

Mutual Fund Livestreams on Tiantian Fund App

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Code and Data Descriptions

The python code “crawl livestreams.py” scrapes livestreams from May 27th, 2020 to December 31st, 2024 on *Tiantian Fund* app. Each livestream is assigned a unique ShowID by the platform. The code collects livestreams by iterating through ShowIDs. For each ShowID, it calls two *Tiantian Fund* API endpoints:

- The first endpoint returns metadata, including livestream title, speakers, fund family, start/end timestamps, view count, and fund tickers in the shopping cart.
- The second endpoint returns playback video information, including video URL and duration.

The data file “livestreams_May2020_to_Dec2024.csv” stores the output, i.e., all livestreams from the specified period. Each row corresponds to one livestream, including shopping-cart funds as a list.

To view the videos, users can open the URLs in a browser (e.g., Chrome) after installing an M3U8 extension. Alternatively, users can download the videos from the URLs using Python.

To access livestreams in other time period, users can edit the “showId” range in “crawl livestreams.py”.

Please refer to and cite the research paper:

[deHaan, E., Huang, A.H., Kannan, S. and Qiu, L., 2026. Social Media Livestreaming: Investor Information or Persuasion?. *Journal of Accounting and Economics*, Vol. 81, Iss. 3, p.101861.](#)