Good afternoon, everyone.

Today, I would like to talk about a topic that is currently in the spotlight – Internet celebrity economy.

First and foremost, I want to introduce what is Internet celebrity economy. This refers to the economic model in which these influencers promote products, attract followers, and generate business opportunities. And it has created tremendous commercial value. Brands and businesses are eager to collaborate with popular online personalities and are willing to invest in sponsorships and partnerships.

However, some individuals may prioritize gaining fame and fortune over authenticity and integrity. They can lead to misleading endorsements and a lack of trust from audience. Therefore，it is important to maintain transparency and credibility.

In conclusion, the Internet celebrity economy has revolutionized the way we perceive and experience marketing. It is good for some people to showcase their talents and it promotes economic development in some ways. But at the same time we must consider the potential challenges.

That’s all, thanks for listening.