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Global Short Drama Application 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 Short Drama Application market size was valued at US$ 11440 million in 2025 and is forecast to a readjusted size of US$ 61410 million by 2032 with a CAGR of 27.4% during review period.

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 reserve advantages.

The midstream mainly consists of short drama production companies, which are primarily responsible for connecting with upstream resources, rewriting scripts, filming,

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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. Currently, the 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 means of reaching users, using story clips to attract users and form a closed loop of content consumption. The platform itself possesses advantages in developing micro-dramas, and its content aligns relatively better with micro-drama trends, making it a crucial channel for user acquisition and viewing. It also represents the largest revenue share in the entire industry chain, accounting for approximately 80%-85%.

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.

This report is a detailed and comprehensive analysis for global Short Drama Application market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type 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 Short Drama Application market size and forecasts, in consumption value ($ Million), 2021-2032

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

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

Global Short Drama Application 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 Short Drama Application

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 Short Drama Application 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 ReelShort, DramaBox, TopShort, FlexTV (Mega Matrix), GoodShort, ShortTV, MoboReels, Kalos TV, ShortMax, Emole?BUMP?, etc.

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

Market segmentation

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

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Market segment by Type

IAA?In-Application Advertisement)

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

Copyright Revenue Sharing

e-commerce Sales

Market segment by Drama

Romance

Urban

Costume

Suspense

Fantasy

Other

Market segment by User

Male

Female

Market segment by Application

Short Video Platforms

Mini Programs

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Long Video Platforms

Independent Short Drama Apps

Market segment by players, this report covers

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

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SnackShort

DreameShort

OasisTV

U-NEXT

StardustTV

FlickReels

Vigloo

NetShort

DailyShort

Netflix

Youtube

LINE TV

ByteDance

Kwai

Qimao

iQIYI

Baidu

Tencent

Bilibili

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MangoTV

Youku

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)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Short Drama Application product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Short Drama Application 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 Type and by Application, with consumption value and growth rate by Type, 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

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2026.and Short Drama Application market forecast, by regions, by Type 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 Short Drama Application.

Chapter 13, to describe Short Drama Application research findings and conclusion.

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