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Global AI Microdrama (Short Drama) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI Microdrama (Short Drama) market size is expected to reach $ 12466 million by 2032, rising at a market growth of 34.2% CAGR during the forecast period (2026-2032).

AI Microdrama (Short Drama) refers to short-form serialized video content produced with the assistance of artificial intelligence technologies across creative planning, script generation, character design, visual production, voice synthesis, editing, and content distribution processes. The market primarily covers AI-enabled drama production workflows based on large language models (LLMs), AI image generation, AI video generation models, digital humans, voice cloning, intelligent dubbing, virtual scene creation, and automated post-production systems. AI short dramas are characterized by short episode durations, continuous narrative structures, rapid production cycles, and multi-platform distribution through short video platforms, streaming services, social media, and dedicated overseas drama applications. The research scope focuses on AI-driven content creation solutions and commercialized short drama products used in entertainment, marketing, education, IP development, and digital content ecosystems.

Key Findings

AI-generated short dramas are accelerating the integration of generative AI and digital content production workflows

AI semi-automatic production remains the dominant commercialization model due to current technology maturity

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Mobile video platforms represent the largest distribution channel for AI short drama content

China, North America, South Korea and Southeast Asia are major regions driving AI short drama adoption

AI short drama production significantly reduces content creation costs and improves production efficiency

Market Trends

The AI Microdrama market is evolving from AI-assisted production toward end-to-end intelligent content generation. Early-stage applications mainly focus on script assistance, image generation, voice synthesis, and automated editing, while emerging solutions increasingly integrate multimodal AI models capable of generating scripts, characters, scenes, dialogue, animation, and complete video sequences within unified workflows. The improvement of AI video generation models, consistency control technologies, digital human systems, and intelligent rendering capabilities is expected to enhance visual quality and reduce dependence on traditional production teams. At the same time, content creators and platforms are increasingly exploring AI-generated drama libraries, virtual IP ecosystems, localized overseas content production, and personalized entertainment experiences. The industry is gradually shifting from a cost-reduction tool toward a scalable content production infrastructure.

Market Dynamics

Drivers

The growth of AI Microdrama is primarily driven by the rapid advancement of generative AI technologies, increasing demand for mobile entertainment content, and the expansion of global short-form video consumption. AI tools enable creators and production companies to shorten script development cycles, reduce labor-intensive production processes, and produce localized content at lower costs. The strong demand for diversified entertainment formats, overseas expansion of Chinese short drama platforms, and increasing investment in AI-generated content ecosystems are further accelerating market development.

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Restraints

The AI Microdrama market faces limitations related to content quality consistency, character continuity, copyright management, and regulatory uncertainty. Current AI video generation technologies still encounter challenges in maintaining long-duration narrative coherence, realistic human expressions, complex scene generation, and artistic control. In addition, copyright ownership of AI-generated scripts, images, voices, and characters remains an evolving issue across major markets, creating uncertainty for commercial adoption.

Opportunities

Significant opportunities exist in AI-native entertainment platforms, overseas localized short drama production, virtual celebrity development, branded content generation, and IP commercialization. AI short drama technologies can enable smaller studios and independent creators to participate in professional-level content production, while large media companies can use AI workflows to expand content libraries and improve global distribution efficiency. The integration of AI short dramas with gaming, education, advertising, and digital marketing ecosystems is expected to create additional commercialization pathways.

Challenges

The industry faces challenges including rapid technology iteration, high competition among AI content platforms, increasing computing costs, and the need for differentiated creative capabilities. Companies must continuously improve model performance, content quality control systems, and intellectual property protection mechanisms. The market may also experience consolidation as platforms with stronger AI infrastructure, content resources, and distribution channels gain competitive advantages.

Industry Chain Analysis

The AI Microdrama industry chain consists of upstream AI technology infrastructure, midstream content production platforms, and downstream distribution and commercialization channels. The upstream segment includes large language models, AI video generation models, AI image generation engines, cloud computing infrastructure, GPU computing resources, speech synthesis technologies, and digital human

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technologies. The midstream segment includes AI content creation platforms, short drama producers, media companies, animation studios, and IP operators that integrate AI tools into script development, production, and post-production workflows. The downstream segment includes short video platforms, streaming platforms, overseas drama applications, advertising channels, and entertainment consumers. Value creation is shifting from traditional labor-intensive production toward AI-enhanced creative efficiency, scalable content generation, and global content distribution.

Value Chain Analysis

The value chain of AI Microdrama is built around AI models, creative assets, production workflows, and distribution networks. AI models provide automated generation capabilities, while proprietary IP libraries, character assets, and data-driven recommendation systems enhance content competitiveness. Companies with advantages in AI infrastructure, content databases, creator ecosystems, and user acquisition channels are better positioned to capture value across the production and monetization cycle.

Segment Insights

By AI involvement level, AI semi-automatic short drama generation currently represents the mainstream commercial segment because human creators remain involved in script refinement, artistic direction, quality control, and final editing. AI full-process short drama generation represents an emerging technology direction, covering automated script creation, character generation, scene construction, voice production, and video rendering. Although still developing, this segment has attracted significant investment due to its potential to transform traditional production economics. By business model, advertising monetization and paid viewing remain important revenue models, while overseas distribution and IP licensing are becoming increasingly significant as AI lowers localization and production barriers.

Downstream Market Opportunities

AI Microdrama applications are expanding beyond entertainment into commercial marketing, education and training, enterprise communication, gaming promotion, and virtual IP operations. Entertainment remains the largest downstream market, supported by strong mobile video consumption demand. Brands increasingly adopt AI short

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dramas for product storytelling and customer engagement, while education and corporate users explore AI-generated scenario-based training content and digital communication solutions.

Regional Insights

China represents one of the most active AI Microdrama markets due to its mature short video ecosystem, strong content production capabilities, and rapid adoption of generative AI tools. North America focuses more on AI-native content platforms, technology infrastructure, and creative automation solutions, while South Korea has advantages in entertainment IP development and global content distribution. Southeast Asia and other emerging markets are becoming important growth regions due to increasing smartphone penetration, expanding short video audiences, and demand for localized entertainment content.

Competitive Landscape Analysis

The AI Microdrama market remains highly dynamic, with competition spanning AI technology providers, content platforms, entertainment companies, and specialized AI drama production startups. Global emerging platforms such as Vigloo, Dashverse, and Shortical focus on AI-driven short drama creation and distribution models, while major media and internet companies including Kakao Entertainment, Kuaishou Technology, China Literature, and COL Digital Publishing Group leverage content resources, platform traffic, and IP ecosystems to strengthen AI content capabilities. Traditional film and entertainment companies such as Bona Film Group and Huayi Brothers are exploring AI-enabled production efficiency improvements, while specialized technology companies contribute AI generation tools and virtual production capabilities. Future competition is expected to center on AI model capability, proprietary IP resources, production efficiency, platform distribution power, and global commercialization ability.

Report Scope

This report studies the global AI Microdrama (Short Drama) demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI

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Microdrama (Short Drama), and provides market size (US$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of AI Microdrama (Short Drama) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI Microdrama (Short Drama) total market, 2021-2032, (USD Million)

Global AI Microdrama (Short Drama) total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: AI Microdrama (Short Drama) total market, key domestic companies, and share, (USD Million)

Global AI Microdrama (Short Drama) revenue by player, revenue and market share 2021-2026, (USD Million)

Global AI Microdrama (Short Drama) total market by AI Involvement Level, CAGR, 2021-2032, (USD Million)

Global AI Microdrama (Short Drama) total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global AI Microdrama (Short Drama) market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Vigloo, Dashverse, Shortical, Kakao Entertainment, Bona Film Group, Huayi Brothers, Kunlun Tech, Guomai Culture, Xinmei Jiutian Group, Kuaishou Technology, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world AI Microdrama (Short Drama) market

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Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), by player, by regions, by AI Involvement Level, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global AI Microdrama (Short Drama) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global AI Microdrama (Short Drama) Market, Segmentation by AI Involvement Level:

AI Semi-Automatic Short Drama Generation

AI Full-Process Short Drama Generation

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Global AI Microdrama (Short Drama) Market, Segmentation by Business Models:

Advertising Monetization Model

Paid Viewing Model

Others

Global AI Microdrama (Short Drama) Market, Segmentation by Application:

Entertainment

Commercial Marketing

Education & Training

Companies Profiled:

Vigloo

Dashverse

Shortical

Kakao Entertainment

Bona Film Group

Huayi Brothers

Kunlun Tech

Guomai Culture

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Xinmei Jiutian Group

Kuaishou Technology

China Literature

COL Digital Publishing Group

Timeaxis

Xinghe Yingchuang

Xuanjia Technology

China Wit Media

Hangzhou Juhe Intelligent Technology Co., Ltd.

Beijing Xingyi Kaichen Culture Communication Co., Ltd.

Key Questions Answered

1. How big is the global AI Microdrama (Short Drama) market?
2. What is the demand of the global AI Microdrama (Short Drama) market?
3. What is the year over year growth of the global AI Microdrama (Short Drama) market?
4. What is the total value of the global AI Microdrama (Short Drama) market?
5. Who are the Major Players in the global AI Microdrama (Short Drama) market?
6. What are the growth factors driving the market demand?

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Contents

1 SUPPLY SUMMARY

1.1 AI Microdrama (Short Drama) Introduction
1.2 World AI Microdrama (Short Drama) Market Size & Forecast (2021 & 2025 & 2032)
1.3 World AI Microdrama (Short Drama) Total Market by Region (by Headquarter Location)
  1.3.1 World AI Microdrama (Short Drama) Market Size by Region (2021-2032), (by Headquarter Location)
  1.3.2 United States Based Company AI Microdrama (Short Drama) Revenue (2021-2032)
  1.3.3 China Based Company AI Microdrama (Short Drama) Revenue (2021-2032)
  1.3.4 Europe Based Company AI Microdrama (Short Drama) Revenue (2021-2032)
  1.3.5 Japan Based Company AI Microdrama (Short Drama) Revenue (2021-2032)
  1.3.6 South Korea Based Company AI Microdrama (Short Drama) Revenue (2021-2032)
  1.3.7 ASEAN Based Company AI Microdrama (Short Drama) Revenue (2021-2032)
  1.3.8 India Based Company AI Microdrama (Short Drama) Revenue (2021-2032)
1.4 Market Drivers, Restraints and Trends
  1.4.1 AI Microdrama (Short Drama) Market Drivers
  1.4.2 Factors Affecting Demand
  1.4.3 Major Market Trends

2 DEMAND SUMMARY

2.1 World AI Microdrama (Short Drama) Consumption Value (2021-2032)
2.2 World AI Microdrama (Short Drama) Consumption Value by Region
  2.2.1 World AI Microdrama (Short Drama) Consumption Value by Region (2021-2026)
  2.2.2 World AI Microdrama (Short Drama) Consumption Value Forecast by Region (2027-2032)
2.3 United States AI Microdrama (Short Drama) Consumption Value (2021-2032)
2.4 China AI Microdrama (Short Drama) Consumption Value (2021-2032)
2.5 Europe AI Microdrama (Short Drama) Consumption Value (2021-2032)
2.6 Japan AI Microdrama (Short Drama) Consumption Value (2021-2032)
2.7 South Korea AI Microdrama (Short Drama) Consumption Value (2021-2032)
2.8 ASEAN AI Microdrama (Short Drama) Consumption Value (2021-2032)
2.9 India AI Microdrama (Short Drama) Consumption Value (2021-2032)

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3 WORLD AI MICRODRAMA (SHORT DRAMA) COMPANIES COMPETITIVE ANALYSIS

3.1 World AI Microdrama (Short Drama) Revenue by Player (2021-2026)
3.2 Industry Rank and Concentration Rate (CR)
  3.2.1 Global AI Microdrama (Short Drama) Industry Rank of Major Players
  3.2.2 Global Concentration Ratios (CR4) for AI Microdrama (Short Drama) in 2025
  3.2.3 Global Concentration Ratios (CR8) for AI Microdrama (Short Drama) in 2025
3.3 AI Microdrama (Short Drama) Company Evaluation Quadrant
3.4 AI Microdrama (Short Drama) Market: Overall Company Footprint Analysis
  3.4.1 AI Microdrama (Short Drama) Market: Region Footprint
  3.4.2 AI Microdrama (Short Drama) Market: Company Product Type Footprint
  3.4.3 AI Microdrama (Short Drama) Market: Company Product Application Footprint
3.5 Competitive Environment
  3.5.1 Historical Structure of the Industry
  3.5.2 Barriers of Market Entry
  3.5.3 Factors of Competition
3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: AI Microdrama (Short Drama) Revenue Comparison (by Headquarter Location)
  4.1.1 United States VS China: AI Microdrama (Short Drama) Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
  4.1.2 United States VS China: AI Microdrama (Short Drama) Revenue Market Share Comparison (2021 & 2025 & 2032)
4.2 United States Based Companies VS China Based Companies: AI Microdrama (Short Drama) Consumption Value Comparison
  4.2.1 United States VS China: AI Microdrama (Short Drama) Consumption Value Comparison (2021 & 2025 & 2032)
  4.2.2 United States VS China: AI Microdrama (Short Drama) Consumption Value Market Share Comparison (2021 & 2025 & 2032)
4.3 United States Based AI Microdrama (Short Drama) Companies and Market Share, 2021-2026
  4.3.1 United States Based AI Microdrama (Short Drama) Companies, Headquarters (States, Country)
  4.3.2 United States Based Companies AI Microdrama (Short Drama) Revenue,

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(2021-2026)
4.4 China Based Companies AI Microdrama (Short Drama) Revenue and Market Share, 2021-2026
4.4.1 China Based AI Microdrama (Short Drama) Companies, Company Headquarters (Province, Country)
4.4.2 China Based Companies AI Microdrama (Short Drama) Revenue, (2021-2026)
4.5 Rest of World Based AI Microdrama (Short Drama) Companies and Market Share, 2021-2026
4.5.1 Rest of World Based AI Microdrama (Short Drama) Companies, Headquarters (Province, Country)
4.5.2 Rest of World Based Companies AI Microdrama (Short Drama) Revenue (2021-2026)

5 MARKET ANALYSIS BY AI INVOLVEMENT LEVEL

5.1 World AI Microdrama (Short Drama) Market Size Overview by AI Involvement Level: 2021 VS 2025 VS 2032
5.2 Segment Introduction by AI Involvement Level
5.2.1 AI Semi-Automatic Short Drama Generation
5.2.2 AI Full-Process Short Drama Generation
5.3 Market Segment by AI Involvement Level
5.3.1 World AI Microdrama (Short Drama) Market Size by AI Involvement Level (2021-2026)
5.3.2 World AI Microdrama (Short Drama) Market Size by AI Involvement Level (2027-2032)
5.3.3 World AI Microdrama (Short Drama) Market Size Market Share by AI Involvement Level (2027-2032)

6 MARKET ANALYSIS BY BUSINESS MODELS

6.1 World AI Microdrama (Short Drama) Market Size Overview by Business Models: 2021 VS 2025 VS 2032
6.2 Segment Introduction by Business Models
6.2.1 Advertising Monetization Model
6.2.2 Paid Viewing Model
6.2.3 Others
6.3 Market Segment by Business Models
6.3.1 World AI Microdrama (Short Drama) Market Size by Business Models (2021-2026)

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6.3.2 World AI Microdrama (Short Drama) Market Size by Business Models (2027-2032)
6.3.3 World AI Microdrama (Short Drama) Market Size Market Share by Business Models (2027-2032)

7 MARKET ANALYSIS BY APPLICATION

7.1 World AI Microdrama (Short Drama) Market Size Overview by Application: 2021 VS 2025 VS 2032
7.2 Segment Introduction by Application
7.2.1 Entertainment
7.2.2 Commercial Marketing
7.2.3 Education & Training
7.3 Market Segment by Application
7.3.1 World AI Microdrama (Short Drama) Market Size by Application (2021-2026)
7.3.2 World AI Microdrama (Short Drama) Market Size by Application (2027-2032)
7.3.3 World AI Microdrama (Short Drama) Market Size Market Share by Application (2021-2032)

8 COMPANY PROFILES

8.1 Vigloo
8.1.1 Vigloo Details
8.1.2 Vigloo Major Business
8.1.3 Vigloo AI Microdrama (Short Drama) Product and Services
8.1.4 Vigloo AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.1.5 Vigloo Recent Developments/Updates
8.1.6 Vigloo Competitive Strengths & Weaknesses
8.2 Dashverse
8.2.1 Dashverse Details
8.2.2 Dashverse Major Business
8.2.3 Dashverse AI Microdrama (Short Drama) Product and Services
8.2.4 Dashverse AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.2.5 Dashverse Recent Developments/Updates
8.2.6 Dashverse Competitive Strengths & Weaknesses
8.3 Shortical
8.3.1 Shortical Details

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8.3.2 Shortical Major Business
8.3.3 Shortical AI Microdrama (Short Drama) Product and Services
8.3.4 Shortical AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.3.5 Shortical Recent Developments/Updates
8.3.6 Shortical Competitive Strengths & Weaknesses
8.4 Kakao Entertainment
8.4.1 Kakao Entertainment Details
8.4.2 Kakao Entertainment Major Business
8.4.3 Kakao Entertainment AI Microdrama (Short Drama) Product and Services
8.4.4 Kakao Entertainment AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.4.5 Kakao Entertainment Recent Developments/Updates
8.4.6 Kakao Entertainment Competitive Strengths & Weaknesses
8.5 Bona Film Group
8.5.1 Bona Film Group Details
8.5.2 Bona Film Group Major Business
8.5.3 Bona Film Group AI Microdrama (Short Drama) Product and Services
8.5.4 Bona Film Group AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.5.5 Bona Film Group Recent Developments/Updates
8.5.6 Bona Film Group Competitive Strengths & Weaknesses
8.6 Huayi Brothers
8.6.1 Huayi Brothers Details
8.6.2 Huayi Brothers Major Business
8.6.3 Huayi Brothers AI Microdrama (Short Drama) Product and Services
8.6.4 Huayi Brothers AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.6.5 Huayi Brothers Recent Developments/Updates
8.6.6 Huayi Brothers Competitive Strengths & Weaknesses
8.7 Kunlun Tech
8.7.1 Kunlun Tech Details
8.7.2 Kunlun Tech Major Business
8.7.3 Kunlun Tech AI Microdrama (Short Drama) Product and Services
8.7.4 Kunlun Tech AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.7.5 Kunlun Tech Recent Developments/Updates
8.7.6 Kunlun Tech Competitive Strengths & Weaknesses
8.8 Guomai Culture

+357 96 030922
info@marketpublishers.com

8.8.1 Guomai Culture Details
8.8.2 Guomai Culture Major Business
8.8.3 Guomai Culture AI Microdrama (Short Drama) Product and Services
8.8.4 Guomai Culture AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.8.5 Guomai Culture Recent Developments/Updates
8.8.6 Guomai Culture Competitive Strengths & Weaknesses
8.9 Xinmei Jiutian Group
8.9.1 Xinmei Jiutian Group Details
8.9.2 Xinmei Jiutian Group Major Business
8.9.3 Xinmei Jiutian Group AI Microdrama (Short Drama) Product and Services
8.9.4 Xinmei Jiutian Group AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.9.5 Xinmei Jiutian Group Recent Developments/Updates
8.9.6 Xinmei Jiutian Group Competitive Strengths & Weaknesses
8.10 Kuaishou Technology
8.10.1 Kuaishou Technology Details
8.10.2 Kuaishou Technology Major Business
8.10.3 Kuaishou Technology AI Microdrama (Short Drama) Product and Services
8.10.4 Kuaishou Technology AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.10.5 Kuaishou Technology Recent Developments/Updates
8.10.6 Kuaishou Technology Competitive Strengths & Weaknesses
8.11 China Literature
8.11.1 China Literature Details
8.11.2 China Literature Major Business
8.11.3 China Literature AI Microdrama (Short Drama) Product and Services
8.11.4 China Literature AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.11.5 China Literature Recent Developments/Updates
8.11.6 China Literature Competitive Strengths & Weaknesses
8.12 COL Digital Publishing Group
8.12.1 COL Digital Publishing Group Details
8.12.2 COL Digital Publishing Group Major Business
8.12.3 COL Digital Publishing Group AI Microdrama (Short Drama) Product and Services
8.12.4 COL Digital Publishing Group AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.12.5 COL Digital Publishing Group Recent Developments/Updates

+357 96 030922
info@marketpublishers.com

8.12.6 COL Digital Publishing Group Competitive Strengths & Weaknesses
8.13 Timeaxis
8.13.1 Timeaxis Details
8.13.2 Timeaxis Major Business
8.13.3 Timeaxis AI Microdrama (Short Drama) Product and Services
8.13.4 Timeaxis AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.13.5 Timeaxis Recent Developments/Updates
8.13.6 Timeaxis Competitive Strengths & Weaknesses
8.14 Xinghe Yingchuang
8.14.1 Xinghe Yingchuang Details
8.14.2 Xinghe Yingchuang Major Business
8.14.3 Xinghe Yingchuang AI Microdrama (Short Drama) Product and Services
8.14.4 Xinghe Yingchuang AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.14.5 Xinghe Yingchuang Recent Developments/Updates
8.14.6 Xinghe Yingchuang Competitive Strengths & Weaknesses
8.15 Xuanjia Technology
8.15.1 Xuanjia Technology Details
8.15.2 Xuanjia Technology Major Business
8.15.3 Xuanjia Technology AI Microdrama (Short Drama) Product and Services
8.15.4 Xuanjia Technology AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.15.5 Xuanjia Technology Recent Developments/Updates
8.15.6 Xuanjia Technology Competitive Strengths & Weaknesses
8.16 China Wit Media
8.16.1 China Wit Media Details
8.16.2 China Wit Media Major Business
8.16.3 China Wit Media AI Microdrama (Short Drama) Product and Services
8.16.4 China Wit Media AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.16.5 China Wit Media Recent Developments/Updates
8.16.6 China Wit Media Competitive Strengths & Weaknesses
8.17 Hangzhou Juhe Intelligent Technology Co., Ltd.
8.17.1 Hangzhou Juhe Intelligent Technology Co., Ltd. Details
8.17.2 Hangzhou Juhe Intelligent Technology Co., Ltd. Major Business
8.17.3 Hangzhou Juhe Intelligent Technology Co., Ltd. AI Microdrama (Short Drama) Product and Services
8.17.4 Hangzhou Juhe Intelligent Technology Co., Ltd. AI Microdrama (Short Drama)

+357 96 030922
info@marketpublishers.com

Revenue, Gross Margin and Market Share (2021-2026)
8.17.5 Hangzhou Juhe Intelligent Technology Co., Ltd. Recent Developments/Updates
8.17.6 Hangzhou Juhe Intelligent Technology Co., Ltd. Competitive Strengths & Weaknesses
8.18 Beijing Xingyi Kaichen Culture Communication Co., Ltd.
8.18.1 Beijing Xingyi Kaichen Culture Communication Co., Ltd. Details
8.18.2 Beijing Xingyi Kaichen Culture Communication Co., Ltd. Major Business
8.18.3 Beijing Xingyi Kaichen Culture Communication Co., Ltd. AI Microdrama (Short Drama) Product and Services
8.18.4 Beijing Xingyi Kaichen Culture Communication Co., Ltd. AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026)
8.18.5 Beijing Xingyi Kaichen Culture Communication Co., Ltd. Recent Developments/Updates
8.18.6 Beijing Xingyi Kaichen Culture Communication Co., Ltd. Competitive Strengths & Weaknesses

9 INDUSTRY CHAIN ANALYSIS

9.1 AI Microdrama (Short Drama) Industry Chain
9.2 AI Microdrama (Short Drama) Upstream Analysis
9.3 AI Microdrama (Short Drama) Midstream Analysis
9.4 AI Microdrama (Short Drama) Downstream Analysis

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

11.1 Methodology
11.2 Research Process and Data Source
11.3 Disclaimer

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. World AI Microdrama (Short Drama) Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
Table 2. World AI Microdrama (Short Drama) Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
Table 3. World AI Microdrama (Short Drama) Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
Table 4. World AI Microdrama (Short Drama) Revenue Market Share by Region (2021-2026), (by Headquarter Location)
Table 5. World AI Microdrama (Short Drama) Revenue Market Share by Region (2027-2032), (by Headquarter Location)
Table 6. Major Market Trends
Table 7. World AI Microdrama (Short Drama) Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
Table 8. World AI Microdrama (Short Drama) Consumption Value by Region (2021-2026) & (USD Million)
Table 9. World AI Microdrama (Short Drama) Consumption Value Forecast by Region (2027-2032) & (USD Million)
Table 10. World AI Microdrama (Short Drama) Revenue by Player (2021-2026) & (USD Million)
Table 11. Revenue Market Share of Key AI Microdrama (Short Drama) Players in 2025
Table 12. World AI Microdrama (Short Drama) Industry Rank of Major Player, Based on Revenue in 2025
Table 13. Global AI Microdrama (Short Drama) Company Evaluation Quadrant
Table 14. Head Office of Key AI Microdrama (Short Drama) Players
Table 15. AI Microdrama (Short Drama) Market: Company Product Type Footprint
Table 16. AI Microdrama (Short Drama) Market: Company Product Application Footprint
Table 17. AI Microdrama (Short Drama) Mergers & Acquisitions Activity
Table 18. United States VS China AI Microdrama (Short Drama) Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
Table 19. United States VS China AI Microdrama (Short Drama) Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
Table 20. United States Based AI Microdrama (Short Drama) Companies, Headquarters (States, Country)
Table 21. United States Based Companies AI Microdrama (Short Drama) Revenue, (2021-2026) & (USD Million)

+357 96 030922
info@marketpublishers.com

Table 22. United States Based Companies AI Microdrama (Short Drama) Revenue Market Share (2021-2026)
Table 23. China Based AI Microdrama (Short Drama) Companies, Headquarters (Province, Country)
Table 24. China Based Companies AI Microdrama (Short Drama) Revenue, (2021-2026) & (USD Million)
Table 25. China Based Companies AI Microdrama (Short Drama) Revenue Market Share (2021-2026)
Table 26. Rest of World Based AI Microdrama (Short Drama) Companies, Headquarters (Province, Country)
Table 27. Rest of World Based Companies AI Microdrama (Short Drama) Revenue (2021-2026) & (USD Million)
Table 28. Rest of World Based Companies AI Microdrama (Short Drama) Revenue Market Share (2021-2026)
Table 29. World AI Microdrama (Short Drama) Market Size by AI Involvement Level, (USD Million), 2021 & 2025 & 2032
Table 30. World AI Microdrama (Short Drama) Market Size Value by AI Involvement Level (2021-2026) & (USD Million)
Table 31. World AI Microdrama (Short Drama) Market Size by AI Involvement Level (2027-2032) & (USD Million)
Table 32. World AI Microdrama (Short Drama) Market Size by Business Models, (USD Million), 2021 & 2025 & 2032
Table 33. World AI Microdrama (Short Drama) Market Size Value by Business Models (2021-2026) & (USD Million)
Table 34. World AI Microdrama (Short Drama) Market Size by Business Models (2027-2032) & (USD Million)
Table 35. World AI Microdrama (Short Drama) Market Size by Application, (USD Million), 2021 & 2025 & 2032
Table 36. World AI Microdrama (Short Drama) Market Size by Application (2021-2026) & (USD Million)
Table 37. World AI Microdrama (Short Drama) Market Size by Application (2027-2032) & (USD Million)
Table 38. Vigloo Basic Information, Manufacturing Base and Competitors
Table 39. Vigloo Major Business
Table 40. Vigloo AI Microdrama (Short Drama) Product and Services
Table 41. Vigloo AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 42. Vigloo Recent Developments/Updates
Table 43. Vigloo Competitive Strengths & Weaknesses

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Table 44. Dashverse Basic Information, Manufacturing Base and Competitors
Table 45. Dashverse Major Business
Table 46. Dashverse AI Microdrama (Short Drama) Product and Services
Table 47. Dashverse AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 48. Dashverse Recent Developments/Updates
Table 49. Dashverse Competitive Strengths & Weaknesses
Table 50. Shortical Basic Information, Manufacturing Base and Competitors
Table 51. Shortical Major Business
Table 52. Shortical AI Microdrama (Short Drama) Product and Services
Table 53. Shortical AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 54. Shortical Recent Developments/Updates
Table 55. Shortical Competitive Strengths & Weaknesses
Table 56. Kakao Entertainment Basic Information, Manufacturing Base and Competitors
Table 57. Kakao Entertainment Major Business
Table 58. Kakao Entertainment AI Microdrama (Short Drama) Product and Services
Table 59. Kakao Entertainment AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 60. Kakao Entertainment Recent Developments/Updates
Table 61. Kakao Entertainment Competitive Strengths & Weaknesses
Table 62. Bona Film Group Basic Information, Manufacturing Base and Competitors
Table 63. Bona Film Group Major Business
Table 64. Bona Film Group AI Microdrama (Short Drama) Product and Services
Table 65. Bona Film Group AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 66. Bona Film Group Recent Developments/Updates
Table 67. Bona Film Group Competitive Strengths & Weaknesses
Table 68. Huayi Brothers Basic Information, Manufacturing Base and Competitors
Table 69. Huayi Brothers Major Business
Table 70. Huayi Brothers AI Microdrama (Short Drama) Product and Services
Table 71. Huayi Brothers AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 72. Huayi Brothers Recent Developments/Updates
Table 73. Huayi Brothers Competitive Strengths & Weaknesses
Table 74. Kunlun Tech Basic Information, Manufacturing Base and Competitors
Table 75. Kunlun Tech Major Business
Table 76. Kunlun Tech AI Microdrama (Short Drama) Product and Services
Table 77. Kunlun Tech AI Microdrama (Short Drama) Revenue, Gross Margin and

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Market Share (2021-2026) & (USD Million)
Table 78. Kunlun Tech Recent Developments/Updates
Table 79. Kunlun Tech Competitive Strengths & Weaknesses
Table 80. Guomai Culture Basic Information, Manufacturing Base and Competitors
Table 81. Guomai Culture Major Business
Table 82. Guomai Culture AI Microdrama (Short Drama) Product and Services
Table 83. Guomai Culture AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 84. Guomai Culture Recent Developments/Updates
Table 85. Guomai Culture Competitive Strengths & Weaknesses
Table 86. Xinmei Jiutian Group Basic Information, Manufacturing Base and Competitors
Table 87. Xinmei Jiutian Group Major Business
Table 88. Xinmei Jiutian Group AI Microdrama (Short Drama) Product and Services
Table 89. Xinmei Jiutian Group AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 90. Xinmei Jiutian Group Recent Developments/Updates
Table 91. Xinmei Jiutian Group Competitive Strengths & Weaknesses
Table 92. Kuaishou Technology Basic Information, Manufacturing Base and Competitors
Table 93. Kuaishou Technology Major Business
Table 94. Kuaishou Technology AI Microdrama (Short Drama) Product and Services
Table 95. Kuaishou Technology AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 96. Kuaishou Technology Recent Developments/Updates
Table 97. Kuaishou Technology Competitive Strengths & Weaknesses
Table 98. China Literature Basic Information, Manufacturing Base and Competitors
Table 99. China Literature Major Business
Table 100. China Literature AI Microdrama (Short Drama) Product and Services
Table 101. China Literature AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 102. China Literature Recent Developments/Updates
Table 103. China Literature Competitive Strengths & Weaknesses
Table 104. COL Digital Publishing Group Basic Information, Manufacturing Base and Competitors
Table 105. COL Digital Publishing Group Major Business
Table 106. COL Digital Publishing Group AI Microdrama (Short Drama) Product and Services
Table 107. COL Digital Publishing Group AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

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Table 108. COL Digital Publishing Group Recent Developments/Updates
Table 109. COL Digital Publishing Group Competitive Strengths & Weaknesses
Table 110. Timeaxis Basic Information, Manufacturing Base and Competitors
Table 111. Timeaxis Major Business
Table 112. Timeaxis AI Microdrama (Short Drama) Product and Services
Table 113. Timeaxis AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 114. Timeaxis Recent Developments/Updates
Table 115. Timeaxis Competitive Strengths & Weaknesses
Table 116. Xinghe Yingchuang Basic Information, Manufacturing Base and Competitors
Table 117. Xinghe Yingchuang Major Business
Table 118. Xinghe Yingchuang AI Microdrama (Short Drama) Product and Services
Table 119. Xinghe Yingchuang AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 120. Xinghe Yingchuang Recent Developments/Updates
Table 121. Xinghe Yingchuang Competitive Strengths & Weaknesses
Table 122. Xuanjia Technology Basic Information, Manufacturing Base and Competitors
Table 123. Xuanjia Technology Major Business
Table 124. Xuanjia Technology AI Microdrama (Short Drama) Product and Services
Table 125. Xuanjia Technology AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 126. Xuanjia Technology Recent Developments/Updates
Table 127. Xuanjia Technology Competitive Strengths & Weaknesses
Table 128. China Wit Media Basic Information, Manufacturing Base and Competitors
Table 129. China Wit Media Major Business
Table 130. China Wit Media AI Microdrama (Short Drama) Product and Services
Table 131. China Wit Media AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 132. China Wit Media Recent Developments/Updates
Table 133. China Wit Media Competitive Strengths & Weaknesses
Table 134. Hangzhou Juhe Intelligent Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 135. Hangzhou Juhe Intelligent Technology Co., Ltd. Major Business
Table 136. Hangzhou Juhe Intelligent Technology Co., Ltd. AI Microdrama (Short Drama) Product and Services
Table 137. Hangzhou Juhe Intelligent Technology Co., Ltd. AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 138. Hangzhou Juhe Intelligent Technology Co., Ltd. Recent Developments/Updates

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Table 139. Hangzhou Juhe Intelligent Technology Co., Ltd. Competitive Strengths & Weaknesses
Table 140. Beijing Xingyi Kaichen Culture Communication Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 141. Beijing Xingyi Kaichen Culture Communication Co., Ltd. Major Business
Table 142. Beijing Xingyi Kaichen Culture Communication Co., Ltd. AI Microdrama (Short Drama) Product and Services
Table 143. Beijing Xingyi Kaichen Culture Communication Co., Ltd. AI Microdrama (Short Drama) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 144. Beijing Xingyi Kaichen Culture Communication Co., Ltd. Recent Developments/Updates
Table 145. Beijing Xingyi Kaichen Culture Communication Co., Ltd. Competitive Strengths & Weaknesses
Table 146. Global Key Players of AI Microdrama (Short Drama) Upstream (Raw Materials)
Table 147. Global AI Microdrama (Short Drama) Typical Customers

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List Of Figures

LIST OF FIGURES

Figure 1. AI Microdrama (Short Drama) Picture
Figure 2. World AI Microdrama (Short Drama) Total Revenue: 2021 & 2025 & 2032, (USD Million)
Figure 3. World AI Microdrama (Short Drama) Total Revenue (2021-2032) & (USD Million)
Figure 4. World AI Microdrama (Short Drama) Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
Figure 5. World AI Microdrama (Short Drama) Revenue Market Share by Region (2021-2032), (by Headquarter Location)
Figure 6. United States Based Company AI Microdrama (Short Drama) Revenue (2021-2032) & (USD Million)
Figure 7. China Based Company AI Microdrama (Short Drama) Revenue (2021-2032) & (USD Million)
Figure 8. Europe Based Company AI Microdrama (Short Drama) Revenue (2021-2032) & (USD Million)
Figure 9. Japan Based Company AI Microdrama (Short Drama) Revenue (2021-2032) & (USD Million)
Figure 10. South Korea Based Company AI Microdrama (Short Drama) Revenue (2021-2032) & (USD Million)
Figure 11. ASEAN Based Company AI Microdrama (Short Drama) Revenue (2021-2032) & (USD Million)
Figure 12. India Based Company AI Microdrama (Short Drama) Revenue (2021-2032) & (USD Million)
Figure 13. AI Microdrama (Short Drama) Market Drivers
Figure 14. Factors Affecting Demand
Figure 15. World AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)
Figure 16. World AI Microdrama (Short Drama) Consumption Value Market Share by Region (2021-2032)
Figure 17. United States AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)
Figure 18. China AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)
Figure 19. Europe AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)

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Figure 20. Japan AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)
Figure 21. South Korea AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)
Figure 22. ASEAN AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)
Figure 23. India AI Microdrama (Short Drama) Consumption Value (2021-2032) & (USD Million)
Figure 24. Producer Shipments of AI Microdrama (Short Drama) by Player Revenue ($MM) and Market Share (%): 2025
Figure 25. Global Four-firm Concentration Ratios (CR4) for AI Microdrama (Short Drama) Markets in 2025
Figure 26. Global Four-firm Concentration Ratios (CR8) for AI Microdrama (Short Drama) Markets in 2025
Figure 27. United States VS China: AI Microdrama (Short Drama) Revenue Market Share Comparison (2021 & 2025 & 2032)
Figure 28. United States VS China: AI Microdrama (Short Drama) Consumption Value Market Share Comparison (2021 & 2025 & 2032)
Figure 29. World AI Microdrama (Short Drama) Market Size by AI Involvement Level, (USD Million), 2021 & 2025 & 2032
Figure 30. World AI Microdrama (Short Drama) Market Size Market Share by AI Involvement Level in 2025
Figure 31. AI Semi-Automatic Short Drama Generation
Figure 32. AI Full-Process Short Drama Generation
Figure 33. World AI Microdrama (Short Drama) Market Size Market Share by AI Involvement Level (2021-2032)
Figure 34. World AI Microdrama (Short Drama) Market Size by Business Models, (USD Million), 2021 & 2025 & 2032
Figure 35. World AI Microdrama (Short Drama) Market Size Market Share by Business Models in 2025
Figure 36. Advertising Monetization Model
Figure 37. Paid Viewing Model
Figure 38. Others
Figure 39. World AI Microdrama (Short Drama) Market Size Market Share by Business Models (2021-2032)
Figure 40. World AI Microdrama (Short Drama) Market Size by Application, (USD Million), 2021 & 2025 & 2032
Figure 41. World AI Microdrama (Short Drama) Market Size Market Share by Application in 2025

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Figure 42. Entertainment
Figure 43. Commercial Marketing
Figure 44. Education & Training
Figure 45. World AI Microdrama (Short Drama) Market Size Market Share by Application (2021-2032)
Figure 46. AI Microdrama (Short Drama) Industrial Chain
Figure 47. Methodology
Figure 48. Research Process and Data Source

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