

Global Internet Micro-Short Drama Production Market Research Report 2026(Status and Outlook)

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Abstracts

Short dramas, also known as "micro-dramas" or "mini-theaters," refer to a new type of film and television format where each episode is shorter than a traditional TV series, has lower production costs, is primarily distributed via vertical screen on mobile phones, and involves online influencers in production. Micro-dramas are defined as episodes less than 10 minutes long, becoming the fourth officially recognized form of online film and television work after web dramas, web movies, and web animations. The vertical screen short drama industry chain is a complete ecosystem centered on content production, encompassing technical support, platform distribution, user consumption, and derivative services. Its links are closely interconnected, forming a closed loop from creation to monetization.

Short Drama Industry Chain Analysis: The upstream mainly consists of IP copyright holders. IP copyright holders provide their own IP resources to short drama producers, who then adapt them into short drama scripts. Currently, short drama IP sources include novels, comics, and games. Due to the compact plot characteristics of short dramas, they highly align with online "fast-paced" novels. Among the types of short drama IP copyright holders, online literature institutions account for nearly half due to their content reserves.

The midstream mainly consists of short drama production companies, which are primarily responsible for connecting with upstream resources, rewriting scripts, filming, and post-production, transforming content into online micro-dramas. These short drama production companies are mainly transformed from information flow companies, traditional film and television companies, and MCN companies, as well as some IP copyright companies. Companies include: Mango TV, Huace Film & Television, Linmon Media, Jiaxing Jiuzhou Cultural Media Co., Ltd., and Dianzhong Technology Co., Ltd. Currently, the cost of producing a vertical-screen short drama is approximately \$120,000-\$150,000 per episode, but the midstream portion only accounts for 10%-15% of the overall industry chain revenue.

The downstream mainly consists of content distributors and streaming providers, primarily responsible for video

distribution, traffic generation, and monetization. These include ReelShort, DramaBox, TopShort, FlexTV (Mega Matrix), GoodShort, and ShortTV. Currently, mainstream content distribution platforms include short video platforms, short video mini-programs, long video platforms, and independent short drama apps. Short video platforms are the primary reach platform, using story clips to attract users and form a closed-loop content consumption cycle. These platforms possess inherent advantages in developing micro-dramas, with a relatively higher degree of content compatibility, making them crucial channels for user acquisition and viewing. This segment also accounts for the largest share of revenue in the entire industry chain, approximately 80%-85%, with a gross profit margin as high as 60%. Note: Micro-drama production companies are midstream short drama producers, but some companies are both producers and distributors. Midstream revenue primarily comes from guaranteed minimum payments and revenue sharing. To illustrate the market size of the short drama industry, the reference data represents the overall market size of the short drama industry. At present, the daily recharge consumption of paid micro short dramas on all domestic platforms is already around 60 million yuan. According to the "2023 China Internet Audiovisual Development Research Report", in the past six months, 50.4% of the more than 1 billion short video users in my country have watched micro short dramas, micro variety shows, and instant noodles within 3 minutes. Fast-paced, high-density, and exaggerated plots are the biggest characteristics of micro short dramas, and they are also their magic weapon for attracting money. Tianyancha data shows that there are more than 230 micro short drama-related companies in the country, of which more than 30 new registered companies were added from January to October 2023, an increase of 225% year-on-year compared with 2022. Currently, the daily recharge consumption for paid micro-dramas across all platforms in China is around 60 million yuan. According to the "2023 China Online Audiovisual Development Research Report," in the past six months, among my country's over 1 billion short video users, 50.4% have watched micro-dramas, micro-variety shows, and short-form anime series of three minutes or less. Fast-paced, high-density, and exaggerated plots are the biggest characteristics of micro-dramas, and also their key to success. Data from Tianyancha shows that there are currently over 230 micro-drama-related companies nationwide, with over 30 newly registered companies from January to October 2023, a 225% increase compared to 2022. As of June 2025, the number of micro-drama users nationwide has reached 696 million, accounting for nearly 70% of the total number of internet users. From a cultural perspective, micro-dramas have gradually become an important form of popular culture. From January to August 2025, major comprehensive video platforms launched 325 horizontal-screen micro-dramas (a year-on-year increase of 24.52%). The number of vertical-screen dramas launched on short video platforms, mini-programs, and micro-drama apps has also increased, with the total number of

independently produced and launched vertical-screen dramas expected to reach approximately 40,000 in 2025. Media reports indicate that as of December 2024, 202 overseas short-drama apps had been launched in overseas markets. Viewers in Europe, America, and Southeast Asia show relatively high viewing and payment intentions. Download data from leading Chinese micro-drama apps shows that nearly 30% of downloads come from the United States. The first tier includes Reelshort and DramaBox; the second tier includes FlexTV, Goodshort, MoboReels, and ShortTV. It is reported that the top 12 short-drama companies in Q1 2024 were: Dianzhong, Jiuzhou, Maiya, Fanqie, Tianqiao, KuaiChuang, Meiguang Shengshi, Shanhai, Huasheng, Zhangwan, Touch, and Lengliang. In addition, companies such as ChineseAll (19th), YY (21st), NetEase (37th), Xibao (42nd), Yuewen (43rd), and Migu (70th) also made it into the list of the top 100 short drama companies.

The global Internet Micro-Short Drama Production market size was estimated at USD 8681.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 25.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Internet Micro-Short Drama Production market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Internet Micro-Short Drama Production market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Internet Micro-Short Drama Production market.

Global Internet Micro-Short Drama Production Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Tencent
Kwai
TikTok
Youku
iQIYI
Linmon Media
New Guomai Digital Culture Co., Ltd
Insight Group
COL Group Co.,Ltd.
GIMC
Zhejiang Satellite TV
Zhejiang Huace Film & TV Co., Ltd.
SMG Pictures
MANGO
Shengtian Network
Perfect World
Zhejiang Huazhi Digital Media Co., Ltd.
China Literature Limited
Beijing Baination Pictures Co.,Ltd.
Guangdong Yowant Technology Group Co., Ltd.
IReader Technology Co., Ltd.
Wabunka

XIN GLOBAL LAB

Jiaxing Jiuzhou Culture Media Co., Ltd.

Chongqing Maiya Media Co., Ltd.

Beijing Dianzhong Kuai Kan Technology Co., Ltd.

Migu Digital Media Co. Ltd.

Omnijoi Media Corporation

Wanda Film Holding Co., Ltd.

Joy Media

Market Segmentation (by Type)

IAA?In-Application Advertisement)

IAP?In-Application Purchase-Pay Per Episode/Member Subscription)

Copyright Revenue Sharing

e-commerce Sales

Market Segmentation (by Application)

Short Video Platforms

Mini Programs

Long Video Platforms

Independent Short Drama Apps

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Internet Micro-Short Drama Production Market

Overview of the regional outlook of the Internet Micro-Short Drama Production Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Internet Micro-Short Drama Production Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Internet Micro-Short Drama Production, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions
Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis
Provides insight into the market through Value Chain
Market dynamics scenario, along with growth opportunities of the market in the years to come
6-month post-sales analyst support

Customization of the Report

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