

Global Short Drama Overseas APP 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.

Vertical Screen 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, using story clips to attract users and form a closed-loop content consumption cycle. These platforms inherently possess advantages in developing micro-dramas, with a relatively higher degree of content compatibility, making them crucial channels for user acquisition and viewing. They also account for the largest share of revenue in the entire industry chain, approximately 80%-85%. Short drama overseas applications refer to digital entertainment platforms that promote Chinese-made short dramas to the international market for overseas audiences to watch and consume. These platforms meet the demand for fresh content from overseas audiences through translation, localization, or directly launching popular domestic short dramas, while simultaneously promoting the international dissemination of Chinese culture. This report refers to all platforms used for short drama distribution. Short drama overseas applications belong to the downstream industry, with a gross profit margin as high as 60%. Short dramas usually refer to vertical screen mini-series with short episodes and fast plot development. They are generally low-cost and short-cycle, and quickly attract users with dramatic plots. Riding on the trend of short videos sweeping the world, short dramas will usher in rapid growth in the domestic and overseas markets in 2023. In June 2023, "ReelShort" became a hit in the overseas market, and the leading online literature export manufacturers have entered the short drama export track. Currently, the daily recharge consumption of paid micro-dramas across all domestic platforms 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.

The global Short Drama Overseas APP 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 Short Drama Overseas APP 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 Short Drama Overseas APP 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 Short Drama Overseas APP market.

Global Short Drama Overseas APP 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

ReelShort
DramaBox
TopShort
FlexTV (Mega Matrix)
GoodShort
ShortTV
MoboReels
Kalos TV
ShortMax
Emole?BUMP?
Yoshimoto Kogyo Co.?Ltd.??FANY:D?
UniReel
PikoShow
Helo
DramaWave
99TV
SnackShort
DreameShort
OasisTV
U-NEXT
StardustTV
FlickReels
Vigloo
NetShort
DailyShort
Netflix
Youtube
LINE TV
ByteDance
Kwai

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)

Male

Female

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 Short Drama Overseas APP Market

Overview of the regional outlook of the Short Drama Overseas APP Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

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 Short Drama Overseas APP 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 Short Drama Overseas APP, 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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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Short Drama Overseas APP

1.2 Key Market Segments

1.2.1 Short Drama Overseas APP Segment by Type

1.2.2 Short Drama Overseas APP Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 SHORT DRAMA OVERSEAS APP MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 SHORT DRAMA OVERSEAS APP MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Short Drama Overseas APP Product Life Cycle

3.3 Global Short Drama Overseas APP Revenue Market Share by Company (2020-2025)

3.4 Short Drama Overseas APP Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Headquarters, Areas Served, and Product Types of Major Players

3.6 Short Drama Overseas APP Market Competitive Situation and Trends

3.6.1 Short Drama Overseas APP Market Concentration Rate

3.6.2 Global 5 and 10 Largest Short Drama Overseas APP Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 SHORT DRAMA OVERSEAS APP VALUE CHAIN ANALYSIS

4.1 Short Drama Overseas APP Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SHORT DRAMA OVERSEAS APP MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Short Drama Overseas APP Market Porter's Five Forces Analysis

6 SHORT DRAMA OVERSEAS APP MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Short Drama Overseas APP Market by Type (2020-2025)
- 6.3 Global Short Drama Overseas APP Market Size Growth Rate by Type (2021-2025)

7 SHORT DRAMA OVERSEAS APP MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Short Drama Overseas APP Market Size (M USD) by Application (2020-2025)
- 7.3 Global Short Drama Overseas APP Market Size Growth Rate by Application (2021-2025)

8 SHORT DRAMA OVERSEAS APP MARKET SEGMENTATION BY REGION

- 8.1 Global Short Drama Overseas APP Market Size by Region
 - 8.1.1 Global Short Drama Overseas APP Market Size by Region

8.1.2 Global Short Drama Overseas APP Market Size Market Share by Region

8.2 North America

8.2.1 North America Short Drama Overseas APP Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Short Drama Overseas APP Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Short Drama Overseas APP Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Short Drama Overseas APP Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Short Drama Overseas APP Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 ReelShort

9.1.1 ReelShort Basic Information

9.1.2 ReelShort Short Drama Overseas APP Product Overview

9.1.3 ReelShort Short Drama Overseas APP Product Market Performance

- 9.1.4 ReelShort SWOT Analysis
- 9.1.5 ReelShort Business Overview
- 9.1.6 ReelShort Recent Developments
- 9.2 DramaBox
 - 9.2.1 DramaBox Basic Information
 - 9.2.2 DramaBox Short Drama Overseas APP Product Overview
 - 9.2.3 DramaBox Short Drama Overseas APP Product Market Performance
 - 9.2.4 DramaBox SWOT Analysis
 - 9.2.5 DramaBox Business Overview
 - 9.2.6 DramaBox Recent Developments
- 9.3 TopShort
 - 9.3.1 TopShort Basic Information
 - 9.3.2 TopShort Short Drama Overseas APP Product Overview
 - 9.3.3 TopShort Short Drama Overseas APP Product Market Performance
 - 9.3.4 TopShort SWOT Analysis
 - 9.3.5 TopShort Business Overview
 - 9.3.6 TopShort Recent Developments
- 9.4 FlexTV (Mega Matrix)
 - 9.4.1 FlexTV (Mega Matrix) Basic Information
 - 9.4.2 FlexTV (Mega Matrix) Short Drama Overseas APP Product Overview
 - 9.4.3 FlexTV (Mega Matrix) Short Drama Overseas APP Product Market Performance
 - 9.4.4 FlexTV (Mega Matrix) Business Overview
 - 9.4.5 FlexTV (Mega Matrix) Recent Developments
- 9.5 GoodShort
 - 9.5.1 GoodShort Basic Information
 - 9.5.2 GoodShort Short Drama Overseas APP Product Overview
 - 9.5.3 GoodShort Short Drama Overseas APP Product Market Performance
 - 9.5.4 GoodShort Business Overview
 - 9.5.5 GoodShort Recent Developments
- 9.6 ShortTV
 - 9.6.1 ShortTV Basic Information
 - 9.6.2 ShortTV Short Drama Overseas APP Product Overview
 - 9.6.3 ShortTV Short Drama Overseas APP Product Market Performance
 - 9.6.4 ShortTV Business Overview
 - 9.6.5 ShortTV Recent Developments
- 9.7 MoboReels
 - 9.7.1 MoboReels Basic Information
 - 9.7.2 MoboReels Short Drama Overseas APP Product Overview
 - 9.7.3 MoboReels Short Drama Overseas APP Product Market Performance

9.7.4 MoboReels Business Overview

9.7.5 MoboReels Recent Developments

9.8 Kalos TV

9.8.1 Kalos TV Basic Information

9.8.2 Kalos TV Short Drama Overseas APP Product Overview

9.8.3 Kalos TV Short Drama Overseas APP Product Market Performance

9.8.4 Kalos TV Business Overview

9.8.5 Kalos TV Recent Developments

9.9 ShortMax

9.9.1 ShortMax Basic Information

9.9.2 ShortMax Short Drama Overseas APP Product Overview

9.9.3 ShortMax Short Drama Overseas APP Product Market Performance

9.9.4 ShortMax Business Overview

9.9.5 ShortMax Recent Developments

9.10 Emole?BUMP?

9.10.1 Emole?BUMP? Basic Information

9.10.2 Emole?BUMP? Short Drama Overseas APP Product Overview

9.10.3 Emole?BUMP? Short Drama Overseas APP Product Market Performance

9.10.4 Emole?BUMP? Business Overview

9.10.5 Emole?BUMP? Recent Developments

9.11 Yoshimoto Kogyo Co.?Ltd.??FANY:D?

9.11.1 Yoshimoto Kogyo Co.?Ltd.??FANY:D? Basic Information

9.11.2 Yoshimoto Kogyo Co.?Ltd.??FANY:D? Short Drama Overseas APP Product Overview

9.11.3 Yoshimoto Kogyo Co.?Ltd.??FANY:D? Short Drama Overseas APP Product Market Performance

9.11.4 Yoshimoto Kogyo Co.?Ltd.??FANY:D? Business Overview

9.11.5 Yoshimoto Kogyo Co.?Ltd.??FANY:D? Recent Developments

9.12 UniReel

9.12.1 UniReel Basic Information

9.12.2 UniReel Short Drama Overseas APP Product Overview

9.12.3 UniReel Short Drama Overseas APP Product Market Performance

9.12.4 UniReel Business Overview

9.12.5 UniReel Recent Developments

9.13 PikoShow

9.13.1 PikoShow Basic Information

9.13.2 PikoShow Short Drama Overseas APP Product Overview

9.13.3 PikoShow Short Drama Overseas APP Product Market Performance

9.13.4 PikoShow Business Overview

9.13.5 PikoShow Recent Developments

9.14 Helo

9.14.1 Helo Basic Information

9.14.2 Helo Short Drama Overseas APP Product Overview

9.14.3 Helo Short Drama Overseas APP Product Market Performance

9.14.4 Helo Business Overview

9.14.5 Helo Recent Developments

9.15 DramaWave

9.15.1 DramaWave Basic Information

9.15.2 DramaWave Short Drama Overseas APP Product Overview

9.15.3 DramaWave Short Drama Overseas APP Product Market Performance

9.15.4 DramaWave Business Overview

9.15.5 DramaWave Recent Developments

9.16 99TV

9.16.1 99TV Basic Information

9.16.2 99TV Short Drama Overseas APP Product Overview

9.16.3 99TV Short Drama Overseas APP Product Market Performance

9.16.4 99TV Business Overview

9.16.5 99TV Recent Developments

9.17 SnackShort

9.17.1 SnackShort Basic Information

9.17.2 SnackShort Short Drama Overseas APP Product Overview

9.17.3 SnackShort Short Drama Overseas APP Product Market Performance

9.17.4 SnackShort Business Overview

9.17.5 SnackShort Recent Developments

9.18 DreameShort

9.18.1 DreameShort Basic Information

9.18.2 DreameShort Short Drama Overseas APP Product Overview

9.18.3 DreameShort Short Drama Overseas APP Product Market Performance

9.18.4 DreameShort Business Overview

9.18.5 DreameShort Recent Developments

9.19 OasisTV

9.19.1 OasisTV Basic Information

9.19.2 OasisTV Short Drama Overseas APP Product Overview

9.19.3 OasisTV Short Drama Overseas APP Product Market Performance

9.19.4 OasisTV Business Overview

9.19.5 OasisTV Recent Developments

9.20 U-NEXT

9.20.1 U-NEXT Basic Information

- 9.20.2 U-NEXT Short Drama Overseas APP Product Overview
- 9.20.3 U-NEXT Short Drama Overseas APP Product Market Performance
- 9.20.4 U-NEXT Business Overview
- 9.20.5 U-NEXT Recent Developments
- 9.21 StardustTV
 - 9.21.1 StardustTV Basic Information
 - 9.21.2 StardustTV Short Drama Overseas APP Product Overview
 - 9.21.3 StardustTV Short Drama Overseas APP Product Market Performance
 - 9.21.4 StardustTV Business Overview
 - 9.21.5 StardustTV Recent Developments
- 9.22 FlickReels
 - 9.22.1 FlickReels Basic Information
 - 9.22.2 FlickReels Short Drama Overseas APP Product Overview
 - 9.22.3 FlickReels Short Drama Overseas APP Product Market Performance
 - 9.22.4 FlickReels Business Overview
 - 9.22.5 FlickReels Recent Developments
- 9.23 Vigloo
 - 9.23.1 Vigloo Basic Information
 - 9.23.2 Vigloo Short Drama Overseas APP Product Overview
 - 9.23.3 Vigloo Short Drama Overseas APP Product Market Performance
 - 9.23.4 Vigloo Business Overview
 - 9.23.5 Vigloo Recent Developments
- 9.24 NetShort
 - 9.24.1 NetShort Basic Information
 - 9.24.2 NetShort Short Drama Overseas APP Product Overview
 - 9.24.3 NetShort Short Drama Overseas APP Product Market Performance
 - 9.24.4 NetShort Business Overview
 - 9.24.5 NetShort Recent Developments
- 9.25 DailyShort
 - 9.25.1 DailyShort Basic Information
 - 9.25.2 DailyShort Short Drama Overseas APP Product Overview
 - 9.25.3 DailyShort Short Drama Overseas APP Product Market Performance
 - 9.25.4 DailyShort Business Overview
 - 9.25.5 DailyShort Recent Developments
- 9.26 Netflix
 - 9.26.1 Netflix Basic Information
 - 9.26.2 Netflix Short Drama Overseas APP Product Overview
 - 9.26.3 Netflix Short Drama Overseas APP Product Market Performance
 - 9.26.4 Netflix Business Overview

9.26.5 Netflix Recent Developments

9.27 Youtube

9.27.1 Youtube Basic Information

9.27.2 Youtube Short Drama Overseas APP Product Overview

9.27.3 Youtube Short Drama Overseas APP Product Market Performance

9.27.4 Youtube Business Overview

9.27.5 Youtube Recent Developments

9.28 LINE TV

9.28.1 LINE TV Basic Information

9.28.2 LINE TV Short Drama Overseas APP Product Overview

9.28.3 LINE TV Short Drama Overseas APP Product Market Performance

9.28.4 LINE TV Business Overview

9.28.5 LINE TV Recent Developments

9.29 ByteDance

9.29.1 ByteDance Basic Information

9.29.2 ByteDance Short Drama Overseas APP Product Overview

9.29.3 ByteDance Short Drama Overseas APP Product Market Performance

9.29.4 ByteDance Business Overview

9.29.5 ByteDance Recent Developments

9.30 Kwai

9.30.1 Kwai Basic Information

9.30.2 Kwai Short Drama Overseas APP Product Overview

9.30.3 Kwai Short Drama Overseas APP Product Market Performance

9.30.4 Kwai Business Overview

9.30.5 Kwai Recent Developments

10 SHORT DRAMA OVERSEAS APP MARKET FORECAST BY REGION

10.1 Global Short Drama Overseas APP Market Size Forecast

10.2 Global Short Drama Overseas APP Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Short Drama Overseas APP Market Size Forecast by Country

10.2.3 Asia Pacific Short Drama Overseas APP Market Size Forecast by Region

10.2.4 South America Short Drama Overseas APP Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Short Drama Overseas APP by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Short Drama Overseas APP Market Forecast by Type (2026-2035)

11.1.1 Global Short Drama Overseas APP Market Size Forecast by Type (2026-2035)

11.2 Global Short Drama Overseas APP Market Forecast by Application (2026-2035)

11.2.1 Global Short Drama Overseas APP Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Short Drama Overseas APP Market Size by Type (M USD)

Table 4. Global Short Drama Overseas APP Market Size by Application

Table 5. Short Drama Overseas APP Market Size Comparison by Region (M USD)

Table 6. Global Short Drama Overseas APP Revenue (M USD) by Company
(2020-2025)

Table 7. Global Short Drama Overseas APP Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Short Drama Overseas APP as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Short Drama Overseas APP Company Market Concentration Ratio
(CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Short Drama Overseas APP Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Short Drama Overseas APP Market Size by Type (M USD)

Table 22. Global Short Drama Overseas APP Market Size (M USD) by Type
(2020-2025)

Table 23. Global Short Drama Overseas APP Market Share by Type (2020-2025)

Table 24. Global Short Drama Overseas APP Market Size Growth Rate by Type
(2021-2025)

Table 25. Global Short Drama Overseas APP Market Size by Application

Table 26. Global Short Drama Overseas APP Market Size by Application (2020-2025) &
(M USD)

Table 27. Global Short Drama Overseas APP Market Share by Application (2020-2025)

Table 28. Global Short Drama Overseas APP Market Size Growth Rate by Application
(2021-2025)

Table 29. Global Short Drama Overseas APP Market Size by Region (2020-2025) & (M USD)

Table 30. Global Short Drama Overseas APP Market Size Market Share by Region (2020-2025)

Table 31. North America Short Drama Overseas APP Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Short Drama Overseas APP Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Short Drama Overseas APP Market Size by Region (2020-2025) & (M USD)

Table 34. South America Short Drama Overseas APP Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Short Drama Overseas APP Market Size by Region (2020-2025) & (M USD)

Table 36. ReelShort Basic Information

Table 37. ReelShort Short Drama Overseas APP Product Overview

Table 38. ReelShort Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 39. ReelShort SWOT Analysis

Table 40. ReelShort Business Overview

Table 41. ReelShort Recent Developments

Table 42. DramaBox Basic Information

Table 43. DramaBox Short Drama Overseas APP Product Overview

Table 44. DramaBox Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 45. DramaBox SWOT Analysis

Table 46. DramaBox Business Overview

Table 47. DramaBox Recent Developments

Table 48. TopShort Basic Information

Table 49. TopShort Short Drama Overseas APP Product Overview

Table 50. TopShort Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 51. TopShort SWOT Analysis

Table 52. TopShort Business Overview

Table 53. TopShort Recent Developments

Table 54. FlexTV (Mega Matrix) Basic Information

Table 55. FlexTV (Mega Matrix) Short Drama Overseas APP Product Overview

Table 56. FlexTV (Mega Matrix) Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 57. FlexTV (Mega Matrix) Business Overview
Table 58. FlexTV (Mega Matrix) Recent Developments
Table 59. GoodShort Basic Information
Table 60. GoodShort Short Drama Overseas APP Product Overview
Table 61. GoodShort Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 62. GoodShort Business Overview
Table 63. GoodShort Recent Developments
Table 64. ShortTV Basic Information
Table 65. ShortTV Short Drama Overseas APP Product Overview
Table 66. ShortTV Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 67. ShortTV Business Overview
Table 68. ShortTV Recent Developments
Table 69. MoboReels Basic Information
Table 70. MoboReels Short Drama Overseas APP Product Overview
Table 71. MoboReels Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 72. MoboReels Business Overview
Table 73. MoboReels Recent Developments
Table 74. Kalos TV Basic Information
Table 75. Kalos TV Short Drama Overseas APP Product Overview
Table 76. Kalos TV Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 77. Kalos TV Business Overview
Table 78. Kalos TV Recent Developments
Table 79. ShortMax Basic Information
Table 80. ShortMax Short Drama Overseas APP Product Overview
Table 81. ShortMax Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 82. ShortMax Business Overview
Table 83. ShortMax Recent Developments
Table 84. Emole?BUMP? Basic Information
Table 85. Emole?BUMP? Short Drama Overseas APP Product Overview
Table 86. Emole?BUMP? Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 87. Emole?BUMP? Business Overview
Table 88. Emole?BUMP? Recent Developments
Table 89. Yoshimoto Kogyo Co.?Ltd.?FANY:D? Basic Information

Table 90. Yoshimoto Kogyo Co.?Ltd.??FANY:D? Short Drama Overseas APP Product Overview
Table 91. Yoshimoto Kogyo Co.?Ltd.??FANY:D? Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 92. Yoshimoto Kogyo Co.?Ltd.??FANY:D? Business Overview
Table 93. Yoshimoto Kogyo Co.?Ltd.??FANY:D? Recent Developments
Table 94. UniReel Basic Information
Table 95. UniReel Short Drama Overseas APP Product Overview
Table 96. UniReel Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 97. UniReel Business Overview
Table 98. UniReel Recent Developments
Table 99. PikoShow Basic Information
Table 100. PikoShow Short Drama Overseas APP Product Overview
Table 101. PikoShow Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 102. PikoShow Business Overview
Table 103. PikoShow Recent Developments
Table 104. Helo Basic Information
Table 105. Helo Short Drama Overseas APP Product Overview
Table 106. Helo Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 107. Helo Business Overview
Table 108. Helo Recent Developments
Table 109. DramaWave Basic Information
Table 110. DramaWave Short Drama Overseas APP Product Overview
Table 111. DramaWave Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 112. DramaWave Business Overview
Table 113. DramaWave Recent Developments
Table 114. 99TV Basic Information
Table 115. 99TV Short Drama Overseas APP Product Overview
Table 116. 99TV Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)
Table 117. 99TV Business Overview
Table 118. 99TV Recent Developments
Table 119. SnackShort Basic Information
Table 120. SnackShort Short Drama Overseas APP Product Overview
Table 121. SnackShort Short Drama Overseas APP Revenue (M USD) and Gross

Margin (2020-2025)

Table 122. SnackShort Business Overview

Table 123. SnackShort Recent Developments

Table 124. DreameShort Basic Information

Table 125. DreameShort Short Drama Overseas APP Product Overview

Table 126. DreameShort Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 127. DreameShort Business Overview

Table 128. DreameShort Recent Developments

Table 129. OasisTV Basic Information

Table 130. OasisTV Short Drama Overseas APP Product Overview

Table 131. OasisTV Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 132. OasisTV Business Overview

Table 133. OasisTV Recent Developments

Table 134. U-NEXT Basic Information

Table 135. U-NEXT Short Drama Overseas APP Product Overview

Table 136. U-NEXT Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 137. U-NEXT Business Overview

Table 138. U-NEXT Recent Developments

Table 139. StardustTV Basic Information

Table 140. StardustTV Short Drama Overseas APP Product Overview

Table 141. StardustTV Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 142. StardustTV Business Overview

Table 143. StardustTV Recent Developments

Table 144. FlickReels Basic Information

Table 145. FlickReels Short Drama Overseas APP Product Overview

Table 146. FlickReels Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 147. FlickReels Business Overview

Table 148. FlickReels Recent Developments

Table 149. Vigloo Basic Information

Table 150. Vigloo Short Drama Overseas APP Product Overview

Table 151. Vigloo Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 152. Vigloo Business Overview

Table 153. Vigloo Recent Developments

Table 154. NetShort Basic Information

Table 155. NetShort Short Drama Overseas APP Product Overview

Table 156. NetShort Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 157. NetShort Business Overview

Table 158. NetShort Recent Developments

Table 159. DailyShort Basic Information

Table 160. DailyShort Short Drama Overseas APP Product Overview

Table 161. DailyShort Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 162. DailyShort Business Overview

Table 163. DailyShort Recent Developments

Table 164. Netflix Basic Information

Table 165. Netflix Short Drama Overseas APP Product Overview

Table 166. Netflix Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 167. Netflix Business Overview

Table 168. Netflix Recent Developments

Table 169. Youtube Basic Information

Table 170. Youtube Short Drama Overseas APP Product Overview

Table 171. Youtube Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 172. Youtube Business Overview

Table 173. Youtube Recent Developments

Table 174. LINE TV Basic Information

Table 175. LINE TV Short Drama Overseas APP Product Overview

Table 176. LINE TV Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 177. LINE TV Business Overview

Table 178. LINE TV Recent Developments

Table 179. ByteDance Basic Information

Table 180. ByteDance Short Drama Overseas APP Product Overview

Table 181. ByteDance Short Drama Overseas APP Revenue (M USD) and Gross Margin (2020-2025)

Table 182. ByteDance Business Overview

Table 183. ByteDance Recent Developments

Table 184. Kwai Basic Information

Table 185. Kwai Short Drama Overseas APP Product Overview

Table 186. Kwai Short Drama Overseas APP Revenue (M USD) and Gross Margin

(2020-2025)

Table 187. Kwai Business Overview

Table 188. Kwai Recent Developments

Table 189. Global Short Drama Overseas APP Market Size Forecast by Region
(2026-2035) & (M USD)

Table 190. North America Short Drama Overseas APP Market Size Forecast by
Country (2026-2035) & (M USD)

Table 191. Europe Short Drama Overseas APP Market Size Forecast by Country
(2026-2035) & (M USD)

Table 192. Asia Pacific Short Drama Overseas APP Market Size Forecast by Region
(2026-2035) & (M USD)

Table 193. South America Short Drama Overseas APP Market Size Forecast by
Country (2026-2035) & (M USD)

Table 194. Middle East and Africa Short Drama Overseas APP Market Size Forecast by
Country (2026-2035) & (M USD)

Table 195. Global Short Drama Overseas APP Market Size Forecast by Type
(2026-2035) & (M USD)

Table 196. Global Short Drama Overseas APP Market Size Forecast by Application
(2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Short Drama Overseas APP
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Short Drama Overseas APP Market Size (M USD), 2025-2035
- Figure 5. Global Short Drama Overseas APP Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Short Drama Overseas APP Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Short Drama Overseas APP Product Life Cycle
- Figure 12. Global Short Drama Overseas APP Revenue Share by Company in 2025
- Figure 13. Short Drama Overseas APP Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Short Drama Overseas APP Revenue in 2025
- Figure 15. Value Chain Map of Short Drama Overseas APP
- Figure 16. Global Short Drama Overseas APP Market PEST Analysis
- Figure 17. Global Short Drama Overseas APP Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Short Drama Overseas APP Market Share by Type
- Figure 20. Market Share of Short Drama Overseas APP by Type (2020-2025)
- Figure 21. Global Short Drama Overseas APP Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Short Drama Overseas APP Market Share by Application
- Figure 24. Global Short Drama Overseas APP Market Share by Application (2020-2025)
- Figure 25. Global Short Drama Overseas APP Market Share by Application in 2024
- Figure 26. Global Short Drama Overseas APP Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Short Drama Overseas APP Market Size Market Share by Region (2020-2025)
- Figure 28. North America Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 29. North America Short Drama Overseas APP Market Size Market Share by

Country in 2024

Figure 30. U.S. Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Short Drama Overseas APP Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Short Drama Overseas APP Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Short Drama Overseas APP Market Share by Country in 2024

Figure 35. Germany Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Short Drama Overseas APP Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Short Drama Overseas APP Market Size Market Share by Region in 2024

Figure 42. China Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Short Drama Overseas APP Market Size and Growth Rate (M USD)

Figure 48. South America Short Drama Overseas APP Market Size Market Share by Country in 2024

Figure 49. Brazil Short Drama Overseas APP Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 50. Argentina Short Drama Overseas APP Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 51. Columbia Short Drama Overseas APP Market Size and Growth Rate

(2020-2025) & (M USD)

Figure 52. Middle East and Africa Short Drama Overseas APP Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Short Drama Overseas APP Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Short Drama Overseas APP Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Short Drama Overseas APP Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Short Drama Overseas APP Market Share Forecast by Type (2026-2035)

Figure 61. Global Short Drama Overseas APP Market Share Forecast by Application (2026-2035)

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