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# Global Short Drama Purchase Channel Service Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Short Drama Purchase Channel Service market size is expected to reach $ 7129 million by 2032, rising at a market growth of 15.2% CAGR during the forecast period (2026-2032).

Short drama purchase channel services refer to integrated solutions designed to meet the user acquisition and traffic placement needs of content products such as micro-dramas, vertical-format dramas, and interactive dramas. Service providers utilize channels?including feed advertising, app stores, ad networks, and private traffic channels?to offer a suite of services to platforms, producers, distributors, and mini-program operators. These services encompass ad account setup, creative asset production, placement strategy formulation, account optimization, data monitoring, ROI analysis, user conversion, payment guidance, and channel settlement. The core objective is to rapidly acquire viewers and paying users through paid advertising, thereby boosting viewership, top-up conversion rates, and overall commercialization efficiency while optimizing the payback period for ad spend.

The upstream segment of the industry chain comprises content producers, copyright holders, screenwriting and directing teams, talent resources, video editing teams, creative teams, data analysis tools, ad account resources, payment systems, attribution monitoring platforms, and traffic platforms. The midstream consists of user acquisition service providers responsible for tasks such as ad account setup, campaign structuring, strategy formulation, creative testing, feed ad optimization, user segmentation, conversion tracking, ROI monitoring, payment guidance, channel settlement, and campaign performance reviews. The downstream segment serves short-form drama platforms, mini-programs, content distributors, MCN agencies, film and TV production companies, interactive drama platforms, and overseas apps, aiming to increase

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exposure, click-through rates, viewing conversion rates, payment rates, and top-up revenue through continuous user acquisition. The gross profit margin for these services is approximately 31%.

From the demand side, the growth of short drama purchase channel service is driven by the industry's urgent need for rapid customer acquisition, conversion, and cost recovery. Short drama content is characterized by fast pacing, high emotional intensity, and frequent monetization touchpoints; consequently, platforms and distributors rely on methods such as feed advertising, short-video creatives, influencer distribution, mini-program redirects, app downloads, and overseas ad placement to quickly acquire users. Thus, user acquisition services go beyond mere advertising agency work; they serve as a critical link connecting content distribution, user growth, and paid conversion.

From the supply side, the focus of industry competition is shifting from simply 'having channels and accounts' to 'understanding content, creatives, algorithms, and ROI.' Effective user acquisition is not merely about spending money on ads; it involves maximizing the efficiency of every advertising dollar through strategies such as distilling plot highlights, editing viral-potential creatives, conducting A/B testing, targeting specific audiences, optimizing conversion paths, and monitoring top-up recovery rates. In the future, service providers possessing capabilities in content understanding, industrialized creative production, multi-platform placement, data attribution, and campaign performance analysis will hold a competitive edge over traditional advertising agencies.

From the perspective of industry evolution, short drama purchase channel service will continue to move toward greater sophistication, regulatory compliance, and globalization. On one hand, rising domestic traffic costs and the shortened lifecycles of viral creatives require service providers to accelerate creative iteration and enhance their ad-targeting models. On the other hand, as regulations tighten, the National Radio and Television Administration (NRTA) has implemented a three-tiered review system based on principles of graded and priority supervision; this necessitates that user acquisition services also prioritize compliance regarding content, advertising practices, and monetization processes.

This report studies the global Short Drama Purchase Channel Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Short Drama Purchase Channel Service, and provides market size (US$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores

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demand trends and competition, as well as details the characteristics of Short Drama Purchase Channel Service that contribute to its increasing demand across many markets.

Highlights and key features of the study
Global Short Drama Purchase Channel Service total market, 2021-2032, (USD Million)
Global Short Drama Purchase Channel Service total market by region & country, CAGR, 2021-2032, (USD Million)
U.S. VS China: Short Drama Purchase Channel Service total market, key domestic companies, and share, (USD Million)
Global Short Drama Purchase Channel Service revenue by player, revenue and market share 2021-2026, (USD Million)
Global Short Drama Purchase Channel Service total market by Type, CAGR, 2021-2032, (USD Million)
Global Short Drama Purchase Channel Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Short Drama Purchase Channel Service 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 AppLovin, Moloco, Liftoff, Unity Grow, M&C Saatchi Performance, DCMN, Phiture, Adikteev, Tencent, Mobvista, 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 Short Drama Purchase Channel Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), by player, by regions, by Type, 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 Short Drama Purchase Channel Service Market, By Region:

United States

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China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Short Drama Purchase Channel Service Market, Segmentation by Type:

Advertising Delivery Service

Data Analysis and Optimization Service

Global Short Drama Purchase Channel Service Market, Segmentation by Material Ability:

Basic Asset Services (Asset-Related Revenue 30%)

Global Short Drama Purchase Channel Service Market, Segmentation by Data Capabilities:

Basic Ad Tracking Services

Granular Attribution Services

Smart Ad Optimization Services

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Global Short Drama Purchase Channel Service Market, Segmentation by Application:

Personal

Enterprise

Companies Profiled:

AppLovin

Moloco

Liftoff

Unity Grow

M&C Saatchi Performance

DCMN

Phiture

Adikteev

Tencent

Mobvista

BlueFocus

ReelForce

CyberAgent

Septeni

Dentsu Digital

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Key Questions Answered

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

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