

# Global Paid Micro-Short Drama Production Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our latest research, the global Paid Micro-Short Drama Production market size will reach USD million in 2031, growing at a CAGR of %over the analysis period.

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 Paid Micro-Short Drama Production 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 Paid Micro-Short Drama Production market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Paid Micro-Short Drama Production market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Paid Micro-Short Drama Production market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Paid Micro-Short Drama Production market shares of main players, in revenue (\$ Million), 2020-2025

## **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 Paid Micro-Short Drama Production

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 Paid Micro-Short Drama Production 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, Kuaishou, Mango TV, TikTok, Youku, iQiyi, Linmon, Govmade, Gdinsight, Crazy Maple Studio, etc.

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

## **Market segmentation**

Paid Micro-Short Drama Production market is split by Type and by Application. For the period 2020-2031, 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**

*Global Paid Micro-Short Drama Production Market 2025 by Company, Regions, Type and Application, Forecast to 20...*

Urban

Costume

Fantasy

Other

### **Market segment by Application**

Male

Female

### **Market segment by players, this report covers**

Tencent

Kuaishou

Mango TV

TikTok

Youku

iQiyi

Linmon

Govmade

Gdinsight

Crazy Maple Studio

Guangdong Advertising Group Co., Ltd.

Zhejiang Satellite TV

Huacemedia

Oriental Pearl Group Co., Ltd.

Mango Excellent Media Co., Ltd.

Shengtian

Perfect World

Tangde

China Literature Limited

Beijing Baintation Pictures Co., Ltd.

Foshan Yowant Technology Co., Ltd.

JMEI Jumei International.

### **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 Paid Micro-Short Drama Production product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Paid Micro-Short Drama Production, with revenue, gross margin, and global market share of Paid Micro-Short Drama Production

from 2020 to 2025.

Chapter 3, the Paid Micro-Short Drama Production 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 2020 to 2031

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 2020 to 2025. and Paid Micro-Short Drama Production market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Paid Micro-Short Drama Production.

Chapter 13, to describe Paid Micro-Short Drama Production research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Paid Micro-Short Drama Production by Type

1.3.1 Overview: Global Paid Micro-Short Drama Production Market Size by Type: 2020 Versus 2024 Versus 2031

1.3.2 Global Paid Micro-Short Drama Production Consumption Value Market Share by Type in 2024

1.3.3 Urban

1.3.4 Costume

1.3.5 Fantasy

1.3.6 Other

1.4 Global Paid Micro-Short Drama Production Market by Application

1.4.1 Overview: Global Paid Micro-Short Drama Production Market Size by Application: 2020 Versus 2024 Versus 2031

1.4.2 Male

1.4.3 Female

1.5 Global Paid Micro-Short Drama Production Market Size & Forecast

1.6 Global Paid Micro-Short Drama Production Market Size and Forecast by Region

1.6.1 Global Paid Micro-Short Drama Production Market Size by Region: 2020 VS 2024 VS 2031

1.6.2 Global Paid Micro-Short Drama Production Market Size by Region, (2020-2031)

1.6.3 North America Paid Micro-Short Drama Production Market Size and Prospect (2020-2031)

1.6.4 Europe Paid Micro-Short Drama Production Market Size and Prospect (2020-2031)

1.6.5 Asia-Pacific Paid Micro-Short Drama Production Market Size and Prospect (2020-2031)

1.6.6 South America Paid Micro-Short Drama Production Market Size and Prospect (2020-2031)

1.6.7 Middle East & Africa Paid Micro-Short Drama Production Market Size and Prospect (2020-2031)

### 2 COMPANY PROFILES

2.1 Tencent

- 2.1.1 Tencent Details
- 2.1.2 Tencent Major Business
- 2.1.3 Tencent Paid Micro-Short Drama Production Product and Solutions
- 2.1.4 Tencent Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
- 2.1.5 Tencent Recent Developments and Future Plans
- 2.2 Kuaishou
  - 2.2.1 Kuaishou Details
  - 2.2.2 Kuaishou Major Business
  - 2.2.3 Kuaishou Paid Micro-Short Drama Production Product and Solutions
  - 2.2.4 Kuaishou Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.2.5 Kuaishou Recent Developments and Future Plans
- 2.3 Mango TV
  - 2.3.1 Mango TV Details
  - 2.3.2 Mango TV Major Business
  - 2.3.3 Mango TV Paid Micro-Short Drama Production Product and Solutions
  - 2.3.4 Mango TV Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.3.5 Mango TV Recent Developments and Future Plans
- 2.4 TikTok
  - 2.4.1 TikTok Details
  - 2.4.2 TikTok Major Business
  - 2.4.3 TikTok Paid Micro-Short Drama Production Product and Solutions
  - 2.4.4 TikTok Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.4.5 TikTok Recent Developments and Future Plans
- 2.5 Youku
  - 2.5.1 Youku Details
  - 2.5.2 Youku Major Business
  - 2.5.3 Youku Paid Micro-Short Drama Production Product and Solutions
  - 2.5.4 Youku Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.5.5 Youku Recent Developments and Future Plans
- 2.6 iQiyi
  - 2.6.1 iQiyi Details
  - 2.6.2 iQiyi Major Business
  - 2.6.3 iQiyi Paid Micro-Short Drama Production Product and Solutions
  - 2.6.4 iQiyi Paid Micro-Short Drama Production Revenue, Gross Margin and Market

## Share (2020-2025)

### 2.6.5 iQiyi Recent Developments and Future Plans

## 2.7 Linmon

### 2.7.1 Linmon Details

### 2.7.2 Linmon Major Business

### 2.7.3 Linmon Paid Micro-Short Drama Production Product and Solutions

### 2.7.4 Linmon Paid Micro-Short Drama Production Revenue, Gross Margin and Market

## Share (2020-2025)

### 2.7.5 Linmon Recent Developments and Future Plans

## 2.8 Govmade

### 2.8.1 Govmade Details

### 2.8.2 Govmade Major Business

### 2.8.3 Govmade Paid Micro-Short Drama Production Product and Solutions

### 2.8.4 Govmade Paid Micro-Short Drama Production Revenue, Gross Margin and

## Market Share (2020-2025)

### 2.8.5 Govmade Recent Developments and Future Plans

## 2.9 Gdinsight

### 2.9.1 Gdinsight Details

### 2.9.2 Gdinsight Major Business

### 2.9.3 Gdinsight Paid Micro-Short Drama Production Product and Solutions

### 2.9.4 Gdinsight Paid Micro-Short Drama Production Revenue, Gross Margin and

## Market Share (2020-2025)

### 2.9.5 Gdinsight Recent Developments and Future Plans

## 2.10 Crazy Maple Studio

### 2.10.1 Crazy Maple Studio Details

### 2.10.2 Crazy Maple Studio Major Business

### 2.10.3 Crazy Maple Studio Paid Micro-Short Drama Production Product and Solutions

### 2.10.4 Crazy Maple Studio Paid Micro-Short Drama Production Revenue, Gross

## Margin and Market Share (2020-2025)

### 2.10.5 Crazy Maple Studio Recent Developments and Future Plans

## 2.11 Guangdong Advertising Group Co., Ltd.

### 2.11.1 Guangdong Advertising Group Co., Ltd. Details

### 2.11.2 Guangdong Advertising Group Co., Ltd. Major Business

### 2.11.3 Guangdong Advertising Group Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

### 2.11.4 Guangdong Advertising Group Co., Ltd. Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)

### 2.11.5 Guangdong Advertising Group Co., Ltd. Recent Developments and Future Plans

## 2.12 Zhejiang Satellite TV

### 2.12.1 Zhejiang Satellite TV Details

### 2.12.2 Zhejiang Satellite TV Major Business

### 2.12.3 Zhejiang Satellite TV Paid Micro-Short Drama Production Product and Solutions

### 2.12.4 Zhejiang Satellite TV Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)

### 2.12.5 Zhejiang Satellite TV Recent Developments and Future Plans

## 2.13 Huacemedia

### 2.13.1 Huacemedia Details

### 2.13.2 Huacemedia Major Business

### 2.13.3 Huacemedia Paid Micro-Short Drama Production Product and Solutions

### 2.13.4 Huacemedia Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)

### 2.13.5 Huacemedia Recent Developments and Future Plans

## 2.14 Oriental Pearl Group Co., Ltd.

### 2.14.1 Oriental Pearl Group Co., Ltd. Details

### 2.14.2 Oriental Pearl Group Co., Ltd. Major Business

### 2.14.3 Oriental Pearl Group Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

### 2.14.4 Oriental Pearl Group Co., Ltd. Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)

### 2.14.5 Oriental Pearl Group Co., Ltd. Recent Developments and Future Plans

## 2.15 Mango Excellent Media Co., Ltd.

### 2.15.1 Mango Excellent Media Co., Ltd. Details

### 2.15.2 Mango Excellent Media Co., Ltd. Major Business

### 2.15.3 Mango Excellent Media Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

### 2.15.4 Mango Excellent Media Co., Ltd. Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)

### 2.15.5 Mango Excellent Media Co., Ltd. Recent Developments and Future Plans

## 2.16 Shengtian

### 2.16.1 Shengtian Details

### 2.16.2 Shengtian Major Business

### 2.16.3 Shengtian Paid Micro-Short Drama Production Product and Solutions

### 2.16.4 Shengtian Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)

### 2.16.5 Shengtian Recent Developments and Future Plans

## 2.17 Perfect World

### 2.17.1 Perfect World Details

- 2.17.2 Perfect World Major Business
- 2.17.3 Perfect World Paid Micro-Short Drama Production Product and Solutions
- 2.17.4 Perfect World Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
- 2.17.5 Perfect World Recent Developments and Future Plans
- 2.18 Tangde
  - 2.18.1 Tangde Details
  - 2.18.2 Tangde Major Business
  - 2.18.3 Tangde Paid Micro-Short Drama Production Product and Solutions
  - 2.18.4 Tangde Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.18.5 Tangde Recent Developments and Future Plans
- 2.19 China Literature Limited
  - 2.19.1 China Literature Limited Details
  - 2.19.2 China Literature Limited Major Business
  - 2.19.3 China Literature Limited Paid Micro-Short Drama Production Product and Solutions
  - 2.19.4 China Literature Limited Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.19.5 China Literature Limited Recent Developments and Future Plans
- 2.20 Beijing Bination Pictures Co., Ltd.
  - 2.20.1 Beijing Bination Pictures Co., Ltd. Details
  - 2.20.2 Beijing Bination Pictures Co., Ltd. Major Business
  - 2.20.3 Beijing Bination Pictures Co., Ltd. Paid Micro-Short Drama Production Product and Solutions
  - 2.20.4 Beijing Bination Pictures Co., Ltd. Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.20.5 Beijing Bination Pictures Co., Ltd. Recent Developments and Future Plans
- 2.21 Foshan Yowant Technology Co., Ltd.
  - 2.21.1 Foshan Yowant Technology Co., Ltd. Details
  - 2.21.2 Foshan Yowant Technology Co., Ltd. Major Business
  - 2.21.3 Foshan Yowant Technology Co., Ltd. Paid Micro-Short Drama Production Product and Solutions
  - 2.21.4 Foshan Yowant Technology Co., Ltd. Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)
  - 2.21.5 Foshan Yowant Technology Co., Ltd. Recent Developments and Future Plans
- 2.22 JMEI Jumei International.
  - 2.22.1 JMEI Jumei International. Details
  - 2.22.2 JMEI Jumei International. Major Business

2.22.3 JMEI Jumei International. Paid Micro-Short Drama Production Product and Solutions

2.22.4 JMEI Jumei International. Paid Micro-Short Drama Production Revenue, Gross Margin and Market Share (2020-2025)

2.22.5 JMEI Jumei International. Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

3.1 Global Paid Micro-Short Drama Production Revenue and Share by Players (2020-2025)

3.2 Market Share Analysis (2024)

3.2.1 Market Share of Paid Micro-Short Drama Production by Company Revenue

3.2.2 Top 3 Paid Micro-Short Drama Production Players Market Share in 2024

3.2.3 Top 6 Paid Micro-Short Drama Production Players Market Share in 2024

3.3 Paid Micro-Short Drama Production Market: Overall Company Footprint Analysis

3.3.1 Paid Micro-Short Drama Production Market: Region Footprint

3.3.2 Paid Micro-Short Drama Production Market: Company Product Type Footprint

3.3.3 Paid Micro-Short Drama Production Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

### **4 MARKET SIZE SEGMENT BY TYPE**

4.1 Global Paid Micro-Short Drama Production Consumption Value and Market Share by Type (2020-2025)

4.2 Global Paid Micro-Short Drama Production Market Forecast by Type (2026-2031)

### **5 MARKET SIZE SEGMENT BY APPLICATION**

5.1 Global Paid Micro-Short Drama Production Consumption Value Market Share by Application (2020-2025)

5.2 Global Paid Micro-Short Drama Production Market Forecast by Application (2026-2031)

### **6 NORTH AMERICA**

6.1 North America Paid Micro-Short Drama Production Consumption Value by Type (2020-2031)

6.2 North America Paid Micro-Short Drama Production Market Size by Application (2020-2031)

6.3 North America Paid Micro-Short Drama Production Market Size by Country

6.3.1 North America Paid Micro-Short Drama Production Consumption Value by Country (2020-2031)

6.3.2 United States Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

6.3.3 Canada Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

6.3.4 Mexico Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

## **7 EUROPE**

7.1 Europe Paid Micro-Short Drama Production Consumption Value by Type (2020-2031)

7.2 Europe Paid Micro-Short Drama Production Consumption Value by Application (2020-2031)

7.3 Europe Paid Micro-Short Drama Production Market Size by Country

7.3.1 Europe Paid Micro-Short Drama Production Consumption Value by Country (2020-2031)

7.3.2 Germany Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

7.3.3 France Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

7.3.4 United Kingdom Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

7.3.5 Russia Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

7.3.6 Italy Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Type (2020-2031)

8.2 Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Application (2020-2031)

8.3 Asia-Pacific Paid Micro-Short Drama Production Market Size by Region

8.3.1 Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Region

(2020-2031)

8.3.2 China Paid Micro-Short Drama Production Market Size and Forecast

(2020-2031)

8.3.3 Japan Paid Micro-Short Drama Production Market Size and Forecast

(2020-2031)

8.3.4 South Korea Paid Micro-Short Drama Production Market Size and Forecast

(2020-2031)

8.3.5 India Paid Micro-Short Drama Production Market Size and Forecast (2020-2031)

8.3.6 Southeast Asia Paid Micro-Short Drama Production Market Size and Forecast

(2020-2031)

8.3.7 Australia Paid Micro-Short Drama Production Market Size and Forecast

(2020-2031)

## **9 SOUTH AMERICA**

9.1 South America Paid Micro-Short Drama Production Consumption Value by Type  
(2020-2031)

9.2 South America Paid Micro-Short Drama Production Consumption Value by  
Application (2020-2031)

9.3 South America Paid Micro-Short Drama Production Market Size by Country

9.3.1 South America Paid Micro-Short Drama Production Consumption Value by  
Country (2020-2031)

9.3.2 Brazil Paid Micro-Short Drama Production Market Size and Forecast  
(2020-2031)

9.3.3 Argentina Paid Micro-Short Drama Production Market Size and Forecast  
(2020-2031)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Paid Micro-Short Drama Production Consumption Value by  
Type (2020-2031)

10.2 Middle East & Africa Paid Micro-Short Drama Production Consumption Value by  
Application (2020-2031)

10.3 Middle East & Africa Paid Micro-Short Drama Production Market Size by Country

10.3.1 Middle East & Africa Paid Micro-Short Drama Production Consumption Value  
by Country (2020-2031)

10.3.2 Turkey Paid Micro-Short Drama Production Market Size and Forecast  
(2020-2031)

10.3.3 Saudi Arabia Paid Micro-Short Drama Production Market Size and Forecast

(2020-2031)

10.3.4 UAE Paid Micro-Short Drama Production Market Size and Forecast

(2020-2031)

## **11 MARKET DYNAMICS**

11.1 Paid Micro-Short Drama Production Market Drivers

11.2 Paid Micro-Short Drama Production Market Restraints

11.3 Paid Micro-Short Drama Production Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

12.1 Paid Micro-Short Drama Production Industry Chain

12.2 Paid Micro-Short Drama Production Upstream Analysis

12.3 Paid Micro-Short Drama Production Midstream Analysis

12.4 Paid Micro-Short Drama Production Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Paid Micro-Short Drama Production Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Paid Micro-Short Drama Production Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Global Paid Micro-Short Drama Production Consumption Value by Region (2020-2025) & (USD Million)

Table 4. Global Paid Micro-Short Drama Production Consumption Value by Region (2026-2031) & (USD Million)

Table 5. Tencent Company Information, Head Office, and Major Competitors

Table 6. Tencent Major Business

Table 7. Tencent Paid Micro-Short Drama Production Product and Solutions

Table 8. Tencent Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 9. Tencent Recent Developments and Future Plans

Table 10. Kuaishou Company Information, Head Office, and Major Competitors

Table 11. Kuaishou Major Business

Table 12. Kuaishou Paid Micro-Short Drama Production Product and Solutions

Table 13. Kuaishou Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 14. Kuaishou Recent Developments and Future Plans

Table 15. Mango TV Company Information, Head Office, and Major Competitors

Table 16. Mango TV Major Business

Table 17. Mango TV Paid Micro-Short Drama Production Product and Solutions

Table 18. Mango TV Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 19. TikTok Company Information, Head Office, and Major Competitors

Table 20. TikTok Major Business

Table 21. TikTok Paid Micro-Short Drama Production Product and Solutions

Table 22. TikTok Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 23. TikTok Recent Developments and Future Plans

Table 24. Youku Company Information, Head Office, and Major Competitors

Table 25. Youku Major Business

Table 26. Youku Paid Micro-Short Drama Production Product and Solutions

Table 27. Youku Paid Micro-Short Drama Production Revenue (USD Million), Gross

Margin and Market Share (2020-2025)

Table 28. Youku Recent Developments and Future Plans

Table 29. iQiyi Company Information, Head Office, and Major Competitors

Table 30. iQiyi Major Business

Table 31. iQiyi Paid Micro-Short Drama Production Product and Solutions

Table 32. iQiyi Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 33. iQiyi Recent Developments and Future Plans

Table 34. Linmon Company Information, Head Office, and Major Competitors

Table 35. Linmon Major Business

Table 36. Linmon Paid Micro-Short Drama Production Product and Solutions

Table 37. Linmon Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 38. Linmon Recent Developments and Future Plans

Table 39. Govmade Company Information, Head Office, and Major Competitors

Table 40. Govmade Major Business

Table 41. Govmade Paid Micro-Short Drama Production Product and Solutions

Table 42. Govmade Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 43. Govmade Recent Developments and Future Plans

Table 44. Gdinsight Company Information, Head Office, and Major Competitors

Table 45. Gdinsight Major Business

Table 46. Gdinsight Paid Micro-Short Drama Production Product and Solutions

Table 47. Gdinsight Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 48. Gdinsight Recent Developments and Future Plans

Table 49. Crazy Maple Studio Company Information, Head Office, and Major Competitors

Table 50. Crazy Maple Studio Major Business

Table 51. Crazy Maple Studio Paid Micro-Short Drama Production Product and Solutions

Table 52. Crazy Maple Studio Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 53. Crazy Maple Studio Recent Developments and Future Plans

Table 54. Guangdong Advertising Group Co., Ltd. Company Information, Head Office, and Major Competitors

Table 55. Guangdong Advertising Group Co., Ltd. Major Business

Table 56. Guangdong Advertising Group Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

Table 57. Guangdong Advertising Group Co., Ltd. Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 58. Guangdong Advertising Group Co., Ltd. Recent Developments and Future Plans

Table 59. Zhejiang Satellite TV Company Information, Head Office, and Major Competitors

Table 60. Zhejiang Satellite TV Major Business

Table 61. Zhejiang Satellite TV Paid Micro-Short Drama Production Product and Solutions

Table 62. Zhejiang Satellite TV Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 63. Zhejiang Satellite TV Recent Developments and Future Plans

Table 64. Huacemedia Company Information, Head Office, and Major Competitors

Table 65. Huacemedia Major Business

Table 66. Huacemedia Paid Micro-Short Drama Production Product and Solutions

Table 67. Huacemedia Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 68. Huacemedia Recent Developments and Future Plans

Table 69. Oriental Pearl Group Co., Ltd. Company Information, Head Office, and Major Competitors

Table 70. Oriental Pearl Group Co., Ltd. Major Business

Table 71. Oriental Pearl Group Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

Table 72. Oriental Pearl Group Co., Ltd. Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 73. Oriental Pearl Group Co., Ltd. Recent Developments and Future Plans

Table 74. Mango Excellent Media Co., Ltd. Company Information, Head Office, and Major Competitors

Table 75. Mango Excellent Media Co., Ltd. Major Business

Table 76. Mango Excellent Media Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

Table 77. Mango Excellent Media Co., Ltd. Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 78. Mango Excellent Media Co., Ltd. Recent Developments and Future Plans

Table 79. Shengtian Company Information, Head Office, and Major Competitors

Table 80. Shengtian Major Business

Table 81. Shengtian Paid Micro-Short Drama Production Product and Solutions

Table 82. Shengtian Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 83. Shengtian Recent Developments and Future Plans

Table 84. Perfect World Company Information, Head Office, and Major Competitors

Table 85. Perfect World Major Business

Table 86. Perfect World Paid Micro-Short Drama Production Product and Solutions

Table 87. Perfect World Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 88. Perfect World Recent Developments and Future Plans

Table 89. Tangde Company Information, Head Office, and Major Competitors

Table 90. Tangde Major Business

Table 91. Tangde Paid Micro-Short Drama Production Product and Solutions

Table 92. Tangde Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 93. Tangde Recent Developments and Future Plans

Table 94. China Literature Limited Company Information, Head Office, and Major Competitors

Table 95. China Literature Limited Major Business

Table 96. China Literature Limited Paid Micro-Short Drama Production Product and Solutions

Table 97. China Literature Limited Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 98. China Literature Limited Recent Developments and Future Plans

Table 99. Beijing Baintion Pictures Co., Ltd. Company Information, Head Office, and Major Competitors

Table 100. Beijing Baintion Pictures Co., Ltd. Major Business

Table 101. Beijing Baintion Pictures Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

Table 102. Beijing Baintion Pictures Co., Ltd. Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 103. Beijing Baintion Pictures Co., Ltd. Recent Developments and Future Plans

Table 104. Foshan Yowant Technology Co., Ltd. Company Information, Head Office, and Major Competitors

Table 105. Foshan Yowant Technology Co., Ltd. Major Business

Table 106. Foshan Yowant Technology Co., Ltd. Paid Micro-Short Drama Production Product and Solutions

Table 107. Foshan Yowant Technology Co., Ltd. Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 108. Foshan Yowant Technology Co., Ltd. Recent Developments and Future Plans

Table 109. JMEI Jumei International. Company Information, Head Office, and Major

## Competitors

Table 110. JMEI Jumei International. Major Business

Table 111. JMEI Jumei International. Paid Micro-Short Drama Production Product and Solutions

Table 112. JMEI Jumei International. Paid Micro-Short Drama Production Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 113. JMEI Jumei International. Recent Developments and Future Plans

Table 114. Global Paid Micro-Short Drama Production Revenue (USD Million) by Players (2020-2025)

Table 115. Global Paid Micro-Short Drama Production Revenue Share by Players (2020-2025)

Table 116. Breakdown of Paid Micro-Short Drama Production by Company Type (Tier 1, Tier 2, and Tier 3)

Table 117. Market Position of Players in Paid Micro-Short Drama Production, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 118. Head Office of Key Paid Micro-Short Drama Production Players

Table 119. Paid Micro-Short Drama Production Market: Company Product Type Footprint

Table 120. Paid Micro-Short Drama Production Market: Company Product Application Footprint

Table 121. Paid Micro-Short Drama Production New Market Entrants and Barriers to Market Entry

Table 122. Paid Micro-Short Drama Production Mergers, Acquisition, Agreements, and Collaborations

Table 123. Global Paid Micro-Short Drama Production Consumption Value (USD Million) by Type (2020-2025)

Table 124. Global Paid Micro-Short Drama Production Consumption Value Share by Type (2020-2025)

Table 125. Global Paid Micro-Short Drama Production Consumption Value Forecast by Type (2026-2031)

Table 126. Global Paid Micro-Short Drama Production Consumption Value by Application (2020-2025)

Table 127. Global Paid Micro-Short Drama Production Consumption Value Forecast by Application (2026-2031)

Table 128. North America Paid Micro-Short Drama Production Consumption Value by Type (2020-2025) & (USD Million)

Table 129. North America Paid Micro-Short Drama Production Consumption Value by Type (2026-2031) & (USD Million)

Table 130. North America Paid Micro-Short Drama Production Consumption Value by

Application (2020-2025) & (USD Million)

Table 131. North America Paid Micro-Short Drama Production Consumption Value by Application (2026-2031) & (USD Million)

Table 132. North America Paid Micro-Short Drama Production Consumption Value by Country (2020-2025) & (USD Million)

Table 133. North America Paid Micro-Short Drama Production Consumption Value by Country (2026-2031) & (USD Million)

Table 134. Europe Paid Micro-Short Drama Production Consumption Value by Type (2020-2025) & (USD Million)

Table 135. Europe Paid Micro-Short Drama Production Consumption Value by Type (2026-2031) & (USD Million)

Table 136. Europe Paid Micro-Short Drama Production Consumption Value by Application (2020-2025) & (USD Million)

Table 137. Europe Paid Micro-Short Drama Production Consumption Value by Application (2026-2031) & (USD Million)

Table 138. Europe Paid Micro-Short Drama Production Consumption Value by Country (2020-2025) & (USD Million)

Table 139. Europe Paid Micro-Short Drama Production Consumption Value by Country (2026-2031) & (USD Million)

Table 140. Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Type (2020-2025) & (USD Million)

Table 141. Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Type (2026-2031) & (USD Million)

Table 142. Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Application (2020-2025) & (USD Million)

Table 143. Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Application (2026-2031) & (USD Million)

Table 144. Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Region (2020-2025) & (USD Million)

Table 145. Asia-Pacific Paid Micro-Short Drama Production Consumption Value by Region (2026-2031) & (USD Million)

Table 146. South America Paid Micro-Short Drama Production Consumption Value by Type (2020-2025) & (USD Million)

Table 147. South America Paid Micro-Short Drama Production Consumption Value by Type (2026-2031) & (USD Million)

Table 148. South America Paid Micro-Short Drama Production Consumption Value by Application (2020-2025) & (USD Million)

Table 149. South America Paid Micro-Short Drama Production Consumption Value by Application (2026-2031) & (USD Million)

Table 150. South America Paid Micro-Short Drama Production Consumption Value by Country (2020-2025) & (USD Million)

Table 151. South America Paid Micro-Short Drama Production Consumption Value by Country (2026-2031) & (USD Million)

Table 152. Middle East & Africa Paid Micro-Short Drama Production Consumption Value by Type (2020-2025) & (USD Million)

Table 153. Middle East & Africa Paid Micro-Short Drama Production Consumption Value by Type (2026-2031) & (USD Million)

Table 154. Middle East & Africa Paid Micro-Short Drama Production Consumption Value by Application (2020-2025) & (USD Million)

Table 155. Middle East & Africa Paid Micro-Short Drama Production Consumption Value by Application (2026-2031) & (USD Million)

Table 156. Middle East & Africa Paid Micro-Short Drama Production Consumption Value by Country (2020-2025) & (USD Million)

Table 157. Middle East & Africa Paid Micro-Short Drama Production Consumption Value by Country (2026-2031) & (USD Million)

Table 158. Global Key Players of Paid Micro-Short Drama Production Upstream (Raw Materials)

Table 159. Global Paid Micro-Short Drama Production Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Paid Micro-Short Drama Production Picture
- Figure 2. Global Paid Micro-Short Drama Production Consumption Value by Type, (USD Million), 2020 & 2024 & 2031
- Figure 3. Global Paid Micro-Short Drama Production Consumption Value Market Share by Type in 2024
- Figure 4. Urban
- Figure 5. Costume
- Figure 6. Fantasy
- Figure 7. Other
- Figure 8. Global Paid Micro-Short Drama Production Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Figure 9. Paid Micro-Short Drama Production Consumption Value Market Share by Application in 2024
- Figure 10. Male Picture
- Figure 11. Female Picture
- Figure 12. Global Paid Micro-Short Drama Production Consumption Value, (USD Million): 2020 & 2024 & 2031
- Figure 13. Global Paid Micro-Short Drama Production Consumption Value and Forecast (2020-2031) & (USD Million)
- Figure 14. Global Market Paid Micro-Short Drama Production Consumption Value (USD Million) Comparison by Region (2020 VS 2024 VS 2031)
- Figure 15. Global Paid Micro-Short Drama Production Consumption Value Market Share by Region (2020-2031)
- Figure 16. Global Paid Micro-Short Drama Production Consumption Value Market Share by Region in 2024
- Figure 17. North America Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)
- Figure 18. Europe Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)
- Figure 19. Asia-Pacific Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)
- Figure 20. South America Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)
- Figure 21. Middle East & Africa Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 22. Company Three Recent Developments and Future Plans

Figure 23. Global Paid Micro-Short Drama Production Revenue Share by Players in 2024

Figure 24. Paid Micro-Short Drama Production Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2024

Figure 25. Market Share of Paid Micro-Short Drama Production by Player Revenue in 2024

Figure 26. Top 3 Paid Micro-Short Drama Production Players Market Share in 2024

Figure 27. Top 6 Paid Micro-Short Drama Production Players Market Share in 2024

Figure 28. Global Paid Micro-Short Drama Production Consumption Value Share by Type (2020-2025)

Figure 29. Global Paid Micro-Short Drama Production Market Share Forecast by Type (2026-2031)

Figure 30. Global Paid Micro-Short Drama Production Consumption Value Share by Application (2020-2025)

Figure 31. Global Paid Micro-Short Drama Production Market Share Forecast by Application (2026-2031)

Figure 32. North America Paid Micro-Short Drama Production Consumption Value Market Share by Type (2020-2031)

Figure 33. North America Paid Micro-Short Drama Production Consumption Value Market Share by Application (2020-2031)

Figure 34. North America Paid Micro-Short Drama Production Consumption Value Market Share by Country (2020-2031)

Figure 35. United States Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 36. Canada Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 37. Mexico Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 38. Europe Paid Micro-Short Drama Production Consumption Value Market Share by Type (2020-2031)

Figure 39. Europe Paid Micro-Short Drama Production Consumption Value Market Share by Application (2020-2031)

Figure 40. Europe Paid Micro-Short Drama Production Consumption Value Market Share by Country (2020-2031)

Figure 41. Germany Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 42. France Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 43. United Kingdom Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 44. Russia Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 45. Italy Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 46. Asia-Pacific Paid Micro-Short Drama Production Consumption Value Market Share by Type (2020-2031)

Figure 47. Asia-Pacific Paid Micro-Short Drama Production Consumption Value Market Share by Application (2020-2031)

Figure 48. Asia-Pacific Paid Micro-Short Drama Production Consumption Value Market Share by Region (2020-2031)

Figure 49. China Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 50. Japan Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 51. South Korea Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 52. India Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 53. Southeast Asia Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 54. Australia Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 55. South America Paid Micro-Short Drama Production Consumption Value Market Share by Type (2020-2031)

Figure 56. South America Paid Micro-Short Drama Production Consumption Value Market Share by Application (2020-2031)

Figure 57. South America Paid Micro-Short Drama Production Consumption Value Market Share by Country (2020-2031)

Figure 58. Brazil Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 59. Argentina Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 60. Middle East & Africa Paid Micro-Short Drama Production Consumption Value Market Share by Type (2020-2031)

Figure 61. Middle East & Africa Paid Micro-Short Drama Production Consumption Value Market Share by Application (2020-2031)

Figure 62. Middle East & Africa Paid Micro-Short Drama Production Consumption Value

Market Share by Country (2020-2031)

Figure 63. Turkey Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 64. Saudi Arabia Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 65. UAE Paid Micro-Short Drama Production Consumption Value (2020-2031) & (USD Million)

Figure 66. Paid Micro-Short Drama Production Market Drivers

Figure 67. Paid Micro-Short Drama Production Market Restraints

Figure 68. Paid Micro-Short Drama Production Market Trends

Figure 69. Porters Five Forces Analysis

Figure 70. Paid Micro-Short Drama Production Industrial Chain

Figure 71. Methodology

Figure 72. Research Process and Data Source

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