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Global Vertical Screen 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 Vertical Screen Short Drama 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 reserves.

The midstream mainly consists of short drama production companies, which are

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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.

This report is a detailed and comprehensive analysis for global Vertical Screen Short Drama 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

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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 Vertical Screen Short Drama market size and forecasts, in consumption value ($ Million), 2021-2032

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

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

Global Vertical Screen 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 Vertical Screen 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 Vertical Screen 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 Tencent, Kwai, TikTok, Youku, iQIYI, Linmon Media, New Guomai Digital Culture Co., Ltd, Insight Group, COL Group Co.,Ltd., GIMC, etc.

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

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Market segmentation

Vertical Screen Short Drama 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.

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

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Female

Market segment by Application

Short Video Platforms

Mini Programs

Long Video Platforms

Independent Short Drama Apps

Market segment by players, this report covers

Tencent

Kwai

TikTok

Youku

iQIYI

Linmon Media

New Guomai Digital Culture Co., Ltd

Insight Group

COL Group Co.,Ltd.

GIMC

Zhejiang Satellite TV

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Zhejiang Huace Film & TV Co., Ltd.

SMG Pictures

MANGO

Shengtian Network

Perfect World

Zhejiang Huazhi Digital Media Co., Ltd.

China Literature Limited

Beijing Baination 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

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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)

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

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

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

Chapter 3, the Vertical Screen 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 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 2026.and Vertical Screen Short Drama 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.

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Chapter 12, the key raw materials and key suppliers, and industry chain of Vertical Screen Short Drama.

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

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