

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

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Abstracts

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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 Paid Micro-Dramas 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 "Paid Micro-Dramas Industry Forecast" looks at past sales and reviews total world Paid Micro-Dramas sales in 2022, providing a comprehensive analysis by region and market sector of projected Paid Micro-Dramas sales for 2023 through 2029. With Paid Micro-Dramas sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Paid Micro-Dramas industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Paid Micro-Dramas 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 Paid Micro-Dramas.

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

Global key Paid Micro-Dramas players cover Tencent, Kuaishou, Mango, 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 Paid Micro-Dramas market by product type, application, key players and key regions and countries.

Segmentation by Type:

Business Cooperation

C-side Payment

Platform Customization

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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Germany

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

TikTok

Youku

iQiyi

WeChat

Taobao

Jingdong

Pinduoduo

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