



Short video and live-streaming platforms inject vitality into rural revitalization

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Zhang Guoqing, Deputy Director of the Information Center of the Ministry of Agriculture and Rural Affairs, stated at the 2023 Kuaishou Chasing Light Conference that "village streamers", as a new type of talent for rural revitalization, are injecting vitality into rural revitalization. They are becoming a significant force in driving agricultural product sales, innovating agricultural brand marketing and promoting rural tourism. This development has been driven by the power of digital technology and the digital economy. The "live streaming+" model has boosted local entrepreneurship and employment in rural areas, facilitating the emergence of new formats and models for rural revitalization.