

Global Micro-Dramas Production Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/GDFA1E3E3652EN.html>

Date: August 2024

Pages: 158

Price: US\$ 3,660.00 (Single User License)

ID: GDFA1E3E3652EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

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.

The global Micro-Dramas Production market size is projected to grow from US\$ million in 2024 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the "Micro-Dramas Production Industry Forecast" looks at past sales and reviews total world Micro-Dramas Production sales in 2022, providing a comprehensive analysis by region and market sector of projected Micro-Dramas Production sales for 2023 through 2029. With Micro-Dramas Production sales broken down by region, market sector and sub-sector, this report provides a

detailed analysis in US\$ millions of the world Micro-Dramas Production industry.

This Insight Report provides a comprehensive analysis of the global Micro-Dramas Production 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 Micro-Dramas Production portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Micro-Dramas Production market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Micro-Dramas Production and breaks down the forecast by Type, 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 Micro-Dramas Production.

United States market for Micro-Dramas Production is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Micro-Dramas Production is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Micro-Dramas Production is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Micro-Dramas Production players cover Tencent, Kuaishou, Mango TV, TikTok, Youku, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

This report presents a comprehensive overview, market shares, and growth opportunities of Micro-Dramas Production market by product type, application, key players and key regions and countries.

Segmentation by Type:

Urban

Costume

Fantasy

Other

Segmentation by Application:

Male

Female

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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France

UK

Italy

Russia

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.

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.

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Micro-Dramas Production Market Size 2019-2030
 - 2.1.2 Micro-Dramas Production Market Size CAGR by Region (2019 VS 2023 VS 2030)
 - 2.1.3 World Current & Future Analysis for Micro-Dramas Production by Country/Region, 2019, 2023 & 2030
- 2.2 Micro-Dramas Production Segment by Type
 - 2.2.1 Urban
 - 2.2.2 Costume
 - 2.2.3 Fantasy
 - 2.2.4 Other
- 2.3 Micro-Dramas Production Market Size by Type
 - 2.3.1 Micro-Dramas Production Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Micro-Dramas Production Market Size Market Share by Type (2019-2024)
- 2.4 Micro-Dramas Production Segment by Application
 - 2.4.1 Male
 - 2.4.2 Female
- 2.5 Micro-Dramas Production Market Size by Application
 - 2.5.1 Micro-Dramas Production Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Micro-Dramas Production Market Size Market Share by Application (2019-2024)

3 MICRO-DRAMAS PRODUCTION MARKET SIZE BY PLAYER

3.1 Micro-Dramas Production Market Size Market Share by Player

3.1.1 Global Micro-Dramas Production Revenue by Player (2019-2024)

3.1.2 Global Micro-Dramas Production Revenue Market Share by Player (2019-2024)

3.2 Global Micro-Dramas Production Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 MICRO-DRAMAS PRODUCTION BY REGION

4.1 Micro-Dramas Production Market Size by Region (2019-2024)

4.2 Global Micro-Dramas Production Annual Revenue by Country/Region (2019-2024)

4.3 Americas Micro-Dramas Production Market Size Growth (2019-2024)

4.4 APAC Micro-Dramas Production Market Size Growth (2019-2024)

4.5 Europe Micro-Dramas Production Market Size Growth (2019-2024)

4.6 Middle East & Africa Micro-Dramas Production Market Size Growth (2019-2024)

5 AMERICAS

5.1 Americas Micro-Dramas Production Market Size by Country (2019-2024)

5.2 Americas Micro-Dramas Production Market Size by Type (2019-2024)

5.3 Americas Micro-Dramas Production Market Size by Application (2019-2024)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Micro-Dramas Production Market Size by Region (2019-2024)

6.2 APAC Micro-Dramas Production Market Size by Type (2019-2024)

6.3 APAC Micro-Dramas Production Market Size by Application (2019-2024)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Micro-Dramas Production Market Size by Country (2019-2024)

7.2 Europe Micro-Dramas Production Market Size by Type (2019-2024)

7.3 Europe Micro-Dramas Production Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Micro-Dramas Production by Region (2019-2024)

8.2 Middle East & Africa Micro-Dramas Production Market Size by Type (2019-2024)

8.3 Middle East & Africa Micro-Dramas Production Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL MICRO-DRAMAS PRODUCTION MARKET FORECAST

10.1 Global Micro-Dramas Production Forecast by Region (2025-2030)

10.1.1 Global Micro-Dramas Production Forecast by Region (2025-2030)

10.1.2 Americas Micro-Dramas Production Forecast

10.1.3 APAC Micro-Dramas Production Forecast

10.1.4 Europe Micro-Dramas Production Forecast

- 10.1.5 Middle East & Africa Micro-Dramas Production Forecast
- 10.2 Americas Micro-Dramas Production Forecast by Country (2025-2030)
 - 10.2.1 United States Market Micro-Dramas Production Forecast
 - 10.2.2 Canada Market Micro-Dramas Production Forecast
 - 10.2.3 Mexico Market Micro-Dramas Production Forecast
 - 10.2.4 Brazil Market Micro-Dramas Production Forecast
- 10.3 APAC Micro-Dramas Production Forecast by Region (2025-2030)
 - 10.3.1 China Micro-Dramas Production Market Forecast
 - 10.3.2 Japan Market Micro-Dramas Production Forecast
 - 10.3.3 Korea Market Micro-Dramas Production Forecast
 - 10.3.4 Southeast Asia Market Micro-Dramas Production Forecast
 - 10.3.5 India Market Micro-Dramas Production Forecast
 - 10.3.6 Australia Market Micro-Dramas Production Forecast
- 10.4 Europe Micro-Dramas Production Forecast by Country (2025-2030)
 - 10.4.1 Germany Market Micro-Dramas Production Forecast
 - 10.4.2 France Market Micro-Dramas Production Forecast
 - 10.4.3 UK Market Micro-Dramas Production Forecast
 - 10.4.4 Italy Market Micro-Dramas Production Forecast
 - 10.4.5 Russia Market Micro-Dramas Production Forecast
- 10.5 Middle East & Africa Micro-Dramas Production Forecast by Region (2025-2030)
 - 10.5.1 Egypt Market Micro-Dramas Production Forecast
 - 10.5.2 South Africa Market Micro-Dramas Production Forecast
 - 10.5.3 Israel Market Micro-Dramas Production Forecast
 - 10.5.4 Turkey Market Micro-Dramas Production Forecast
- 10.6 Global Micro-Dramas Production Forecast by Type (2025-2030)
- 10.7 Global Micro-Dramas Production Forecast by Application (2025-2030)
 - 10.7.1 GCC Countries Market Micro-Dramas Production Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Tencent
 - 11.1.1 Tencent Company Information
 - 11.1.2 Tencent Micro-Dramas Production Product Offered
 - 11.1.3 Tencent Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.1.4 Tencent Main Business Overview
 - 11.1.5 Tencent Latest Developments
- 11.2 Kuaishou
 - 11.2.1 Kuaishou Company Information

- 11.2.2 Kuaishou Micro-Dramas Production Product Offered
- 11.2.3 Kuaishou Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
- 11.2.4 Kuaishou Main Business Overview
- 11.2.5 Kuaishou Latest Developments
- 11.3 Mango TV
 - 11.3.1 Mango TV Company Information
 - 11.3.2 Mango TV Micro-Dramas Production Product Offered
 - 11.3.3 Mango TV Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.3.4 Mango TV Main Business Overview
 - 11.3.5 Mango TV Latest Developments
- 11.4 TikTok
 - 11.4.1 TikTok Company Information
 - 11.4.2 TikTok Micro-Dramas Production Product Offered
 - 11.4.3 TikTok Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.4.4 TikTok Main Business Overview
 - 11.4.5 TikTok Latest Developments
- 11.5 Youku
 - 11.5.1 Youku Company Information
 - 11.5.2 Youku Micro-Dramas Production Product Offered
 - 11.5.3 Youku Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.5.4 Youku Main Business Overview
 - 11.5.5 Youku Latest Developments
- 11.6 iQiyi
 - 11.6.1 iQiyi Company Information
 - 11.6.2 iQiyi Micro-Dramas Production Product Offered
 - 11.6.3 iQiyi Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.6.4 iQiyi Main Business Overview
 - 11.6.5 iQiyi Latest Developments
- 11.7 Linmon
 - 11.7.1 Linmon Company Information
 - 11.7.2 Linmon Micro-Dramas Production Product Offered
 - 11.7.3 Linmon Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.7.4 Linmon Main Business Overview

- 11.7.5 Linmon Latest Developments
- 11.8 Govmade
 - 11.8.1 Govmade Company Information
 - 11.8.2 Govmade Micro-Dramas Production Product Offered
 - 11.8.3 Govmade Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.8.4 Govmade Main Business Overview
 - 11.8.5 Govmade Latest Developments
- 11.9 Gdinsight
 - 11.9.1 Gdinsight Company Information
 - 11.9.2 Gdinsight Micro-Dramas Production Product Offered
 - 11.9.3 Gdinsight Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.9.4 Gdinsight Main Business Overview
 - 11.9.5 Gdinsight Latest Developments
- 11.10 Crazy Maple Studio
 - 11.10.1 Crazy Maple Studio Company Information
 - 11.10.2 Crazy Maple Studio Micro-Dramas Production Product Offered
 - 11.10.3 Crazy Maple Studio Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.10.4 Crazy Maple Studio Main Business Overview
 - 11.10.5 Crazy Maple Studio Latest Developments
- 11.11 Guangdong Advertising Group Co., Ltd.
 - 11.11.1 Guangdong Advertising Group Co., Ltd. Company Information
 - 11.11.2 Guangdong Advertising Group Co., Ltd. Micro-Dramas Production Product Offered
 - 11.11.3 Guangdong Advertising Group Co., Ltd. Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.11.4 Guangdong Advertising Group Co., Ltd. Main Business Overview
 - 11.11.5 Guangdong Advertising Group Co., Ltd. Latest Developments
- 11.12 Zhejiang Satellite TV
 - 11.12.1 Zhejiang Satellite TV Company Information
 - 11.12.2 Zhejiang Satellite TV Micro-Dramas Production Product Offered
 - 11.12.3 Zhejiang Satellite TV Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.12.4 Zhejiang Satellite TV Main Business Overview
 - 11.12.5 Zhejiang Satellite TV Latest Developments
- 11.13 Huacemedia
 - 11.13.1 Huacemedia Company Information

- 11.13.2 Huacemedia Micro-Dramas Production Product Offered
- 11.13.3 Huacemedia Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
- 11.13.4 Huacemedia Main Business Overview
- 11.13.5 Huacemedia Latest Developments
- 11.14 Oriental Pearl Group Co., Ltd.
 - 11.14.1 Oriental Pearl Group Co., Ltd. Company Information
 - 11.14.2 Oriental Pearl Group Co., Ltd. Micro-Dramas Production Product Offered
 - 11.14.3 Oriental Pearl Group Co., Ltd. Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.14.4 Oriental Pearl Group Co., Ltd. Main Business Overview
 - 11.14.5 Oriental Pearl Group Co., Ltd. Latest Developments
- 11.15 Mango Excellent Media Co., Ltd.
 - 11.15.1 Mango Excellent Media Co., Ltd. Company Information
 - 11.15.2 Mango Excellent Media Co., Ltd. Micro-Dramas Production Product Offered
 - 11.15.3 Mango Excellent Media Co., Ltd. Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.15.4 Mango Excellent Media Co., Ltd. Main Business Overview
 - 11.15.5 Mango Excellent Media Co., Ltd. Latest Developments
- 11.16 Shengtian
 - 11.16.1 Shengtian Company Information
 - 11.16.2 Shengtian Micro-Dramas Production Product Offered
 - 11.16.3 Shengtian Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.16.4 Shengtian Main Business Overview
 - 11.16.5 Shengtian Latest Developments
- 11.17 Perfect World
 - 11.17.1 Perfect World Company Information
 - 11.17.2 Perfect World Micro-Dramas Production Product Offered
 - 11.17.3 Perfect World Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.17.4 Perfect World Main Business Overview
 - 11.17.5 Perfect World Latest Developments
- 11.18 Tangde
 - 11.18.1 Tangde Company Information
 - 11.18.2 Tangde Micro-Dramas Production Product Offered
 - 11.18.3 Tangde Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.18.4 Tangde Main Business Overview

- 11.18.5 Tangde Latest Developments
- 11.19 China Literature Limited
 - 11.19.1 China Literature Limited Company Information
 - 11.19.2 China Literature Limited Micro-Dramas Production Product Offered
 - 11.19.3 China Literature Limited Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.19.4 China Literature Limited Main Business Overview
 - 11.19.5 China Literature Limited Latest Developments
- 11.20 Beijing Bination Pictures Co., Ltd.
 - 11.20.1 Beijing Bination Pictures Co., Ltd. Company Information
 - 11.20.2 Beijing Bination Pictures Co., Ltd. Micro-Dramas Production Product Offered
 - 11.20.3 Beijing Bination Pictures Co., Ltd. Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.20.4 Beijing Bination Pictures Co., Ltd. Main Business Overview
 - 11.20.5 Beijing Bination Pictures Co., Ltd. Latest Developments
- 11.21 Foshan Yowant Technology Co., Ltd.
 - 11.21.1 Foshan Yowant Technology Co., Ltd. Company Information
 - 11.21.2 Foshan Yowant Technology Co., Ltd. Micro-Dramas Production Product Offered
 - 11.21.3 Foshan Yowant Technology Co., Ltd. Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.21.4 Foshan Yowant Technology Co., Ltd. Main Business Overview
 - 11.21.5 Foshan Yowant Technology Co., Ltd. Latest Developments
- 11.22 JMEI Jumei International.
 - 11.22.1 JMEI Jumei International. Company Information
 - 11.22.2 JMEI Jumei International. Micro-Dramas Production Product Offered
 - 11.22.3 JMEI Jumei International. Micro-Dramas Production Revenue, Gross Margin and Market Share (2019-2024)
 - 11.22.4 JMEI Jumei International. Main Business Overview
 - 11.22.5 JMEI Jumei International. Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

br>

List Of Tables

LIST OF TABLES

Table 1. Micro-Dramas Production Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ millions)

Table 2. Micro-Dramas Production Annual Sales CAGR by Country/Region (2019, 2023 & 2030) & (\$ millions)

Table 3. Major Players of Urban

Table 4. Major Players of Costume

Table 5. Major Players of Fantasy

Table 6. Major Players of Other

Table 7. Micro-Dramas Production Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ millions)

Table 8. Global Micro-Dramas Production Market Size by Type (2019-2024) & (\$ millions)

Table 9. Global Micro-Dramas Production Market Size Market Share by Type (2019-2024)

Table 10. Micro-Dramas Production Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ millions)

Table 11. Global Micro-Dramas Production Market Size by Application (2019-2024) & (\$ millions)

Table 12. Global Micro-Dramas Production Market Size Market Share by Application (2019-2024)

Table 13. Global Micro-Dramas Production Revenue by Player (2019-2024) & (\$ millions)

Table 14. Global Micro-Dramas Production Revenue Market Share by Player (2019-2024)

Table 15. Micro-Dramas Production Key Players Head office and Products Offered

Table 16. Micro-Dramas Production Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 17. New Products and Potential Entrants

Table 18. Mergers & Acquisitions, Expansion

Table 19. Global Micro-Dramas Production Market Size by Region (2019-2024) & (\$ millions)

Table 20. Global Micro-Dramas Production Market Size Market Share by Region (2019-2024)

Table 21. Global Micro-Dramas Production Revenue by Country/Region (2019-2024) & (\$ millions)

Table 22. Global Micro-Dramas Production Revenue Market Share by Country/Region (2019-2024)

Table 23. Americas Micro-Dramas Production Market Size by Country (2019-2024) & (\$ millions)

Table 24. Americas Micro-Dramas Production Market Size Market Share by Country (2019-2024)

Table 25. Americas Micro-Dramas Production Market Size by Type (2019-2024) & (\$ millions)

Table 26. Americas Micro-Dramas Production Market Size Market Share by Type (2019-2024)

Table 27. Americas Micro-Dramas Production Market Size by Application (2019-2024) & (\$ millions)

Table 28. Americas Micro-Dramas Production Market Size Market Share by Application (2019-2024)

Table 29. APAC Micro-Dramas Production Market Size by Region (2019-2024) & (\$ millions)

Table 30. APAC Micro-Dramas Production Market Size Market Share by Region (2019-2024)

Table 31. APAC Micro-Dramas Production Market Size by Type (2019-2024) & (\$ millions)

Table 32. APAC Micro-Dramas Production Market Size by Application (2019-2024) & (\$ millions)

Table 33. Europe Micro-Dramas Production Market Size by Country (2019-2024) & (\$ millions)

Table 34. Europe Micro-Dramas Production Market Size Market Share by Country (2019-2024)

Table 35. Europe Micro-Dramas Production Market Size by Type (2019-2024) & (\$ millions)

Table 36. Europe Micro-Dramas Production Market Size by Application (2019-2024) & (\$ millions)

Table 37. Middle East & Africa Micro-Dramas Production Market Size by Region (2019-2024) & (\$ millions)

Table 38. Middle East & Africa Micro-Dramas Production Market Size by Type (2019-2024) & (\$ millions)

Table 39. Middle East & Africa Micro-Dramas Production Market Size by Application (2019-2024) & (\$ millions)

Table 40. Key Market Drivers & Growth Opportunities of Micro-Dramas Production

Table 41. Key Market Challenges & Risks of Micro-Dramas Production

Table 42. Key Industry Trends of Micro-Dramas Production

- Table 43. Global Micro-Dramas Production Market Size Forecast by Region (2025-2030) & (\$ millions)
- Table 44. Global Micro-Dramas Production Market Size Market Share Forecast by Region (2025-2030)
- Table 45. Global Micro-Dramas Production Market Size Forecast by Type (2025-2030) & (\$ millions)
- Table 46. Global Micro-Dramas Production Market Size Forecast by Application (2025-2030) & (\$ millions)
- Table 47. Tencent Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 48. Tencent Micro-Dramas Production Product Offered
- Table 49. Tencent Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 50. Tencent Main Business
- Table 51. Tencent Latest Developments
- Table 52. Kuaishou Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 53. Kuaishou Micro-Dramas Production Product Offered
- Table 54. Kuaishou Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 55. Kuaishou Main Business
- Table 56. Kuaishou Latest Developments
- Table 57. Mango TV Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 58. Mango TV Micro-Dramas Production Product Offered
- Table 59. Mango TV Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 60. Mango TV Main Business
- Table 61. Mango TV Latest Developments
- Table 62. TikTok Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 63. TikTok Micro-Dramas Production Product Offered
- Table 64. TikTok Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 65. TikTok Main Business
- Table 66. TikTok Latest Developments
- Table 67. Youku Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 68. Youku Micro-Dramas Production Product Offered

Table 69. Youku Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. Youku Main Business

Table 71. Youku Latest Developments

Table 72. iQiyi Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 73. iQiyi Micro-Dramas Production Product Offered

Table 74. iQiyi Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. iQiyi Main Business

Table 76. iQiyi Latest Developments

Table 77. Linmon Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 78. Linmon Micro-Dramas Production Product Offered

Table 79. Linmon Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. Linmon Main Business

Table 81. Linmon Latest Developments

Table 82. Govmade Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 83. Govmade Micro-Dramas Production Product Offered

Table 84. Govmade Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. Govmade Main Business

Table 86. Govmade Latest Developments

Table 87. Gdinsight Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 88. Gdinsight Micro-Dramas Production Product Offered

Table 89. Gdinsight Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. Gdinsight Main Business

Table 91. Gdinsight Latest Developments

Table 92. Crazy Maple Studio Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 93. Crazy Maple Studio Micro-Dramas Production Product Offered

Table 94. Crazy Maple Studio Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 95. Crazy Maple Studio Main Business

Table 96. Crazy Maple Studio Latest Developments

Table 97. Guangdong Advertising Group Co., Ltd. Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 98. Guangdong Advertising Group Co., Ltd. Micro-Dramas Production Product Offered

Table 99. Guangdong Advertising Group Co., Ltd. Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 100. Guangdong Advertising Group Co., Ltd. Main Business

Table 101. Guangdong Advertising Group Co., Ltd. Latest Developments

Table 102. Zhejiang Satellite TV Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 103. Zhejiang Satellite TV Micro-Dramas Production Product Offered

Table 104. Zhejiang Satellite TV Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 105. Zhejiang Satellite TV Main Business

Table 106. Zhejiang Satellite TV Latest Developments

Table 107. Huacemedia Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 108. Huacemedia Micro-Dramas Production Product Offered

Table 109. Huacemedia Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 110. Huacemedia Main Business

Table 111. Huacemedia Latest Developments

Table 112. Oriental Pearl Group Co., Ltd. Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 113. Oriental Pearl Group Co., Ltd. Micro-Dramas Production Product Offered

Table 114. Oriental Pearl Group Co., Ltd. Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 115. Oriental Pearl Group Co., Ltd. Main Business

Table 116. Oriental Pearl Group Co., Ltd. Latest Developments

Table 117. Mango Excellent Media Co., Ltd. Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 118. Mango Excellent Media Co., Ltd. Micro-Dramas Production Product Offered

Table 119. Mango Excellent Media Co., Ltd. Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 120. Mango Excellent Media Co., Ltd. Main Business

Table 121. Mango Excellent Media Co., Ltd. Latest Developments

Table 122. Shengtian Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 123. Shengtian Micro-Dramas Production Product Offered

- Table 124. Shengtian Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 125. Shengtian Main Business
- Table 126. Shengtian Latest Developments
- Table 127. Perfect World Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 128. Perfect World Micro-Dramas Production Product Offered
- Table 129. Perfect World Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 130. Perfect World Main Business
- Table 131. Perfect World Latest Developments
- Table 132. Tangde Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 133. Tangde Micro-Dramas Production Product Offered
- Table 134. Tangde Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 135. Tangde Main Business
- Table 136. Tangde Latest Developments
- Table 137. China Literature Limited Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 138. China Literature Limited Micro-Dramas Production Product Offered
- Table 139. China Literature Limited Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 140. China Literature Limited Main Business
- Table 141. China Literature Limited Latest Developments
- Table 142. Beijing Bination Pictures Co., Ltd. Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 143. Beijing Bination Pictures Co., Ltd. Micro-Dramas Production Product Offered
- Table 144. Beijing Bination Pictures Co., Ltd. Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 145. Beijing Bination Pictures Co., Ltd. Main Business
- Table 146. Beijing Bination Pictures Co., Ltd. Latest Developments
- Table 147. Foshan Yowant Technology Co., Ltd. Details, Company Type, Micro-Dramas Production Area Served and Its Competitors
- Table 148. Foshan Yowant Technology Co., Ltd. Micro-Dramas Production Product Offered
- Table 149. Foshan Yowant Technology Co., Ltd. Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 150. Foshan Yowant Technology Co., Ltd. Main Business

Table 151. Foshan Yowant Technology Co., Ltd. Latest Developments

Table 152. JMEI Jumei International. Details, Company Type, Micro-Dramas Production Area Served and Its Competitors

Table 153. JMEI Jumei International. Micro-Dramas Production Product Offered

Table 154. JMEI Jumei International. Micro-Dramas Production Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 155. JMEI Jumei International. Main Business

Table 156. JMEI Jumei International. Latest Developments

br>

List Of Figures

LIST OF FIGURES

- Figure 1. Micro-Dramas Production Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Micro-Dramas Production Market Size Growth Rate 2019-2030 (\$ millions)
- Figure 6. Micro-Dramas Production Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Micro-Dramas Production Sales Market Share by Country/Region (2023)
- Figure 8. Micro-Dramas Production Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Micro-Dramas Production Market Size Market Share by Type in 2023
- Figure 10. Micro-Dramas Production in Male
- Figure 11. Global Micro-Dramas Production Market: Male (2019-2024) & (\$ millions)
- Figure 12. Micro-Dramas Production in Female
- Figure 13. Global Micro-Dramas Production Market: Female (2019-2024) & (\$ millions)
- Figure 14. Global Micro-Dramas Production Market Size Market Share by Application in 2023
- Figure 15. Global Micro-Dramas Production Revenue Market Share by Player in 2023
- Figure 16. Global Micro-Dramas Production Market Size Market Share by Region (2019-2024)
- Figure 17. Americas Micro-Dramas Production Market Size 2019-2024 (\$ millions)
- Figure 18. APAC Micro-Dramas Production Market Size 2019-2024 (\$ millions)
- Figure 19. Europe Micro-Dramas Production Market Size 2019-2024 (\$ millions)
- Figure 20. Middle East & Africa Micro-Dramas Production Market Size 2019-2024 (\$ millions)
- Figure 21. Americas Micro-Dramas Production Value Market Share by Country in 2023
- Figure 22. United States Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)
- Figure 23. Canada Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)
- Figure 24. Mexico Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)
- Figure 25. Brazil Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)
- Figure 26. APAC Micro-Dramas Production Market Size Market Share by Region in 2023

Figure 27. APAC Micro-Dramas Production Market Size Market Share by Type (2019-2024)

Figure 28. APAC Micro-Dramas Production Market Size Market Share by Application (2019-2024)

Figure 29. China Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 30. Japan Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 31. South Korea Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 32. Southeast Asia Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 33. India Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 34. Australia Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 35. Europe Micro-Dramas Production Market Size Market Share by Country in 2023

Figure 36. Europe Micro-Dramas Production Market Size Market Share by Type (2019-2024)

Figure 37. Europe Micro-Dramas Production Market Size Market Share by Application (2019-2024)

Figure 38. Germany Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 39. France Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 40. UK Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 41. Italy Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 42. Russia Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 43. Middle East & Africa Micro-Dramas Production Market Size Market Share by Region (2019-2024)

Figure 44. Middle East & Africa Micro-Dramas Production Market Size Market Share by Type (2019-2024)

Figure 45. Middle East & Africa Micro-Dramas Production Market Size Market Share by Application (2019-2024)

Figure 46. Egypt Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 47. South Africa Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 48. Israel Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 49. Turkey Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 50. GCC Countries Micro-Dramas Production Market Size Growth 2019-2024 (\$ millions)

Figure 51. Americas Micro-Dramas Production Market Size 2025-2030 (\$ millions)

- Figure 52. APAC Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 53. Europe Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 54. Middle East & Africa Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 55. United States Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 56. Canada Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 57. Mexico Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 58. Brazil Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 59. China Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 60. Japan Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 61. Korea Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 62. Southeast Asia Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 63. India Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 64. Australia Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 65. Germany Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 66. France Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 67. UK Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 68. Italy Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 69. Russia Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 70. Egypt Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 71. South Africa Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 72. Israel Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 73. Turkey Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 74. GCC Countries Micro-Dramas Production Market Size 2025-2030 (\$ millions)
- Figure 75. Global Micro-Dramas Production Market Size Market Share Forecast by Type (2025-2030)
- Figure 76. Global Micro-Dramas Production Market Size Market Share Forecast by Application (2025-2030)

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