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# Global AI Microdrama (Short Drama) Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global AI Microdrama (Short Drama) market size was valued at US$ 1580 million in 2025 and is forecast to a readjusted size of US$ 12466 million by 2032 with a CAGR of 34.2% during review period.

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

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due to current technology maturity

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

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accelerating market development.

### 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

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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 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

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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 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 is a detailed and comprehensive analysis for global AI Microdrama (Short

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Drama) market. Both quantitative and qualitative analyses are presented by company, by region & country, by AI Involvement Level and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

## Key Features:

Global AI Microdrama (Short Drama) market size and forecasts, in consumption value ($ Million), 2021-2032

Global AI Microdrama (Short Drama) market size and forecasts by region and country, in consumption value ($ Million), 2021-2032

Global AI Microdrama (Short Drama) market size and forecasts, by AI Involvement Level and by Application, in consumption value ($ Million), 2021-2032

Global AI Microdrama (Short Drama) market shares of main players, in revenue ($ Million), 2021-2026

## The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for AI Microdrama (Short Drama)

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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

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Technology, etc.

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

AI Microdrama (Short Drama) market is split by AI Involvement Level and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by AI Involvement Level and by Application. This analysis can help you expand your business by targeting qualified niche markets.

## Market segmentation

### Market segment by AI Involvement Level

AI Semi-Automatic Short Drama Generation

AI Full-Process Short Drama Generation

### Market segment by Business Models

Advertising Monetization Model

Paid Viewing Model

Others

### Market segment by Application

Entertainment

Commercial Marketing

Education & Training

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## Market segment by players, this report covers

Vigloo

Dashverse

Shortical

Kakao Entertainment

Bona Film Group

Huayi Brothers

Kunlun Tech

Guomai Culture

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.

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### Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

## Chapter Outline

Chapter 1, to describe AI Microdrama (Short Drama) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI Microdrama (Short Drama), with revenue, gross margin, and global market share of AI Microdrama (Short Drama) from 2021 to 2026.

Chapter 3, the AI Microdrama (Short Drama) competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by AI Involvement Level and by Application, with consumption value and growth rate by AI Involvement Level, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026.and AI Microdrama (Short Drama) market forecast, by regions, by AI Involvement Level and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI

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Microdrama (Short Drama).

Chapter 13, to describe AI Microdrama (Short Drama) research findings and conclusion.

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