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Global AI Microdrama (Short Drama) Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI Microdrama (Short Drama) market size is predicted to grow from US$ 1503 million in 2025 to US$ 13026 million in 2032; it is expected to grow at a CAGR of 36.3% from 2026 to 2032.

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 due to current technology maturity

Mobile video platforms represent the largest distribution channel for AI short drama

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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 accelerating market development.

Restraints

The AI Microdrama market faces limitations related to content quality consistency,

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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 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

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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 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

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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

LPI (LP Information)' newest research report, the “AI Microdrama (Short Drama) Industry Forecast” looks at past sales and reviews total world AI Microdrama (Short Drama) sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Microdrama (Short Drama) sales for 2026 through 2032. With AI Microdrama (Short Drama) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI Microdrama (Short Drama) industry.

This Insight Report provides a comprehensive analysis of the global AI Microdrama (Short Drama) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI Microdrama (Short Drama) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global AI Microdrama (Short Drama) market.

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This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Microdrama (Short Drama) and breaks down the forecast by AI Involvement Level, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI Microdrama (Short Drama).

This report presents a comprehensive overview, market shares, and growth opportunities of AI Microdrama (Short Drama) market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by AI Involvement Level:

AI Semi-Automatic Short Drama Generation

AI Full-Process Short Drama Generation

Segmentation by Business Models:

Advertising Monetization Model

Paid Viewing Model

Others

Segmentation by Application:

Entertainment

Commercial Marketing

Education & Training

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia

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- Middle East & Africa
  - Egypt
  - South Africa
  - Israel
  - Turkey
  - GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

- Vigloo
- Dashverse
- Shortical
- Kakao Entertainment
- Bona Film Group
- Huayi Brothers
- Kunlun Tech
- Guomai Culture
- Xinmei Jiutian Group
- Kuaishou Technology
- China Literature

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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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