



## **Kuaishou launches the “Village Live Stream Program”, empowering rural creators with 3 billion worth of traffic and four major IPs**

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On January 6, Kuaishou Technology held the “Village Broadcasting Program” kick-off ceremony, and announced its plan to provide three billion worth of traffic to support rural development and talent cultivation in 2023. Four major rural revitalization IPs were released officially, namely “Village Broadcasting Program”, “Village Broadcasting School”, “Happy Village Leaders” and “Village Broadcasting Conference”. They focus on training guidance, traffic support, online operations and offline activities to continuously help revitalize rural talents and industrial development. On the Kuaishou platform, more and more young people choose to stay in their hometowns, using short videos and live broadcasts as a means to increase their income and boost rural prosperity. In addition, a group of “Live E-Commerce Cities” dedicated to the promotion of agricultural products have also emerged under the influence of livestreaming in support of farmers. Sales of featured agricultural products have begun across the nation, unveiling a fresh and dynamic facet of rural revitalization.