



## **Kuaishou's "Village Super Bowl" becomes a talent scout for ordinary people**

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The Beijing News : [Kuaishou's "Village Super Bowl" becomes a talent scout for ordinary people](#)

The "Village Super Bowl", a grand village singing competition organized by the Cultural, Sports, Radio, Television and Tourism Bureau of Qiandongnan Prefecture, Guizhou, and in exclusive partnership with Kuaishou, commenced on October 14. The event progressed with a second round on October 21, leading up to the finals on November 4, with 20 villages competing. The three live streams of the "Village Super Bowl" have accumulated over 120 million views online, and the related short video content on the platform has attracted nearly 8 billion views. Throughout the social media interactions, users have been actively expressing their appreciation for ethnic culture, sharing their personal experiences in a genuine and relatable manner.