



Fusing intangible heritage with contemporary flair makes village songs more popular

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People's Daily : [Fusing intangible heritage with contemporary flair makes village songs more popular](#)

Discover the cultural sensation with three video live broadcasts, nearly 120 million viewers and close to 8 billion views of short video content! Recently, the "Village Super Bowl", a grand village singing competition in Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province, has captured the attention and affection of both online and offline audiences with its unique blend of intangible cultural heritage and popular culture. Through the power of the internet, local folklore from the Miao and Dong villages was showcased to the general public, invigorating the legacy of intangible cultural heritage with innovation and creativity.