde tāmen shì zhēn de hěn měi ma?

但是你觉得她们是真的很美吗？

But do you think they're really beautiful?

Live Streaming in China is Exploding!

307

Wǒ juéde hěndà yībùfen shì yòng nàge měiyán

我觉得很大一部分是用那个美颜

I think that a lot of them use filters.

308

Duì, tāmen huì yòng měiyán,

对，她们会用美颜，

Right, they use filters.

309

shènzhì yǒuyīxiē rén wèile jiùshì zhíbō tā huì qù zhěngróng.

甚至有一些人为了就是直播她会去整容。

Some will even undergo plastic surgeries in order to live stream.

310

Wǒ jìde zài zhège zhíbō gāng kāishǐ liúxíng de shíhou,

我记得在这个直播刚开始流行的时候，

I remember that when live streaming first became popular,

311

píngtái huì xuānchuán zhège zuò zhǔbō

平台会宣传这个做主播

these platforms were promoting the idea that being a live streamer

312

nénggòu zhèng duōshao duōshao qián,

能够挣多少多少钱，

could get you a lot of money

Live Streaming in China is Exploding!

313

érqiě yòu hěn zìyóu.

而且又很自由。

and free time.

314

Nǐ zhǐyào zuò zài diànnǎo miànqián shuōshuō huà tiàotiào wǔ jiù hǎo le.

你只要坐在电脑面前说说话跳跳舞就好了。

All you do is just sit in front of a computer and talk or dance.

315

Suǒyǐ huì yǒu hěnduō rén jǐ pò le tóu xiǎng jìn rù zhè ge háng yè,

所以会有很多人挤破了头想进入这个行业，

So, many people were striving to get into this industry.

316

nà me jìn rù zhè ge háng yè zuì kuài jié de fāng fǎ

那么进入这个行业最快捷的方法

And the quickest way to enter this industry

317

jiù shì bǎ zì jǐ zhěng piào liang yī diǎn.

就是把自己整漂亮一点。

is to make yourself look beautiful.

318

Nǐ gāng gang shuō dà bù fen kàn zhè zhǒng měi nǚ zhí bō de dōu shì nán de,

你刚刚说大部分看这种美女直播的都是男的，

You said that most of the people watching this kind of live stream are men.

Live Streaming in China is Exploding!

319

tāmen wèishénme yào kàn ne?

他们为什么要看呢?

Why do they watch it?

320

Tāmen shíjìshàng... nà jiùshì mǎnzú nánshēng de yīzhǒng

他们实际上... 那就是满足男生的一种

Because it fulfills their need

321

jiùshì yèyú de yúlè shēnghuó bei.

就是业余的娱乐生活呗。

for entertainment.

322

Háiyǒu yī gè kěnéng shì zài xiànshíshēnghuó zhōng

还有一个可能是在现实生活中

Another possibility is that in real life,

323

zhǎobudào tā zài wǎngluò shàng kàndào de nàzhǒng měinǚ.

找不到他在网络上看到的那种美女。

they can't find the kind of girls they see online.

324

Kěnéng jiùshìshuō zài wǎngluò shàng kàn zhège měinǚ zhíbō

可能就是说在网络上观看这个美女直播

Perhaps because watching pretty girls on the internet

Live Streaming in China is Exploding!

325

yào bǐ zìjǐ xiànrshí qù zhǎo zhèyàng de jiùshì měinǚ,

要比自己现实去找这样的就是美女，

in comparison to looking for them in real life,

326

jiēchù zhèyàng měinǚ de chéngběn yào dī hěnduō.

接触这样美女的成本要低很多。

is lower cost.

327

Yīnwèi wǒ zuò zài jiālǐ tōngguò shǒujī, ránhòu shuā diǎn lǐwù jiù kěyǐ le, duì

因为我坐在家里通过手机，然后刷点礼物就可以了，对

They can simply sit at home with a phone and send a little gifts.

328

Nǐ shuō de zhège chéngběn gāo shì zhǐ shénme ne?

你说的这个成本高是指什么呢？

What do you mean by "high cost"? (I meant to ask, what do you mean by "low cost"?)

329

Xiànrshí dāngzhōng nǐ yào jiēchù yīxiē měinǚ dehuà, nǐ kěnéng yào...

现实当中你要接触一些美女的话，你可能要...

In real life, if you want to talk to pretty girls, you might need to...

330

jiùshì yǒuyīxiē bìyào de lǐjié bǐrú shuō chūqù chīfàn,

就是有一些必要的礼节比如说出去吃饭，

There will be some necessary courtesies, such as going out to eat

Live Streaming in China is Exploding!

331

yào qǐngkè chīfàn a, yào mǎi yīxiē lǐwù zhèlèi de.

要请客吃饭啊，要买一些礼物这类的。

and paying for it, buying (real) gifts and so on.

332

Dànshì jiùshì zài zhíbō jiān lǐmiàn kěnéng jiùshì shuā yīxiē xiǎo lǐwù,

但是就是在直播间里面可能就是刷一些小礼物，

But in live streaming, the guys just need to send some small (virtual) gifts,

333

ránhòu zhèxiē měinǚ jiù huì hǎn xièxiè dàgē a zhīlèi de.

然后这些美女就会喊谢谢大哥啊之类的。

and they will get pretty girls to thank them.

334

Érqiě tā zài xiànshíshēnghuó zhōng

而且他在现实生活中

Also in real life,

335

hái bùyīdìng yǒu nǚháizi yuànyì gēn tāmen qù chīfàn,

还不一定有女孩子愿意跟他们去吃饭，

girls don't necessarily want to go out for dinners with them.

336

dànshì zài zhíbō jiān lǐ tā zhèzhǒng gēn měinǚ néng shuō shàng huà de jīlǜ

但是在直播间里他这种跟美女能说上话的几率

But in live streaming, the chance of talking to pretty girls

Live Streaming in China is Exploding!

337

shì bǎifēnzhībǎi de, shì yǒu bǎozhàng de.

是百分之百的，是有保障的。

is guaranteed 100%.

338

Duì, shìde. Zhǐyào huā yīdiǎn qián shuā yīdiǎn lǐwù,

对，是的。只要花一点钱刷一点礼物，

Right. They just need to spend a little money on gifts

339

nàxiē nǚhái jiù... bǐrú shuō xièxie dàgē a zhīlèi de.

那些女孩就... 比如说谢谢大哥啊之类的。

and those girls will say something like “thank you, big brother!”

Note: When a girl addresses a guy as “big brother”, she shows him respect and admiration.

340

Jiùshì tā néng mǎnzú yīzhǒng nánxìng de yīzhǒng

就是他能满足一种男性的一种

This will satisfy some guys' desire

341

bèi chóngbài de nàzhǒng xīnlǐ ma,

被崇拜的那种心理嘛，

for being admired.

342

Nà tāmen yībān shuā lǐwù huì shuā duōdà de?

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那他们一般刷礼物会刷多大的？

Usually, how expensive are the gifts they give?

343

Yǒuxiē rén quèshí shuā de bǐjiào duō,

有些人确实刷得比较多，

Some do give a lot

344

kěnéng jiùshìshuō yě kěyǐ dádào jǐ shí W,

可能就是说也可以达到几十 W，

and might reach several hundred thousands

345

jǐ shí wàn jǐ bǎiwàn zhèyàng de yě yǒu.

几十万几百万这样的也有。

and even millions of yuan.

346

Dànshì zhèyàng de bù duō, dàduōshù dōu shì jǐ kuài qián, jǐ shí kuài qián.

但是这样的不多，大多数都是几块钱、几十块钱。

But this kind is rare. Most of them give gifts that cost a few to (90) yuan.

347

Dànshì zhèyàng de lǐwù jiùshì zhǔbō yě huì gǎnxiè nǐ de

但是这样的礼物就是主播也会感谢你的

However, the streamers will still thank you for small gifts.

348

Dà de lǐwù gēn xiǎode lǐwù dōu nénggòu dédào gǎnxiè,

Live Streaming in China is Exploding!

大的礼物跟小的礼物都能够得到感谢，

If they get thanked regardless of big or small gifts,

349

nà wèishénme yào qù shuā dà de, ér bù qù shěng diǎn qián?

那为什么要去刷大的，而不去省点钱？

why would they give bigger ones and not smaller ones to save money?

350

Zhíbō jiān tā huì yǒu yī gè bǎng, tā huì yǒu gè shuā lǐwù de bǎng,

直播间它会有一个榜，它会有个刷礼物的榜，

There will be a ranking list of gifts in the streaming channel.

351

jiù bǐrú shuō nǐ shuā de shì dìyī de,

就比如说你刷的是第一的，

For example, if your gift is the most expensive one,

352

nǐ de tóuxiàng shì zài zuì qiánmiàn de.

你的头像是在最前面的。

your avatar will appear on the top.

353

Zhègè zhíbō jiān suǒyǒu de rén dōu néng kàndào nǐ de tóuxiàng,

这个直播间所有的人都能看到你的头像，

Everyone in the channel can see

354

zhīdao nǐ shuā de zuìduō, zhè shì mǎnzú xūróngxīn ba,

Live Streaming in China is Exploding!

知道你刷得最多，这是满足虚荣心吧，

that you gave the most expensive gift and thus, satisfy your male vanity

355

jiùshì wǒ shì zhíbō jiān de jiùshì bǎngshǒu.

就是我是这个直播间的就是榜首。

by being the top guy.

356

Érqiě wǒ juéde hái yǒu yī gè yuányīn,

而且我觉得还有一个原因，

I think there's another reason.

357

jiùshì kěnéng hěnduō nánháizi tā de xìnggé bǐjiào nèiliǎn, yǒu yīdiǎn hàixiū,

就是可能很多男孩子他的性格比较内敛，有一点害羞，

And that is, some guys might be introverted, a little shy

358

bùgǎn gēn nǚháizi zhǔdòng shuōhuà huòzhě biǎobái.

不敢跟女孩子主动说话或者表白。

and afraid of approaching girls or expressing their feelings.

359

Dànshì zài zhíbō jiān lǐmiàn tā shì yīgèrén duì zhe píngmù,

但是在直播间里面他是一个人对着屏幕，

But in streaming channels, because they're alone and just facing a screen,

360

bùhuì gǎnshòu dào nàzhǒng shèjiāo yǎlì.

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不会感受到那种社交压力。

they won't have that social pressure.

361

Nǐ gāngcái shuō de nàxiē guāndiǎn,

你刚才说的那些观点，

Regarding the point you just made,

362

wǒ kěyǐ zhǎodào yī gè lìzi, wǎngyǒu de yī gè pínglùn.

我可以找到一个例子，网友的一个评论。

I found a comment from a netizen.

363

tā shuō dàliàng de rén dōu shì yǒu zéixīn méi zéidǎn,

他说大量的人都是有贼心没贼胆，

He said: "Most people have the desire but not the courage

364

ér zài wǎngshàng gèngduō de rén shì

而在网上更多的人是

and a lot of guys on the internet

365

xiànshí zhōng de pǔtōngrén huòzhě shì diǎosī,

现实中的普通人或者是屌丝，

are ordinary or "diao si" (losers)."

366

Diǎosī zhège cí, duì, yòng de jiù bǐjiào jīngquè wǒ juéde.

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屌丝这个词，对，用得就比较精确我觉得。

The word “diao si” I think is used very accurately here.

367

Tā kěnéng jiùshì xiànshí dāngzhōng méiyǒu zhème chénggōng ma,

他可能就是现实当中没有这么成功嘛，

Probably in real life, they're not successful,

368

dànshì zài zhíbō jiān lǐ tā shuā jǐ kuài qián,

但是在直播间里他刷几块钱，

but in live streaming channels, with only a few yuan,

369

ránhòu jiù huì bèi rén hǎn dàgē, zhè duō shuǎng a!

然后就会被人喊大哥，这多爽啊！

they will be called “big brother”. How satisfying is that!

370

Nà xiàmian wǒmen jiù yīqǐ lái shuōshuō shèngxià de jǐ zhǒng zhíbō lèixíng ba.

那下面我们就一起来说说剩下的几种直播类型吧。

Now let's talk about the remaining types of live streams.

371

Dìsì zhǒng wǒ xiǎng xiān lái shuō yīxià shì zhège chī bō.

第四种我想先来说一下是这个吃播。

The fourth one I want to talk about is eating.

372

Qián liǎngtiān wǒ zài péngyouquān kàndào wǒ de tóngxué,

Live Streaming in China is Exploding!

前两天我在朋友圈看到我的同学，

A couple of days ago, on my WeChat moment, I saw one of my former classmates

373

tā jiù tùcáo shuō, xiànzài jiùshì àishàng le yī gè chī bō,

他就吐槽说，现在就是爱上了一个吃播，

complaining that he fell in love with eating live streaming

374

ránhòu měitiān bù kàn tā zhíbō chī dōngxi,

然后每天不看他直播吃东西，

and if every day, he didn't watch people streaming about eating,

375

wǒ dōu shuì bùzháo jiào.

我都睡不着觉。

he wouldn't be able to sleep.

376

Wǒ jiù juéde yǒu zhème yánzhòng ma?

我就觉得有这么严重吗？

I was thinking, is it that bad?

377

Jiùshìshuō tā kěnéng huòdé xīnlǐ de mǒuzhǒng mǎnzú ba,

就是说他可能获得心里的某种满足吧，

I think that he might have gotten some satisfaction from watching it.

378

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tèbié nǚháizi duō,

特别女孩子多，

Especially girls, they like to watch this,

379

nánháizi wǒ jīhū méiyǒu tīngdào yǒurén xǐhuan kàn chī bō.

男孩子我几乎没有听到有人喜欢看吃播。

but I hardly see any guys liking this.

380

Děng huìr, nǐ xiān jiěshì yīxià chī bō dàodǐ shì shénme?

等会儿，你先解释一下吃播到底是什么？

Hold on for a second. Can you first explain what is eating live streaming?

381

Chī bō jiùshì yǒu yī gè rén, yǒu gè zhǔbō

吃播就是有一个人，有个主播

It's live streaming where the host

382

tā zhíbō chī dōngxī, érqǐ chī de liàng hěn dà.

他直播吃东西，而且吃的量很大。

eats a large amount of food.

383

bǐrú shuō zhèngcháng wǒ yī gè rén jiù néng chī yī wǎn miàn,

比如说正常我一个人就能吃一碗面，

For example, normally a person can only eat one bowl of noodles,

384

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tā kěnéng chī yī wǎn miàn,

他可能吃一碗面，

but live streamers might eat a bowl of noodles,

385

zài jiāshàng èrshí gè chuàn, zài jiāshàng yī gè lóngxiā!

再加上二十个串，再加上一个龙虾！

plus twenty sticks of barbecue along with a lobster!

386

Nǐ gānggang shuō nàge yībān kàn chī bō de dōu shì nǚhái,

你刚刚说那个一般看吃播的都是女孩，

You just said that most of the people watching eating live streaming are girls,

387

méiyǒu nánhái. | Duì

没有男孩。| 对

and not guys. | Yes.

388

Nǐ bù kàn ma?

你不看吗？

Don't you watch them?

389

Wǒ bù kàn, wǒ bù kàn chī bō, wèishénme yào kàn chī bō?

我不看，我不看吃播，为什么要看吃播？

No, I don't. Why should I watch them?

390

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Bùrú zìjǐ qù chī ne!

不如自己去吃呢！

Why don't I just go out and eat (something) myself?

391

Wèishá shì nǚhái kàn ne?

为啥是女孩看呢？

Why girls?

392

Yīnwèi nǚhái tā yǒu yī gè jiùshìshuō xiǎng bǎochí shēncái de yī gè yuànwàng,

因为女孩她有一个就是说想保持身材的一个愿望，

Because girls have the desire to maintain their weight.

393

Wǒ xiān bù shuō tā néngbùnéng bǎochí zhù,

我先不说她能不能保持住，

I won't comment on whether they can maintain it or not.

394

dànshì tā kěndìng shì yǒu zhèzhǒng yuànwàng de.

但是她肯定是有这种愿望的。

But surely, they have the desire.

395

ránhòu tā yě yǒu xiǎng chī dōngxi de yuànwàng,

然后她也有想吃东西的愿望，

They also have the desire to eat,

396

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tā yě yǒu shíyù a, tā yě xiǎng chī hǎochī de. | Nà chī bei!

她也有食欲啊，她也想吃好吃的。| 那吃呗！

they have an appetite for delicious food. | Then eat!

397

nàme tā bù néng zìjǐ chī,

那么她不能自己吃，

But they can't eat it themselves

398

duì, zìjǐ chī jiù huì biàn pàng, tā jiù huì yǒu zìzé, yǒu fùzuì gǎn,

对，自己吃就会变胖，她就会有自责、有负罪感，

because if they do, they will put on weight and feel guilty.

399

nàme tā jiù kàn biéren chī.

那么她就看别人吃。

So, they watch other people eat

400

Ránhòu biéren chī de hái hěnduō,

然后别人吃得还很多，

and those people eat a lot.

401

bǐrú shuō chī le yī gè pángxiè, chī yī gè lóngxiā

比如说吃了一个螃蟹、吃一个龙虾

For example, they might eat a crab, a lobster,

402

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chī le yī wǎn miàn, chī le shí gè zhá chuàn.

吃了一碗面、吃了十个炸串。

a bowl of noodles and ten sticks of fried (meat or vegetables).

403

Zhège rén chī de zhēn shuǎng, jiùshì zìjǐ yě gǎnjué hěn shuǎng.

这个人吃得真爽，就是自己也感觉很爽。

(When they see the host) gets satisfaction from eating, they will also feel satisfied.

404

Wǒ lǐjiě bùliǎo, yīnwèi...

我理解不了，因为...

I can't understand it, because...

405

nǐ shuō kàn biéren chī nǐ jiù bùxiǎng chī le,

你说看别人吃你就不想吃了，

You're saying that if you watch others eat, you won't want to eat.

406

zài wǒ zhè qiàqià xiàngfǎn,

在我这恰恰相反，

In my case, it's quite the opposite.

407

wǒ è de shíhòu kàndào biéren chī dōngxī jīnjīnyǒuwèi de,

我饿的时候看到别人吃东西津津有味的，

When I am hungry and I see others enjoying their food,

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408

wǒ gūji wǒ jiù yǐjīng shòubùliǎo le,

我估计我就已经受不了了，

I don't think I will be able to stand it

409

wǒ děi mǎshàng qù chī diǎn shénme.

我得马上去吃点什么。

and I will have to grab something to eat right away.

410

Jiù xiàng wǒ yǐqián kàn Hán jù de shíhou,

就像我以前看韩剧的时候，

When I was watching K-dramas,

411

nǐ zhīdao Hánguó rén hěn xǐhuan chī pàomiàn, duì ba?

你知道韩国人很喜欢吃泡面，对吧？

as you know, Koreans like to eat instant noodles,

412

Ránhòu wǒ kàn tāmen tiāo qǐlai chī de, hǎo yǒu wèidao!

然后我看他们挑起来吃得，好有味道！

when I saw them picking up noodles and eating them with satisfaction,

413

Ránhòu wǒ lì mǎ jiù qù mǎi le yī bāo pàomiàn huí lái pào zhe chī.

然后我立马就去买了一包泡面回来泡着吃。

I would immediately go out to buy a bag of instant noodles for myself.

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414

Kělè jīchì

可乐鸡翅

Cola Chicken Wings

415

Nǐ kàn! Jīchì

你看！鸡翅

Look! Chicken wings

416

Tā zěnmē... | Yī kǒu yī gè

他怎么... | 一口一个

How did he...? | He is eating it in one bite!

417

Zhè shì nán de nǚ de?

这是男的女的？

Is this a man or a woman?

418

Nán de

男的

A man.

419

Á? Zěnmē yǒudiǎn xiàng chūzhōngshēng a!

啊？怎么有点像初中生啊！

Why does he look a little bit like a middle school student?

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420

Tā zěnmē yīkǒu jiù néng bǎ tā chī le ne?

他怎么一口就能把它吃了呢?

How can he eat it in one bite?

421

Jiùshì yào zhèzhǒng xiàoguǒ!

就是要这种效果!

That's exactly the effect (he wants to create)!

422

Zhè néng chī ma?

这能吃吗?

Is this edible?

423

Zhège jiùshì chóng

这个就是虫

These are worms.

424

Chóng, néng chī

虫, 能吃

Worms are edible.

425

Shénme wèidào?

什么味道?

How does it taste like?

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426

Jiù gēn jīdàn de wèidao chàbuduō.

就跟鸡蛋的味道差不多。

It tastes almost like eggs.

427

Tiānna! Nǐ kàn tā chī hǎoduō!

天哪！你看他吃好多！

My God! Look how much he eats!

428

Móyá lìqì!

磨牙利器！

Great tool for grinding your teeth! (It means the food is very hard and chewy.)

429

Wǒ yǒudiǎn xiǎng tǔ le dōu.

我有点想吐了都。

I feel like throwing up.

430

Zhège méi chī guò, bù xǐhuan chī

这个没吃过，不喜欢吃

I never tried this. I don't like it.

431

Wūzéi nǐ yě méi chī guò a?

乌贼你也没吃过啊？

You've never tried cuttlefish either?

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432

Méiyǒu, wǒ juéde hǎo ǎixīn.

没有，我觉得好恶心。

No, I feel sick.

433

Yǒudiǎn xià rén, shì ba?

有点吓人，是吧？

It's a little scary, right?

434

Wā, tiānna!

哇，天哪！

Oh, my God!

435

Liǎng kǒu jiù chī méile!

两口就吃没了！

Two bites and it's gone!

436

Zhè shì zhēn de ma? Zhège zuò bù le jiǎ ba?

这是真的吗？这个做不了假吧？

Is this real? This can't be fake, can it?

437

Nǐ kàn nà jīnzhēngū, sāiyá ya, chī le dōu

你看那金针菇，塞牙呀，吃了都

Look at the enoki mushrooms. It looks like it will stick between your teeth!

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438

Zhège wǒ kàn le yǒudiǎn liú kǒushuǐ le,

这个我看了有点流口水了，

My mouth is watering when watching this,

439

yīnwèi tā nàge là là de.

因为它那个辣辣的。

because it looks spicy (and I like spicy food.)

440

Nǐ gǎnjué nǐ xiǎng chī, shì ba?

你感觉你想吃，是吧？

You feel like eating some, right?

441

Wǒ yǒudiǎn è le.

我有点饿了。

I am getting hungry now.

442

Děng huì kàn wán zhège wǒ qù diǎn gè wàimài.

等会儿看完这个我去点个外卖。

I'll order takeout after watching this.

443

Yǒu xiā! Nà kàn zhe hǎo hǎochī o!

有虾！那看着好好吃哦！

Shrimps! That looks so delicious!

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444

Wǒ jiù gēn nǐ shuō ba, kàn chī bō jiǎn bùliǎo féi, jiù wǒ zhèyàng de

我就跟你说吧，看吃播减不了肥，就我这样的

I tell you! Somebody like me can't lose weight by watching eating live streams.

445

Wǒ biān kàn wǒ jiù yǒu yī gǔ xiǎng qù diǎn wàimài de chōngdòng le.

我边看我就有一股想去点外卖的冲动了。

As I am watching, I develop an urge to order takeout.

446

Quèshí, kàn wán zhège, wèi jiù gǎnjué yǒudiǎn è le,

确实，看完这个，胃就感觉有点饿了，

Indeed, when I see this, my stomach also feels a little hungry.

447

gāngcái méiyǒu yìshì dào, shìbùshì?

刚才没有意识到，是不是？

You didn't realize it before, right?

448

Nǐ juéde è le bù?

你觉得饿了不？

Are you hungry?

449

Duì, è le, yǒu è de gǎnjué

对，饿了，有饿的感觉

Yeah, I'm hungry.

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450

Wǒ děnghuìr qù diǎn gè wàimài, wǒ liǎ qù diǎn gè wàimài chī.

我等会儿去点个外卖，我俩去点个外卖吃。

I'll order takeout later, let's order something!

451

Kàn chī bō kàn de yǒudiǎn è le.

看吃播看得有点饿了。

I got hungry by watching it!

452

Wǒ yě juéde!

我也觉得！

Me too!

453

Zěnmébàn? Wǒ yě kàn è le,

怎么办？我也看饿了，

What should we do? I am very hungry

454

yīnwèi wǒ yě méi chī wǎncān.

因为我没吃晚餐。

because I didn't have dinner.

455

Wǒ yě méi chī, duì

我也没吃，对

Me neither.

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456

Wǒ pà wǒ chī le xiǎng shuìjiào, wǒ jiù méi chī.

我怕我吃了想睡觉，我就没吃。

I was afraid that if I ate, I would feel sleepy and so, I didn't.

457

Wǒ zhīqián zài jiēshang cǎifǎng guò yī duì nǚhái,

我之前在街上采访过一对女孩，

I interviewed a couple of girls on the street before

458

qízhōng yī gè nǚhái shuō tā píngcháng xǐhuan kàn chī bō,

其中一个女孩说她平常喜欢看吃播，

and one of the girls said that she liked to watch eating live streams.

459

ránhòu wǒ jiù hěn hàoqí, wǒ wèn tā wèishénme xǐhuan kàn chī bō?

然后我就很好奇，我问她为什么喜欢看吃播？

I got curious and asked her why she liked it.

460

Tā shuō wúliáo a! dǎfāshíjiān a!

她说无聊啊！打发时间啊！

She said because she was bored and she watched it to kill time.

461

Jiùshì kěnéng hěnduō rén yě huì zài gōngzuò zhī yú de shíhou,

就是可能很多人也会在工作之余的时候，

When some people finish their work,

Live Streaming in China is Exploding!

462

kěnéng zuò zài jiālǐ le, gōngzuò lèi le,

可能坐在家里了，工作累了，

sit at home feeling tired from work,

463

tǎng zài nà xiūxi yīhuì,

躺在那休息一会，

and lying down to rest,

464

kànkàn biéren chī dōngxi yě shì yīzhǒng xiǎngshòu.

看看别人吃东西也是一种享受。

it's also kind of an entertainment for them to watch people eating.

465

Duì, shì zhèyàngzi de.

对，是这样子的。

Right.

466

Nǐ wèishá bù xǐhuan kàn ne? Wǒ háishi juéde hàoqí.

你为啥不喜欢看呢？我还是觉得好奇。

Why don't you like watching (eating live streaming)? I'm still curious.

467

Wǒ zìjǐ chī duō shuǎng a! Wèishénme yào kàn biéren chī a!

我自己吃多爽啊！为什么要看别人吃啊！

It's satisfying to eat it myself! Why watch others eat?

Live Streaming in China is Exploding!

468

Nǐ zhège shì jiǎnféi wúwàng le.

你这个是减肥无望了。

You have no hope to lose weight.

469

Duì, wǒ yě méiyǒu zhèzhǒng jiǎnféi de zhèzhǒng qiángliè de yuànwàng.

对，我也没有这种减肥的这种强烈的愿望。

I really don't have a strong desire to lose weight.

470

Nǐ shàngcì bù shì gēn wǒ shuō nǐ yào jiǎnféi?

你上次不是跟我说你要减肥？

Didn't you tell me that you wanted to lose weight last time?

471

Āiyā, nà jiùshì shùnkǒu shuō yījù.

哎呀，那就是顺口说一句。

Oh, I was just saying that.

472

Nà xiàmian wǒmen jiù lái liáo yī liáo zhège...

那下面我们就来聊一聊这个...

Next, let's talk about...

473

yī, èr, sān, sì, dìwǔ gè lèixíng.

一、二、三、四，第五个类型。

one, two, three, four, the fifth type.

Live Streaming in China is Exploding!

474

Jiàoyù lèixíng de, shì ba?

教育类型的，是吧？

Educational, right?

475

Jiàoyù lèixíng de zhíbō shíjìshàng

教育类型的直播实际上

Educational live streaming has actually

476

jiùshì zài zuìjìnjǐnián yě kāishǐ yuèláiyuè shòuhuānyíng,

就是在最近几年也开始越来越受欢迎，

gotten more and more popular in recent years.

477

Jiù yǐwǎng wǒmen jiùshì xiǎng xuéxí mǒu yàng dōngxi de shíhou,

就以往我们就是想学习某样东西的时候，

In the past, when we wanted to learn something,

478

qíshí wǒmen bù zhīdao qù nǎlǐ qù xué.

其实我们不知道去哪里去学。

we actually didn't know where to go.

479

Nándào wǒmen yào qù dàxué qù xué?

难道我们要去大学去学？

Do we have to go to college to learn?

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480

Dàxué qù xué xūyào kǎo de ya!

大学去学需要考的呀！

Going to college would require you take an entrance exam!

481

Nà bào bān xué dehuà xūyào huāqián, duì ba?

那报班学的话需要花钱，对吧？

But if you learn in a training school, you need money, right?

482

Háiyǒu shíjiān a | Duì, háiyǒu shíjiān

还有时间啊 | 对，还有时间

Also time! | Right.

483

Jiàoyù lèixíng de zhíbō jiùshì wǒ suíshísuǐdì de

教育类型的直播就是我随时随地地

With live streaming, I can learn what I want to learn anytime

484

tōngguò wǎngluò jiù kěyǐ xuéxí wǒ xiǎngyào xuéxí de dōngxī.

通过网络就可以学习我想要学习的东西。

and anywhere through the internet.

485

Wǒ juéde zhège shì hěn yǒuyìchu de, duì zhěnggè shèhuì

我觉得这个是很有益处的，对整个社会

I think this is very beneficial to the entire society.

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486

Zhège nǐ píngshí yǒu kàn ma?

这个你平时有看吗？

Do you watch this type (of live streaming)?

487

Wǒ dào yě méiyǒu tèyì de qù kàn zhège jiàoyù zhíbō,

我倒也没有特意地去看这个教育直播，

I don't go out of my way to watch this type of live stream.

488

dànshì wǒ yǒu yī gè péngyou, tā tuījiàn gěi wǒ yī gè zhíbō,

但是我有一个朋友，她推荐给我一个直播，

But I have a friend who recommended one

489

jiùshì jiǎng guānyú xuéxí Yīngyǔ de,

就是讲关于学习英语的，

that was about learning English,

490

ránhòu wǒ tīng le chàbùduō liǎng gè xiǎoshí, juéde hái bùcuò.

然后我听了差不多两个小时，觉得还不错。

I listened to it for about two hours and I thought it was good.

491

Rúguǒ shuō nǐ shì kàn shìpín xuéxí dehuà,

如果说你是看视频学习的话，

If you learn by watching videos,

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492

nǐ méiyǒubànfǎ gēn zhège zhǔbō hùdòng.

你没有办法跟这个主播互动。

you can't interact with the host.

493

Dànshì nǐ kàn zhíbō dehuà,

但是你看直播的话，

But if you watch live streaming,

494

fēicháng hǎo de yī gè diǎn jiù zàiyú nǐ kěyǐ bǎ nǐ bù dǒng de wèntí,

非常好的一个点就在于你可以把你不懂的问题，

what's very good about it is that when you have a question,

495

jíshí de xiàng zhǔbō huòzhě shì zhège lǎoshī fǎnyìng,

及时地向主播或者是这个老师反映，

you can immediately ask the host or the teacher

496

ránhòu lǎoshī ne yě huì zhēnduìxìng de qù huídá nǐ de wèntí,

然后老师呢也会针对性地去回答你的问题，

and the teacher will answer you accordingly.

497

wǒ juéde zhèyàng kěnéng xiàoguǒ gèng hǎo yīdiǎn.

我觉得这样可能效果更好一点。

I think that this way might bring better results.

Live Streaming in China is Exploding!

498

Zhè yě shì zhíbō de yī gè tèdiǎn ma

这也是直播的一个特点嘛

This is also a unique feature of live streaming.

499

Nà nǐ juéde xiànzài zhège jiàoyù zhíbō

那你觉得现在这个教育直播

So in your opinion, what do teachers usually teach

500

tā zhǔyào dōu shì jiāo nǎ yīxiē dōngxi ne?

它主要都是教哪一些东西呢?

through live streaming?

501

Gèhánggèyè de dōu yǒu, wǒ dōu yǒu kàndào guò.

各行各业的都有，我都有看到过。

I've seen all kinds.

502

Yǔyán lèi shì quèshí shì bǐjiào liúxíng,

语言类是确实是比较流行，

Language teaching is very popular,

503

Yīngyǔ qíshí shì zuì liúxíng de,

英语其实是最流行的，

especially English, which is the most popular one

Live Streaming in China is Exploding!

504

yīnwèi Yīngyǔ tā shì bǐjiào tōngyòng ma.

因为英语它是比较通用嘛。

since it's more widely used.

505

Wǒ qíshí yào tí de yī gè rén jiùshìshuō tā shì jiāo fǎlǜ kè de,

我其实要提的一个人就是说他是教法律课的，

Actually, there is a person I'd like to mention and he teaches law.

506

tā jiàozuò Luó Xiáng,

他叫做罗翔，

His name is Luo Xiang,

507

zhège rén ne xiànzài yě biàncéng wǎnghóng le.

这个人呢现在也变成网红了。

and he has become an internet celebrity.

508

Tā zài wǎngshàng tèbié de huǒ, duì

他在网上特别的火，对

He is very popular on the Internet.

509

Yǒu duōshao fěnsī?

有多少粉丝？

How many fans?

Live Streaming in China is Exploding!

510

Tā zhège fěnsī hěn nán tǒngjì le,

他这个粉丝很难统计了，

It's hard to figure out

511

yīnwèi tā de zhíbō shíjìshàng wǒ bù shì shuō

因为他的直播实际上我不是说

because I actually didn't

512

tōngguò dìyīshǒu de fāngshì kàndào tā de zhíbō de,

通过第一手的方式看到他的直播的，

watch his live streaming first-hand.

513

biéren lù xiàlai de.

别人录下来的。

It was recorded by someone else.

514

Tā de lù bō jiùshì wǒ yǒu kàn guò,

他的录播就是我有看过，

I've seen his recorded videos.

515

zài B zhàn shàng de bōfàng liàng

在 B 站上的播放量

The number of views on Bilibili

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516

yǒu dá dào yī qiānwàn dào liǎng qiānwàn de zhèyàngzi.

有达到一千万到两千万的这样子。

has reached 10-20 million.

517

Bùcuò āi, wèishénme zhème huǒ?

不错唉，为什么这么火？

Very good. Why is he so popular?

518

Yīnwèi tā shì jiǎng fǎlǜ de ma, ránhòu jiǎng fǎlǜ dehuà,

因为他是讲法律的嘛，然后讲法律的话，

Because he talks about the law,

519

tā jiù huì jiǎng yīxiē yǒuqù de lìzi.

他就会讲一些有趣的例子。

and he uses interesting examples.

520

Jiǎng hěnduō lìzi de shíhou ne,

讲很多例子的时候呢，

When he talks about these examples,

521

zhèxiē lìzi jiù bèi tā jiǎng de xiàng nàzhǒng wǎngluò duànzi shìde,

这些例子就被他讲得像那种网络段子似的，

he makes it like a comedy show.

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522

yějiùshìshuō tā bǎ zhèzhǒng fǎlǜ kè shàng chéng le

也就是说他把这种法律课上成了

In another words, he turned this law class into

523

yī zhǒng xiàng tuōkǒuxiù shìde.

一种像脱口秀似的。

a kind of talk show.

524

Wǒ yìnxàng fēicháng shēnkè de yī gè ànjiàn

我印象非常深刻的一个案件

There is a case that really made an impression on me

525

jiàozuò fènkēng àn,

叫做粪坑案，

and it's called "the cesspool case".

526

měinián wǒ dōu jiǎng, tài jīngdiǎn le!

每年我都讲，太经典了！

I talk about it every year because it's a classic!

527

Yī gè nǚde, fùnǚ gàn bù,

一个女的，妇女干部，

There was a woman who was a government worker

Live Streaming in China is Exploding!

528

shàng gè shìjì bāshí niándài dōngtiān de shíhou,

上个世纪 80 年代冬天的时候，

and it was a winter in the 80s.

529

bàn shān yāo qí zhe zìxíngchē pèngdào dǎitú,

半山腰骑着自行车碰到歹徒，

As she rode her bicycle halfway up the mountain, she encountered a bad guy

530

dǎitú yào qiángbào tā.

歹徒要强暴她。

who wanted to rape her.

531

Zhège nǚde fāxiàn dǎbuguò,

这个女的发现打不过，

The woman realized that she couldn't beat him,

532

jiào yě méi rén tīng de jiàn,

叫也没人听得见，

and if she screamed, nobody would hear her.

533

yúshì jiǎzhuāng tóngyì.

于是假装同意。

So, she pretended to agree (to let him rape her).

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534

Tā duì zhège nán de shuō:

她对这个男的说:

She said to this man:

535

“Dàgē zhège dìfang bùgòu píngtǎn,

“大哥这个地方不够平坦,

"Brother, this place is not flat enough,

536

wǒmen xuǎn yī chù píngtǎn de dìfang.”

我们选一处平坦的地方。”

let's find a flat spot.”

537

Nán de yī tīng tīng kāixīn de.

男的一听挺开心的。

The man was very happy to hear this.

538

Nǚ de jiù bǎ nán de dài dào yī chù píngtǎn de bīng miàn,

女的就把男的带到一处平坦的冰面,

The woman took him to a flat ice surface.

539

dōngtiān, bīng miàn hěn píngtǎn,

冬天, 冰面很平坦,

It was winter and the ice surface was flat.

Live Streaming in China is Exploding!

540

ránhòu nǚde duì nán de shuō, dàgē tuō yīfu ba!

然后女的对男的说，大哥脱衣服吧！

Then she said to him: "Go ahead and take off your clothes!"

541

Nán de yī tīng gèng kāixīn!

男的一听更开心！

The man was even more happy!

542

Tuō yīfu, rén zài tuō yīfu de shíhou

脱衣服，人在脱衣服的时候

The guy took off his clothes. (But) when people take off their clothes,

543

yǎnjīng jiù bèi yīfu wǔzhù le ya.

眼睛就被衣服捂住了呀。

their eyes will be (temporarily) covered.

544

Nǚde shùnrshì yī tuī bǎ nán de tuījìn le fèn kēng,

女的顺势一推把男的推进了粪坑，

The woman took advantage of this and pushed him into a cesspool.

545

nán de pīnmìng wǎngwài pá,

男的拼命往外爬，

The man desperately tried to climb out,

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546

nǚde duò le nán de shǒu yī jiǎo, nán de diào jìnqù le,

女的踩了男的手一脚，男的掉进去了，

but the woman stepped on his hand and he fell in.

547

nán de dìèrcì wǎngwài pá yòu bèi duò yī jiǎo, yòu diào jìnqù le.

男的第二次往外爬又被踩一脚，又掉进去了。

He tried to climb out a second time, but was stepped on and fell in again.

548

Nán de dìsāncì wǎngwài pá, yòu bèi duò yī jiǎo, chèdǐ diào jìnqù le.

男的第三次往外爬，又被踩一脚，彻底掉进去了。

And the third time he tried to climb out, he was stepped on and fell in completely.

549

Dàjiā juéde zhège nǚde shǔyú shénme?

大家觉得这个女的属于什么？

What do you think this woman was doing?

550

Shǔyú zhèngdàngfángwèi háishi shǔyú shìhòu fángwèi?

属于正当防卫还是属于事后防卫？

Was it self-defense or a defense after the event?

551

Nà dāngnián zài zhège ànjiàn zhōng yǐnqǐ le hěnduō de zhēngyì,

那当年在这个案件中引起了很多的争议，

There was a lot of controversy about this case that year.

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552

yǒu hěnduō rén shuō cǎi dì yī jiǎo jiào zhèngdàngfángwèi,

有很多人说踩第一脚叫正当防卫，

Many people said that the first time she stepped on him was self-defense.

553

dàn cǎi dì èr jiǎo dì sān jiǎo jiào shìhòu fángwèi.

但踩第二脚第三脚叫事后防卫。

But the second and the third time should be considered defense after the event.

554

Gèwèi tóngxué xiǎng yī xiǎng, shénme jiào wēixiǎn páichú?

各位同学想一想，什么叫危险排除？

Guys, think about it! What is danger elimination?

555

Yībānrén bù yào shuō, shénme jiào yībānrén biāozhǔn?

一般人不要说，什么叫一般人标准？

Do not use the standard for a normal person!

556

nǐ bǎ nǐ zìjǐ dài rù yīxià!

你把你自已代入一下！

Put yourself in her shoes!

557

dàjiā xiǎng yī xiǎng,

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大家想一想，

Think about it!

558

rúguǒ nǐ shì zhège nǚde, nǐ cǎi jǐ jiǎo?

如果你是这个女的，你踩几脚？

If you were this woman, how many times would you step on him?

559

wǒ cǎi le sì jiǎo, lǎozǐ hái děi ná kuài zhuān wǎng tā tóushàng zá!

我踩了四脚，老子还得拿块砖往他头上砸！

I would do it four times and pick up a brick to hit him on his head!

560

Dàjiā juéde hé bù héshì?

大家觉得合不合适？

Do you think it is appropriate?

561

Héshì de bùdéliǎo!

合适得不得了！

It's perfectly appropriate!

562

Nà zhège jiàoyù lèi de zhíbō yě shì kěyǐ shuā lǐwù de ba?

那这个教育类的直播也是可以刷礼物的吧？

So, the educational live streamers also get gifts (from viewers), right?

563

Kěndìng yě shì huì shuā lǐwù de,

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肯定也是会刷礼物的，

Sure, they also do.

564

dànshì tā zhè yīnggāi yě bù shì kào shuā lǐwù lái jiùshì yínglì le.

但是它这应该也不是靠刷礼物来就是盈利了。

But probably, they don't rely on gifts to make a profit.

565

Jiàoyù zhíbō yīnggāi gèngduō de shì mài kè,

教育直播应该更多的是卖课，

They make money mostly from selling courses.

566

yīnwèi tā shǒuxiān tōngguò zhíbō lái gàosu dàjiā,

因为他首先通过直播来告诉大家，

They first do live streaming to let people know

567

wǒ zài jiāo zhège kè ma.

我在教这个课嘛。

what they teach,

568

Nà dàjiā shíjìshàng jiù huì jiēxiàlái qù mǎi tā de kèchéng.

那大家实际上就会接下来去买他的课程。

and people will then purchase their courses.

569

Nà xiàmian wǒmen jiù lái jiǎng zuìhòu yī gè diǎn,

Live Streaming in China is Exploding!

那下面我们就来讲最后一个点，

Now, let's talk about the last point,

570

zhíbō gěi Zhōngguó shèhuì dàilái

直播给中国社会带来

what are the some of the positive and negative effects

571

nǎxiē zhèngmiàn de yǔ fùmiàn de yǐngxiǎng?

哪些正面的与负面的影响？

live streaming has on Chinese society?

572

Zhèngmiàn de yǐngxiǎng háishi hěn míngxiǎn la,

正面的影响还是很明显啦，

The positive effects are pretty obvious.

573

bāokuò Wēiyà ya, bāokuò yīxiē yóuxì zhǔbō dài huò zhíbō zhèxiē rén,

包括薇娅呀，包括一些游戏主播带货直播这些人，

Individuals like Weiya and other commercial and gaming hosts

574

tāmen tōngguò zhíbō zhèzhǒng fāngshì

他们通过直播这种方式

are able to achieve success

575

jiùshì dàchéng le gèrén de chénggōng,

Live Streaming in China is Exploding!

就是达成了个人的成功，
through live streaming

576

zhè zài yǐqián shì bùkě xiǎngxiàng de.
这在以前是不可想象的。
which was unthinkable in the past.

577

Yǐqián wǒmen zuòwéi yī gè pǔpǔtōngtōng lǎobǎixìng jiùshì hěn nán
以前我们作为一个普普通通老百姓就是很难
In the past, it was very difficult for us as ordinary people

578

jiùshìshuō tōngguò zìjǐ de tèdiǎn huòzhě gèxìng zhèzhǒng dōngxi chénggōng.
就是说通过自己的特点或者个性这种东西成功。
to become successful through our personality and special talents.

579

Xiànzài dehuà tōngguò zhíbō dehuà,
现在的话通过直播的话，
Now, with live streaming,

580

tāmen tōngguò gèrén mèilì dáchéng le yīzhǒng chénggōng.
他们通过个人魅力达成了一种成功。
they have achieved success with their personal charm.

581

Guójiā yě shì fēicháng gǔlì zhíbō zhège hángyè.

Live Streaming in China is Exploding!

国家也是非常鼓励直播这个行业。

Our government also encourages the live streaming industry.

582

Zhè shì láizì Yāngshì Cáijīng de yī tiáo xīnwén:

这是来自央视财经的一条新闻：

Here is a news report from CCTV Finance and Economics:

583

“èrlíng èrlíng nián chūxiàn zài zhíbō dài huò píngmù lǐ de

“2020 年出现在直播带货屏幕里的

"It's amazing how many people

584

shēnyǐng zhī duō ràng rén gǎntàn,

身影之多让人感叹，

appeared on live streaming in 2020.

585

yī gè quánmín zhíbō dài huò shí dài de lái lín,

一个全民直播带货时代的来临，

The era in which everyone is live streaming in order to sell goods have arrived.

586

wǎnghóng míngxīng qǐyè dǒngshìzhǎng, shìzhǎng xiànzhǎng

网红明星企业董事长、市长县长

From internet celebrities, CEOs, mayors, to county leaders

587

fēnfēn jiārù zhíbō dài huò hángliè,

Live Streaming in China is Exploding!

纷纷加入直播带货行列，

all have participated in live streaming

588

zhíbō mài fáng, mài chē shènzhì gōngchéng jīxiè,

直播卖房、卖车甚至工程机械，

in order to sell houses, cars, even construction machinery

589

huǒjiàn yě néng mài.

火箭也能卖。

and rockets.

590

Yī jìdù diànshāng zhíbō chāoguò sì bǎiwàn chǎng.

一季度电商直播超过四百万场。

In the first quarter, there were more than 4 million e-commerce live streams.

591

Jiézhǐ èrlíng èrlíng nián dìyī jìdù,

截止 2020 年第一季度，

As of the first quarter of 2020,

592

wǒguó wǎngluò zhíbō yònghù guīmó dá wǔ diǎn liù yì,

我国网络直播用户规模达五点六亿，

the number of live streaming viewers in China has reached 560 million,

593

zhàn wǎngmín zhěngtǐ de bǎifēnzhī liù shí'èr.

Live Streaming in China is Exploding!

占网民整体的 62%。

accounting for 62% of the total number of netizens.”

594

Yějiùshìshuō shénme ne?

也就是说什么呢？

What does this tell us?

595

Tā bùdàn gěi wǒmen gèrén tígōng le yī gè kōngjiān,

它不但给我们个人提供了一个空间，

It not only provides individuals with opportunity,

596

zhíbō de lìngyī gè hǎochu jiùshì shénme ne,

直播的另一个好处就是什么呢，

but also, there is another benefit.

597

tā duì wǒmen guójiā de jīngjì hěn yǒu hǎochu.

它对我们国家的经济很有好处。

It's beneficial for our country's economy.

598

Wǒmen lái kàn yīxiē wǎngyǒu de shuōfǎ ba. | Xíng

我们来看一些网友的说法吧。 | 行

Let's take a look at a netizen's view on this. | Okay.

599

Zhèwèi wǎngyǒu zhèyàng shuō de: “yóuyú yìqíng de yǐngxiǎng,

Live Streaming in China is Exploding!

这位网友这样说的：“由于疫情的影响，

This netizen said: As a result of the pandemic,

600

dàjiā dōu bùnéng suíxīnsuǒyù de chūmén,

大家都不能随心所欲地出门，

people can't go out as they wish

601

kàn zhíbō jiù chéng le rénmen lìngyī zhǒng xiāoqiǎn de fāngshì,

看直播就成了人们另一种消遣的方式，

and watching live streaming has become another entertainment activity.

602

yě dài huó le jīngjì, míbǔ le yīxiē jīngjì sǔnshī. ”

也带活了经济，弥补了一些经济损失。”

It stimulates our economy and makes up for some economic losses.”

603

Nà xiàmian wǒmen jiù lái shuō yīxià fùmiàn de yǐngxiǎng ba.

那下面我们就来说一下负面的影响吧。

Now let's talk about the negative effects.

604

Wǒ juéde fùmiàn de yǐngxiǎng hái shì tǐng xiǎnérìjiàn de.

我觉得负面的影响还是挺显而易见的。

I think it is quite obvious.

605

Jiù nà wǒ zìjǐ lái dǎ gè bǐyù.

Live Streaming in China is Exploding!

就拿我自己来打个比喻。

Let's take myself as an example

606

Wǒ gānggang bù shì gēn nǐ jǔ nàge Lǐ Jiāqí de lìzi ma?

我刚刚不是跟你举那个李佳琪的例子吗？

I talked about the example of Li Jiaqi before, right?

607

Jiùshì zài wǒ kàn tā zhíbō de shíhou,

就是在我看他直播的时候，

So, when I was watching his live streams,

608

wǒ jiù yǒu yī zhǒng chōngdòng, xiǎngyào qù mǎidōngxì,

我就有一种冲动，想要去买东西，

I had an urge to go shopping

609

mǎi yīxiē wǒ kěnéng shíjì shēnghuó zhōng bìngbù xūyào de dōngxì,

买一些我可能实际生活中并不需要的东西，

and get things that I might not actually need.

610

Shìde, zàochéng yīzhǒng bù lǐxìng de xiāofèi

是的，造成一种不理性的消费

Right, it leads to irrational consumption.

611

Ránhòu lìngwài yī gè yě shì cóng shuā lǐwù zhège jiǎodù lái kàn,

Live Streaming in China is Exploding!

然后另外一个也是从刷礼物这个角度来看，

The other one is from the perspective of (virtual) gift giving.

612

nǐ gānggang bù shì shuō yǒu hěnduō tǔháo ma? | Duì

你刚刚不是说有很多土豪吗？ | 对

You mentioned that there were many rich people (giving gifts), right? | Yes.

613

Shènzhì bù shì tǔháo de rén,

甚至不是土豪的人，

Even people that aren't rich

614

tā kěnéng wèile yào qù dédào zhǔbō de rènkě huòzhě shì chēngzàn

他可能为了要去得到主播的认可或者是称赞

might want to get approval or praise from the host

615

tā jiù huì qù bùduàn de shuā lǐwù,

他就会去不断地刷礼物，

and will constantly give gifts.

616

wǒ juéde zhège yě shì shǔyú yī gè chōngdòng xiāofèi de.

我觉得这个也是属于一个冲动消费的。

I think that this should also be considered as impulsive consumption.

617

Chōngdòng xiāofèi de yī gè fànweí

Live Streaming in China is Exploding!

冲动消费的一个范围

(Yes,) it falls into the scope of impulsive consumption.

618

Yǒuyīxiē rén ne shíjìshàng shì chénmí zhèzhǒng wǎngluò,

有一些人呢实际上是沉迷这种网络，

Some people are actually addicted to

619

chénmí yú zhèzhǒng wǎngluò zhíbō,

沉迷于这种网络直播，

live streaming

620

ránhòu tā gěi zìjǐ huòzhě jiārén dàilái le hěndà de wēihài.

然后他给自己或者家人带来了很大的危害。

and this can bring great harm to themselves or their family.

621

Bāokuò wǒ tīngshuō yǒuyīxiē háizi huì tōu fùmǔ de qián

包括我听说有一些孩子会偷父母的钱

I even heard that some children steal money from their parents

622

lái gěi zhǔbō shuā lǐwù.

来给主播刷礼物。

in order to give gifts to live streamers.

623

Háizi kěnéng gèng bù lǐxìng ba,

Live Streaming in China is Exploding!

孩子可能更不理性吧，

Kids might be even less rational

624

tā gèng jiùshì yǒu zhèzhǒng xūróngxīn.

他更就是有这种虚荣心。

and would be more susceptible to wanting attention from others.

625

Méiyǒu zìkòng lì érqǐě | Duì

没有自控力而且 | 对

Also, they lack self-control. | Right.

626

Nǐ shuō nǐ shuìjiào zhīqián huì shuā yī shuā nàge zhíbō, shìbùshì? | Duì

你说你睡觉之前会刷一刷那个直播，是不是？ | 对

You said you would watch live streaming before going to bed, right? | Yes.

627

Ránhòu hěn róngyì jiù huì ràng nǐ kàn zhe kàn zhe,

然后很容易就会让你看着看着，

As you continuously watch,

628

nǐ jiù bù zhīdao nǐ huā le duōshao shíjiān, jiù shàngyǐn le,

你就不知道你花了多少时间，就上瘾了，

you won't even know how much time you spent because you are hooked.

629

Duì, zhīqián nàge Dǒuyīn gāng kāishǐ chūlái de shíhou,

Live Streaming in China is Exploding!

对，之前那个抖音刚开始出来的时候，

Yes. When TikTok first came out,

630

dàjiā jiù yǒu píngjià Dǒuyīn shì shíjiān jīqì.

大家就有评价抖音是时间机器。

people commented that TikTok was a "time (wasting) machine" .

631

Wǒ juéduì zàntóng zhège,

我绝对赞同这个，

I absolutely agree with this.

632

érqiě zhège huì zàochéng yī gè hěn bùhǎo de yǐngxiǎng jiùshì

而且这个会造成一个很不好的影响就是

This will also bring another negative impact

633

jiǎrú shuō wǒ kàn zhège kàn shàngyǐn le,

假如说我看这个看上瘾了，

in which If I become addicted to this,

634

nà wǒ jiù huì biànde bù sī jìngqǔ,

那我就变得不思进取，

I will become unmotivated.

635

ránhòu bùhuì xiǎng zhe wǒ qù zuò zhèngshì,

Live Streaming in China is Exploding!

然后不会想着我去做正事，

I won't think about doing my job,

636

bǐrú shuō wǒ de gōngzuò, wǒ yào lù jiémù,

比如说我的工作，我要录节目，

for example, recording videos,

637

wǒ yào qù zhǔnbèi zhège cáiliào, nàge cáiliào,

我要去准备这个材料，那个材料，

and preparing materials for it.

638

wǒ jiù bùhuì bǎ hěnduō shíjiān huā zài zhèngshì shàngmiàn,

我就不会把很多时间花在正事上面，

I won't spend enough time on my job

639

Ránhòu jiéguǒ jiùshì wǒ de gōngzuò zuò bùhǎo,

然后结果就是我的工作做不好，

and the result will be that I don't do my work well.

640

nàme wǒ de fěnsī kěnéng yě jiù bù kāixīn lo,

那么我的粉丝可能也就不开心咯，

Thus, my fans won't be happy

641

yīnwèi wǒ méiyǒu jíshí de gēngxīn shìpín,

Live Streaming in China is Exploding!

因为我没有及时地更新视频，

because I don't upload new videos more often.

642

ránhòu kěnéng duì wǒ gèrén de fāzhǎn yě shì yǒuhài de.

然后这个可能对我个人的发展也是有害的。

So, this might bring harm to my personal development.

643

Zhíjiē kěnéng zuìhòu huì dǎozhì wǒ xīnlǐ yǒu wèntí,

直接可能最后会导致我心理有问题，

At the end, it might lead to mental issues

644

wǒ huì juéde wǒ shì gè shībàizhě,

我会觉得我是个失败者，

and I might feel that I am a loser.

645

kěnéng duì hěnduō niánqīngrén dōu yǒu zhè yī fāngmiàn de yǐngxiǎng.

可能对很多年轻人都有这一方面的影响。

(Live streaming) might bring this kind of impact to young people.

646

Zhīqián wǒ gěi nǐ kàn nàge zhíbō,

之前我给你看那个直播，

I showed you a live stream before

647

jiùshì yóuxì de zhíbō nàge jiào Dà Sī mǎ nàge,

Live Streaming in China is Exploding!

就是游戏的直播那个叫大司马那个，
with a gaming host named Da Sima.

648

yīnwèi tā fěnsī bǐjiào duō,
因为他粉丝比较多，
He has a lot of fans

649

yǒu hǎoduō niánqīng de hái zi de fěnsī jiù gěi tā fā sīxìn, jiù wèn tā shuō
有好多年轻的孩子的粉丝就给他发私信，就问他说
and many teen fans sent him private messages and asked him:

650

jiùshì Dà Sīmǎ lǎoshī, wǒ jiùshì xuéxí bùzěnmě hǎo,
就是大司马老师，我就是学习不怎么好，
“Teacher Sima, I am not very good with studying,

651

wǒ yǐhòu yě xiǎng chéngwéi yī míng yóuxì zhǔbō,
我以后也想成为一名游戏主播，
and I would like to be a gaming host in the future,

652

nǐ yǒu shénme jiànyì ma?
你有什么建议吗？
do you have any suggestions?”

653

Zhèyàng de hái zi jiù hěnduō,

Live Streaming in China is Exploding!

这样的孩子就很多，

Kids like this are many

654

jiùshì juéde kěyǐ tōngguò yóuxì zhíbō zhèzhǒng fāngshì chénggōng.

就是觉得可以通过游戏直播这种方式成功。

and they feel that they can also get success through gaming.

655

Ránhòu Dà Sīmǎ dāngshí zài zhíbō jiān, tā jiù shuō zhè jiàn shìqíng,

然后大司马当时在直播间，他就说这件事情，

Then, Sima talked about this in his live streaming channel.

656

tā shuō tāmen zhǐ kàndào le tā biǎomiàn de chénggōng,

他说他们只看到了他表面的成功，

He said they only saw his success

657

jiùshì bù zhīdao tā bèihòu suǒ fùchū de yīxiē xīnkǔ.

就是不知道他背后所付出的一些辛苦。

and had no idea how hard he worked for it.

658

Jiùshìshuō tā quàn niánqīngrén háishiùyào zǒu zhè tiáo lù,

就是说他劝年轻人还是不要走这条路，

He advised young people not to take this road

659

yīnwèi háishi yīnggāi qù hǎohǎo xuéxí, jiùshì yǒu yījìzhīcháng,

Live Streaming in China is Exploding!

因为还是应该去好好学习，就是有一技之长，
and that they should study hard and gain a skill,

660

ér bù shì shuō bǎ xīnsi fàngzài zhè shàngmiàn,
而不是说把心思放在这上面，
rather than put their minds on this (doing live streaming),

661

yīnwèi bù shì měigerén dōu néng
因为不是每个人都能
because not everyone can

662

tōngguò zhèzhǒng yóuxì zhíbō zhèzhǒng fāngshì chénggōng de.
通过这种游戏直播这种方式成功的。
become successful through game live streaming.

663

Suǒyǐ shuō zhè yě shì tā de yī gè jiùshì bùhǎo de dìfang ba.
所以说这也是它的一个就是不好的地方吧。
So, this is another negative about this.

664

Huì ràng dàjiā juéde zhè jiàn shìqíng hěn róngyì,
会让大家觉得这件事情很容易，
It will give people the impression that

665

tōngguò zhèzhǒng fāngshì chénggōng hěn róngyì, duì

Live Streaming in China is Exploding!

通过这种方式成功很容易，对

it's easy to become successful doing this.

666

Wǒ juéde dàjiā suǒ kàndào de dōu shì chénggōng de,

我觉得大家所看到的都是成功的，

I think that what people just see is the successful ones

667

kěnéng hěnduō rén méiyǒu qù zǐxì de xiǎng yī xiǎng

可能很多人没有去仔细地想一想

and might overlook the fact that

668

zhèxiē chénggōng rénshì de bèihòu

这些成功人士的背后

behind them,

669

háiyǒu hěnduō méiyǒu chénggōng de rén.

还有很多没有成功的人。

there are many unsuccessful people.

670

Duì, shì zhèyàng de.

对，是这样的。

Right.

671

Wǒ gāngcái hái yào jiǎng jiùshìshuō zhège Dà Sīma zhège,

Live Streaming in China is Exploding!

我刚才还要讲就是说这个大司马这个，

I was also going to say that Sima,

672

tā zhíbō jiān zhǐyǒu yī liǎng qiān rén de shíhou,

他直播间只有一两千人的时候，

when he had only one to two thousand fans,

673

wǒ jiù zài kàn tā zhíbō le,

我就在他直播了，

I was already watching him,

674

nà yǐjīng shì wǔ liù nián qián le.

那已经是五六年前了。

which was five to six years ago.

675

Yīnwèi tā shì... tā gāng kāishǐ shì jìshù xíng de zhǔbō.

因为他是... 他刚开始是技术型的主播。

He started out as a technical host

676

Duì, jiùshì tā dǎ yóuxì hěn lìhai,

对，就是他打游戏很厉害，

which means he was very good at playing games.

677

tā zài Guófú zhège yóuxì de páihángbǎng shàng jiù pái guò dìyī míng,

Live Streaming in China is Exploding!

他在国服这个游戏的排行榜上就排过第一名，

He has ranked number one in a gaming ranking list named Guofu.

678

Yīnwèi tā jìshù hǎo, jìshù hǎo dehuà,

因为他技术好，技术好的话，

Since his gaming skill was good,

679

qíshí dàjiā bù shì hěn néng kàn jìshù hǎo de dōngxi, yīnwèi wúliáo,

其实大家不是很能看技术好的东西，因为无聊，

people actually didn't like watching him because technical gaming is boring.

680

Nàge shíqī tā jiùshì...

那个时期他就是...

At that time, he...

681

báitiān de shíhou qù xiūchē, tā qù xué xiūchē,

白天的时候去修车，他去学修车，

He was learning how to repair cars during the day,

682

xiàwǔ sān diǎn xiàbān yǐhòu ránhòu zhíbō,

下午三点下班以后然后直播，

when he finished that, around 3 p.m.,

683

zhíbō dào wǎnshang liù diǎn

Live Streaming in China is Exploding!

直播到晚上六点

he started doing live streaming until 6 p.m.

684

ránhòu zhīhòu zài chūqù sòng wàimài,

然后之后再出去送外卖，

After that, he would go deliver food.

685

tā yītiān jiù gàn sān fèn gōngzuò, ránhòu zhèyàng qù shēnghuó.

他一天就干三份工作，然后这样去生活。

He worked three jobs a day and that was how he lived.

686

Ránhòu tā shì tōngguò zìjǐ de jìshù,

然后他是通过自己的技术，

Through his gaming skill,

687

Duì, yīdiǎndiǎn de rénqì yuèláiyuè gāo yǐhòu,

对，一点点的人气越来越高以后，

his popularity grew slowly

688

tā kāishǐ zǒu yúlè de fāngxiàng,

他开始走娱乐的方向，

and began to go in the direction of being entertainment.

689

ránhòu yī kāishǐ zhǐyǒu liǎngqiān rén,

Live Streaming in China is Exploding!

然后一开始只有两千人，

He went from 2000 viewers

690

xiànzài shì yǒu liǎng bǎiwàn de rénqì, jiù měitiān, duì

现在是有两百万的人气，就每天，对

to 2 million every day now.

691

Dàjiā kěnéng zhǐ kàndào tā gǎoxiào,

大家可能只看到他搞笑，

People might see that he's funny (on his live streams),

692

dànshì tā shíjìshàng bèihòu fùchū le hěnduō de jiùshì xīnxuè.

但是他实际上背后付出了很多的就是心血。

but actually, he invested a lot of effort.

693

Érqiě yě bù shì yī yè chéngmíng, érshì tā yǒu jīlěi le...

而且也不是一夜成名，而是他有积累了...

He didn't become famous overnight and also, he accumulated...

694

Bù shì yīfānfēngshùn de

不是一帆风顺的

It wasn't all smooth.

695

Wǒ gūji zài wǒmen liǎo liáo wán zhè yī qī bōkè zhīhòu a,

Live Streaming in China is Exploding!

我估计在我们俩聊完这一期播客之后啊，

I suspect that after this podcast,

696

gǎobuhǎo zhè zàizuò de guānzhòng ne,

搞不好这在座的观众呢，

maybe some of our audience

697

qízhōng yīxiē rén yě pǎo qù xiǎngxiang,

其中一些人也跑去想想，

will think to themselves:

698

wǒ yǒu nǎxiē cáiyì ne? Wǒ huì chànggē, wǒ huì tiàowǔ,

我有哪些才艺呢？我会唱歌、我会跳舞、

“What talents do I have? I can sing, dance,

699

wǒ huì tán jítā, shénme shénmede,

我会弹吉他，什么的，

play the guitar, and so on?

700

wǒ yě qù zhí gè bō ba! Zhíbō zhème zhuànqián, shì ba?

我也去直个播吧！直播这么赚钱，是吧？

Let me go do live streaming, too!” It is so profitable, right?”

701

Yǒukěnéng o, shì yǒukěnéng!

Live Streaming in China is Exploding!

有可能哦，是有可能！

It's possible!

702

Zánmen liǎ yě yào kǎolù yīxià.

咱们俩也要考虑一下。

We should also consider it.

703

Duì, qù zhuǎnháng jìnrù zhíbō quān! | Duì, jìnrù zhíbō quān

对，去转行进入直播圈！ | 对，进入直播圈

Right. We can change our career and get into the live streaming business! |

Right.

704

Nà duìyú wǒmen jīntiān suǒ liáo de yīxiē nèiróng ne,

那对于我们今天所聊的一些内容呢，

Regarding what we discussed today,

705

yě kěyǐ shuōshuo nǐmen de kànfǎ.

也可以说说你们的看法。

you can tell us what you think (in the comments below).

706

Nà wǒmen jiù xià qī zài jiàn ba!

那我们就下期再见吧！

See you next time!

707

Live Streaming in China is Exploding!

Wǒmen děiyào qù diǎn gè wàimài le, yǒudiǎn è le.

我们得要去点个外卖了，有点饿了。

We need to order takeout. I am a little hungry.

708

Nǐ kàn zhè chī bō de yǐngxiǎng lì shì déi duō dà a? | Shì a!

你看这吃播的影响力是得多大啊？ | 是啊！

You can see how much influence eating live streaming has! | Yes!

709

Xíng, xià qī zàijiàn!

行，下期再见！

Okay, See you next time!

710

Báibái! Báibái Xiǎo Fēng!

拜拜！拜拜晓峰！

Bye! Bye, Xiaofeng!