

Research on the Coupling Mechanism of Variety IP Empowering County Economy

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Abstract: The county economy is an important carrier of rural revitalization. As a traffic portal and cultural carrier, variety IP provides new momentum for the upgrading of county industries. Taking *Believe in the Land 3* as an example, this study analyzes the coupling mechanism, influencing factors, promotion paths, and replicable models between variety IP and county economy, reveals the action path of “IP empowerment-industry collaboration-space reconstruction”, and explores a replicable integrated model of “variety + rural cultural tourism + e-commerce.”

Keywords: Variety IP; County economy; *Believe in the Land 3*; Rural revitalization

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1. Introduction

The 19th National Congress of the Communist Party of China first put forward the rural revitalization strategy, and the 20th National Congress made arrangements for comprehensively promoting rural revitalization. The No.1 Central Document of 2022 clearly required the modernization of agriculture and rural areas, promoted the construction of digital villages, and empowered rural public services with digital technologies ^[1]. At present, most county economies face problems such as a single industrial structure and low popularity. With strong communication power, influence, and fan base, the variety IP offers new opportunities for the development of the county economy. Taking the variety show *Believe in the Land 3* as an example, this paper explores the coupling mechanism between variety IP and county economy, finds replicable practical models, and provides feasible solutions for the high-quality development of the county economy to boost rural revitalization.

2. Analysis of the coupling mechanism between the variety IP and the county economy

2.1. Core logic of coupling

The coupling between variety IP and county economy is essentially the nesting and collaborative resonance

of cultural value, industrial momentum, and spatial form. Through traffic empowerment and resource transformation, it realizes two-way empowerment and common upgrading of the variety IP and the county economy.

2.2. Action path of coupling

County resources are transformed into perceptible and communicable content, making abstract county characteristics concrete. Relying on online platforms and taking advantage of the fan base and topic popularity of the variety IP, the county breaks through its niche status and comes into public view, solving the traditional dilemma of “being unknown to the public.” Variety IP empowers the reshaping of county space, extends the industrial chain and value chain, and ultimately feeds back the protection of cultural resources and IP appreciation, promoting rural revitalization and sustainable development ^[2].

2.3. Supporting links of coupling

The coupled development of variety IP and county economy requires multi-subject collaboration to build a long-term and sustainable mechanism. The government performs guidance and service duties, ensuring the smooth operation of the coupling mechanism through policy support, resource allocation, and market supervision. Producers act as the content engine and traffic operation entity, responsible for creating high-quality content, operating cross-platform traffic, and docking county resources to maximize IP value. Farmers or enterprises play the role of product supply and value co-creation, providing high-quality agricultural products and cultural tourism services as the core driving force for county economic development.

2.4. Influencing factors of the coupling effect

Variety IP dimension: The attributes of IP determine its empowerment potential; the matching degree between IP type and county resource endowment is the premise of coupling; the overlap between IP audience and county target customer group affects traffic conversion efficiency; total online views and topic popularity determine county exposure; long-life IP can continuously explore county characteristics and avoid short-term traffic overdraft.

County dimension: The uniqueness of county core resources is the key to IP content creation and consumption attraction; the higher the uniqueness, the higher the coupling value. Policy support from local governments is an important guarantee for coupling implementation; efficient governments can maximize coupling benefits.

Collaboration dimension: The communication mechanism, execution efficiency, and goal consensus among program groups, governments, enterprises, villagers, and other parties affect the progress and effect of coupling implementation.

In summary, the coupling effect between variety IP and county economy is the result of the joint action of IP, county, and collaboration dimensions.

3. Case analysis of *Believe in the Land 3* IP empowering the county economy of Houdoumen

3.1. Case background

Believe in the Land 3 takes the rural working life of the “Qintian” teenagers as the main narrative line,

and has gained wide attention with real pastoral scenes, vivid character stories, and a warm and healing style. This land, which combines the features of Jiangnan water towns and traditional farming texture, has undergone a transformation from an “ordinary village” to an “Internet-famous check-in spot” with the help of the IP traffic of the variety show, bringing all-around empowerment opportunities to the industries of Houdoumen.

3.2. Practical embodiment of the coupling mechanism

The coupled development of *Believe in the Land 3* and Houdoumen is not a single traffic exposure, but a multi-dimensional path of content empowerment, industrial collaboration, and multi-subject linkage, realizing the deep integration of IP value and county resources, and forming a replicable, practical paradigm of “variety IP + county economy.”

3.2.1. Content empowerment

The program deeply explores local farming culture, builds an IP commodity system including agricultural products, cultural and creative products, and fashion brands, forming stable consumption. It has launched cultural and creative luggage tags, trendy clothing, and other products, with a cumulative income of about 300 million yuan^[3]. This IP model based on real labor, linked by local culture, and extended by social responsibility, realizes the value-added path of agricultural products from low value-added goods to high value-added IP goods^[4].

3.2.2. Industrial collaboration

Agricultural products in the program achieved explosive growth in sales with the help of IP popularity, and personalized IP commodity labels were customized for agricultural products. In June 2025, the Houdoumen IP Town of *Believe in the Land* entered trial operation, attracting over 100,000 visitors in 5 days of trial operation, with a maximum of 35,000 visitors in a single day. Relying on IP popularity, Houdoumen, the recording site, quickly became a phenomenal cultural tourism landmark in Hangzhou, directly driving the development of local rural tourism and activating the economic value of idle rural resources^[5].

Through live-streaming marketing, online sales channels have been built for local agricultural products, opening a direct link from “fields to consumers.” For example, in March 2025, Nangqian Yuanroot debuted in the “Ten Qintian” live broadcast room of *Believe in the Land*, setting a record of 30,000 pieces sold out in 1 second, with a single-game sales volume exceeding 1.9 million yuan. Five months later, at the “518 Ainong Day”, 40,000 portions of Yuanroot were snapped up in one second, and the sales volume of the exclusive live broadcast room soared to 5 million yuan, benefiting more than 4,000 farmers and herdsman. Driven by the integrated development strategy of “variety + rural cultural tourism + e-commerce”, this highland county is striding towards the spring of industrial revitalization^[6].

3.2.3. Multi-subject collaboration: Cooperation among government, producers, and farmers

The Xihu District Government of Hangzhou provided all-around support for the program shooting, the coordination and use of Houdoumen venues in the later stage, the implementation of the “Farming Planet” agricultural and cultural tourism project, and the improvement of surrounding transportation and infrastructure, laying a foundation for undertaking IP traffic. Dong Yumin pointed out that *Believe in the Land* is a carrier and stage to show China’s agricultural strength and the image of young people in the new

era. Now *Believe in the Land* has become a phenomenal top variety show. Officials should make *Believe in the Land* change from an Internet celebrity to a long-term popular brand and turn traffic into retained volume^[7].

The program production team endowed agricultural products with emotional narration through lens language, planned IP-exclusive agricultural assistance activities such as “518 Ainong Day.” The second session’s live broadcast received over 140 million views across platforms, ranking 34 double-list hot searches, and related topics had over 380 million readings^[8].

With Houdoumen becoming an Internet-famous check-in spot, local farmers achieved employment at their doorsteps; surrounding noodle shops and barbershops thrived due to the growth of passenger flow, transforming from traditional farmers to new business entities empowered by IP.

3.3. Quantitative evaluation of economic effects

In 2025, the annual GDP of Xihu District reached 245.19 billion yuan, a year-on-year increase of 5.5%, 0.6 percentage points higher than that in 2024 (4.9%). The growth rate rose quarter by quarter: 4.0% in the first quarter, 5.2% in the first half of the year, 5.4% in the first three quarters, and 5.5% for the whole year, achieving a steady start and continuous acceleration. Residents’ income was basically synchronized with economic growth. In 2025, the per capita disposable income of urban residents in Xihu District reached 92,147 yuan, a year-on-year increase of 3.3%, a slight increase from the growth rate of 3.1% in 2024, and people’s livelihood security continued to improve. The annual total retail sales of consumer goods reached 111.19 billion yuan, a year-on-year increase of 2.4%, a significant rebound from the growth rate of 0.8% in the first half of the year^[9].

The above data can reasonably infer that the shooting of *Believe in the Land 3* echoed the economic growth of Xihu District in 2025. During the program’s shooting in Hangzhou, a large number of fans came to check in, forming a significant fan economy effect. The accommodation and catering consumption generated by fans in Hangzhou directly drove the revenue growth of the accommodation and catering industry in Xihu District, becoming an important increment of catering income and commodity retail in the total retail sales of consumer goods. The significant rebound of the total retail sales of consumer goods in Xihu District in the fourth quarter of 2025 was highly consistent with the time node of fan check-in during the program shooting, and cultural tourism consumption became an important supplement to the growth of retail sales. During the program’s broadcast, the pastoral cultural tourism resources of Xihu District were displayed nationwide through the camera, enhancing the popularity and attractiveness of the regional cultural tourism brand and attracting more tourists to Hangzhou, forming long-term consumption increments. Relying on the variety IP, Xihu District can further create new business formats such as pastoral cultural tourism and rural experience, promote the upgrading of the cultural tourism industry from traditional sightseeing to immersive experience, and drive investment and employment in related industries.

4. County economic development model of “variety + rural cultural tourism + e-commerce”

4.1. Core elements of the replicable model

The core of this model is to base on the actual situation of the county, refuse blind follow-up, dig out the cultural core of the county and transform it into variety memory points, forming irreplaceable core IP assets; break the single traffic logic, link agriculture, cultural tourism, e-commerce and other industries to realize the

transformation of traffic into industrial value; refuse one-time traffic and realize the sustainable development of county economy and brand through continuous IP operation ^[10].

4.2. Phased promotion path

The implementation of the “variety + rural cultural tourism + e-commerce” model is a systematic project, which needs to be divided into three stages: preliminary preparation, medium-term implementation, and later long-term operation. Through the whole-process collaborative management, a closed loop from traffic introduction to value precipitation is realized ^[11].

Preliminary preparation: The core is resource inventory, IP positioning, and cooperation docking. Sort out the advantageous resources of the county, refine differentiated themes combined with market trends to avoid homogenization; match suitable variety shows and platforms, and jointly design content plans that take into account entertainment and publicity needs with producers; the government simultaneously issues supporting policies and improves supporting facilities such as transportation and accommodation to consolidate the foundation for project implementation ^[12].

Medium-term implementation: Promote content communication and industrial transformation simultaneously. Shoot characteristic content according to the plan, expand exposure through multi-platform preheating and operation; link local merchants and farmers to launch the same cultural tourism routes and e-commerce special sessions, opening the path of “online grass-planting—offline consumption”; build a data monitoring system, dynamically adjust operation and service strategies to ensure efficient traffic retention ^[13–14].

Later operation: Focus on the precipitation of long-term IP value. Continue IP popularity through derivative development, such as cultural and creative products and immersive experience, transforming short-term traffic into long-term brand assets; rely on IP effect to promote the standardized and branded upgrading of local industries, build regional public brands, and realize the transformation from traffic dividend to long-term economic power ^[15].

5. Research conclusion

IP content development and the physical consumption industry have become important trends in current development. Variety IP and county economy empower each other: IP can attract traffic and enhance brand value for the county, while the county provides content scenarios for IP. Rural variety shows represented by *Believe in the Land 3* play a promoting and supporting role in empowering the county economy, creating a traffic closed-loop model of “variety + rural cultural tourism + e-commerce”, and providing a replicable reference mechanism for the development of a characteristic county economy.

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The authors declare no conflict of interest.

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