



“Short Videos + Live Streaming” emerge as new engines for revitalizing rural areas

2024.04.24

Guangming Online : [“Short Videos + Live Streaming” emerge as new engines for revitalizing rural areas](#)

On April 18, Kuaishou Technology entered into an agreement with the Rengcheng District People’s Government of Jining City, Shandong Province, to establish the Kuaishou (Jining) Three Rural Influencer Incubation Base. According to the agreement, Kuaishou Three Rurals will partner with the Rengcheng District government to promote new media cooperation in the field of rural short-form videos and live streaming, with a focus on skills training and practical application for farmers. This will help to cultivate a sustainable pipeline of rural live streaming talent and drive digital transformation in the agricultural industry.