



Agricultural technology live-streamer's goal: "To help every farmer earn extra RMB10,000 each year"

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China Economic Weekly : [Agricultural technology live-streamer's goal: "To help every farmer earn extra RMB10,000 each year"](#)

As one of the key drivers in leveraging the digital economy to revitalize rural areas, short video platforms are now playing a significant role in bridging the "digital divide" between urban and rural areas and advancing the development of digital villages. These platforms have become an online space for rural communities to record life, share social interactions, enjoy entertainment and leisure, learn skills and monetize their startup business plans. This has continuously spurred the development of new industries, business models and ecosystems in rural areas.