

# Global Vertical Screen Short Drama 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 production companies are mainly transformed from information flow companies, traditional film and television companies, and MCN companies, as well as some IP copyright companies. 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 content consumption loop. These platforms themselves possess advantages for micro-drama development and have a relatively higher degree of compatibility with micro-drama content, making them important channels for user acquisition and viewing. It also accounts for the largest share of revenue in the entire industry chain, approximately 80%-85%. Short dramas, also known as "micro short dramas" and "small theaters", refer to a new type of film and television format with a shorter episode length than traditional TV dramas, lower production costs, mainly disseminated through small mobile screens, and produced by Internet celebrities. 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.

The global Vertical Screen Short Drama market size was estimated at USD 8681.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 28.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Vertical Screen Short Drama 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 Vertical Screen Short Drama 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 Vertical Screen Short Drama market.

### **Global Vertical Screen Short Drama 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 Baintion 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 Vertical Screen Short Drama Market  
Overview of the regional outlook of the Vertical Screen Short Drama 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 Vertical Screen Short Drama 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 Vertical Screen Short Drama, 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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