SocialPeta

Insight into Global Micro Drama App Marketing for H1 2025



www.socialpeta.com

About SocialPeta

Expert insights into marketing and ad creatives for global micro dramas, and comprehensive analyses of secret formulas for hot micro dramas

SocialPeta provides insights into marketing strategies for **popular micro drama apps and hot micro dramas**. The insights are based on and inspired by advertising data from global channels, media, advertisers, and other sources.

SocialPeta's module on going-global micro dramas is an integration of latest ad creatives, lists of hot micro dramas, and in-depth industry insights, covering 90K+ active micro drama advertisers, 80M+ micro drama ad creatives, and 50K+ daily updated creatives. It's a great platform for practitioners in micro dramas going global to learn about hot micro dramas, advertising analyses of apps, and latest market trends, so they can quickly occupy the growing global markets for micro dramas.

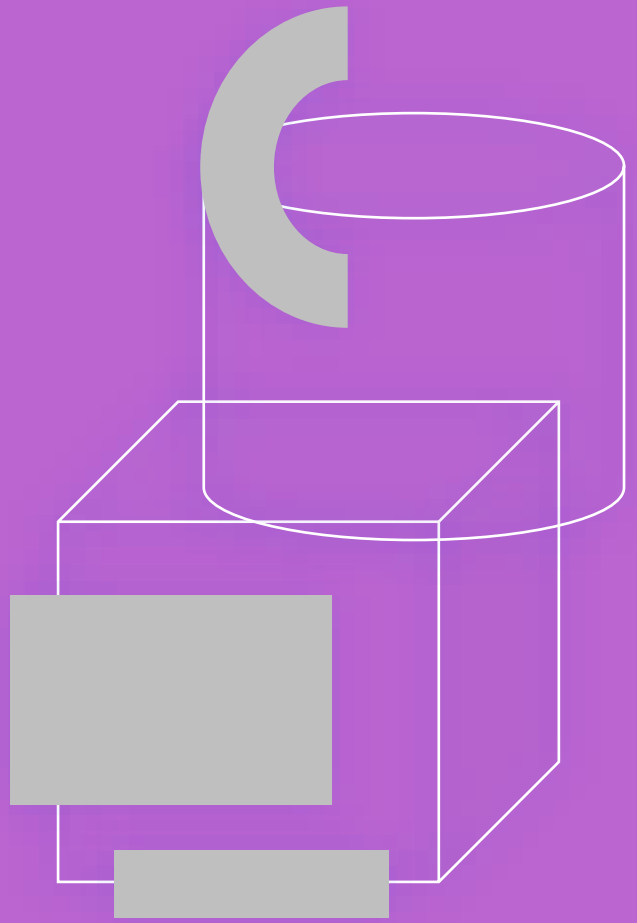
90K+
Top-advertised micro dramas

80M+
Micro drama ad creatives

50K+
Daily updates

www.socialpeta.com

Content



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2 Marketing Analysis

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Market Situation

Market overview of global micro dramas;

Comparison of characteristics among different markets;

Increase factors and challenges.

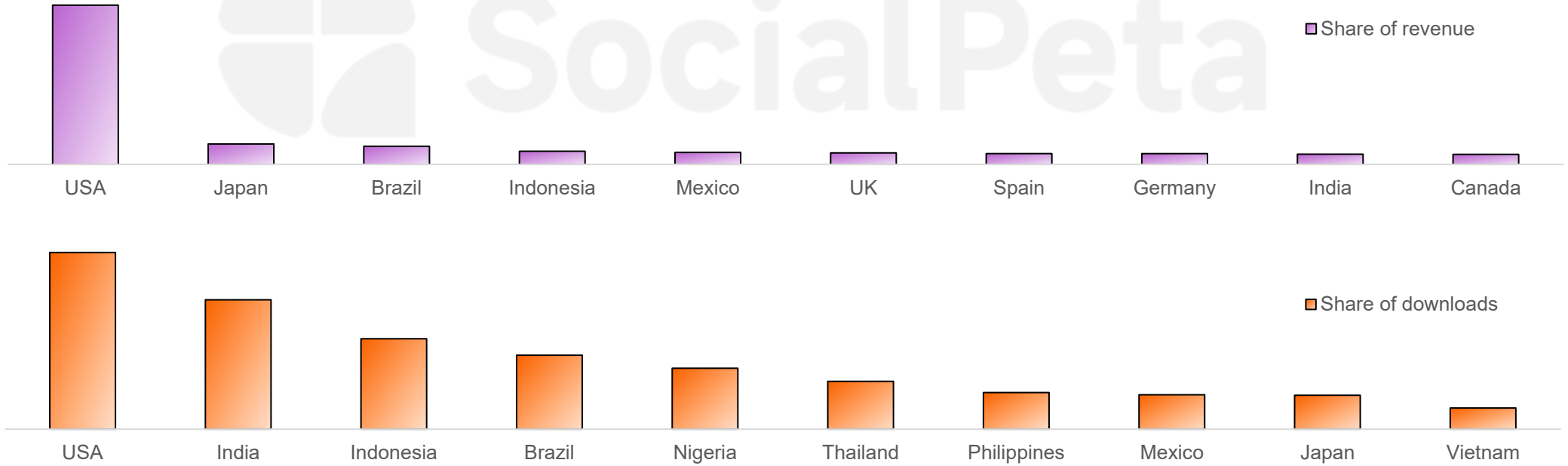
01



Top 10 Regions by Market Shares of Micro Drama Apps in H1 2025

Revenue: USA accounted for 40% of total revenue to be the top 1. People there were more willing to pay for high-quality micro dramas because of the strong willingness to pay, high business value, mature entertainment consumption environment, and high-income levels in the market. Though Japan and Brazil were ranked immediately behind, USA was far ahead of them in overall popularity and paid user scale.

Downloads: USA also took the No. 1 spot, with a wide curiosity about micro dramas. In addition, India, Indonesia, Brazil, and other regions in Southeast Asia and Latin America made it to the list because of high Internet availability rates and large groups of young people who had high demands for relaxing micro dramas that cater to a fragmented, fast-paced life. And the low requirements for downloading (network traffic and devices) micro dramas also contributed to increased downloads.



Source: SocialPeta, based on data that were captured and analyzed.
Date Range: Jan - Jun 2025

Comparison of Characteristics Among Mainstream Micro Drama Markets

North America

- Genres like urban romance and dominating-yet-sweet love stories make up a larger proportion of all genres.
- Fantasy elements such as werewolves and vampires are very popular.
- Most audience are female, who value quality and acting skills.
- TikTok and Instagram are the main advertising platforms.

Southeast Asia

- School life, family life, time travel and reversal of fortune are hot genres.
- Main audiences are young people aged 18-30 who favor fast-paced and dramatic stories.
- Facebook and YouTube are the main advertising platforms
- Local platforms are rising, attaching importance to traditional customs of different countries/regions

Japan & South Korea

- Revenge and career success genres are popular in Japan. Genres such as sweet love and cute babies, and rebirth and time travel are popular in South Korea.
- In Japan, users are mainly young and mid-aged females. In South Korea, main users are women of all ages.
- Local TV channels or social media can be the main advertising platforms, depending on local lifestyles

Middle East

- Genres including wealthy family feud, family's revenge, religion and fable account for a large proportion, focusing on morality and ethics and traditional values.
- Audiences are high-income people aged 25-50 with high willingness to pay.
- High-level localization, the micro dramas proceed differently from those in Europe and America.

Source: Based on public data collected from the Internet.

Driving Factors for the Growth of Micro Drama



Localized adaptation

Hot Chinese micro drama IPs are adapted for the local cultural settings, dubbed in local languages, cast with local actors. The stories are tailored to meet the tastes of local audience. For example, “True Love Waits” released on FlickReels successfully achieved an increase in views through deep localized adaptation. It has proved the importance of localization strategies to micro dramas in expanding overseas markets.



Hot micro drama of new genres

In the first half of this year, ReelShort and DramaBox remained in the lead. But a few other platforms stood out with micro dramas of new genres such as boys' love and silver hair. It shows that a micro drama app needs to be more innovative in order to be distinguished from other apps, which is currently the biggest challenge.



Platforms’ subsidy policies

Major micro drama platforms competed in purchasing good web novels, comics, and animations, as well as receiving works on their websites. Because micro dramas can be inspired and enriched by those different scripts. Meanwhile, platforms such as TikTok also offered incentives to encourage exclusive contents, which greatly increased creators’ activation.

Source: Based on public data collected from the Internet.

Challenges of Cultural Difference

Legal compliance

Conflict of values: LGBTQ+ and violent elements are restricted in some countries in Middle East and Southeast Asia.
Laws and regulations: Japan & South Korea have very strict laws on protection of minors and workplace discrimination.
Solutions: Censor in advance the contents of micro dramas and form a team of local scriptwriters to avoid such risks.



Religious sensitivity

Middle East: Controversy can be easily caused by misuse of religious symbols and wrong settings of female characters.
Southeast Asia: Adaptation of myths and legends must respect the local regions and avoid profanities.
Solutions: Hire religion consultants to participate in writing scripts and establish a censor committee.

Narrative rhythm

North America: Popular micro dramas proceed slowly and focus on characters' psychology.
Southeast Asia: Micro dramas are characterized by intense conflicts, quick plot reversals, and trending topics.
Japan & South Korea: Micro dramas feature exquisite emotions and local funny stories.

Source: Based on public data collected from the Internet.

Marketing Analysis

Insights into advertising data of global micro drama apps: homegrown dramas, foreign language subtitled dramas, dubbed dramas

Marketing preference in countries/regions, latest advertising trends, popular ad copies

02



Top 20 Micro Drama Apps by Advertising in H1 2025

iOS

1	NetShort	NETSTORYSMATRIX	11	ReelShort	Crazy Maple Studio	1	DramaWave	SKYWORKAI
2	ShortMax	JIU ZHOU WEN HUA	12	MiniShorts	NoventurePTE.LTD.	2	NetShort	NETSTORYSMATRIX
3	DramaBox	Dianzhong Tech	13	HoneyReels	HKYAWENINFORMATION	3	ShortMax	JIU ZHOU WEN HUA
4	DramaWave	SKYWORKAIPTE LTD	14	ShotShort	花笙书城	4	DramaBox	Dianzhong Tech
5	StardustTV	SHAN HAI DOAN JU	15	JoyReels	JoyDreamLimited	5	StardustTV	SHAN HAI DOAN JU
6	KalosTV	QINRON	16	DreameShort	STARY	6	ReelShort	Crazy Maple Studio
7	GoodShort	New Reading	17	HappyShort	ZhengzhouTianqiaoE-commerceCo.,Ltd	7	MoboReels	MoboReader
8	MoboReels	MoboReader	18	FlexTV	MPU	8	GoodShort	New Reading
9	FlickReels	ZHANGWANWANGLUO	19	TouchShort-TV	ShengRuiCulture	9	KalosTV	QINRON
10	MyDrama	HolyWaterLimited	20	Playlet	清盈网络	10	FlickReels	ZHANGWANWANGLUO

Android

11	MyDrama	HolyWaterLimited	1	DramaWave	SKYWORKAI	11	MyDrama	HolyWaterLimited
12	MiniShorts	NoventurePTE.LTD.	2	NetShort	NETSTORYSMATRIX	12	MiniShorts	NoventurePTE.LTD.
13	JoyReels	JoyDreamLimited	3	ShortMax	JIU ZHOU WEN HUA	13	JoyReels	JoyDreamLimited
14	Sereal+	COL	4	DramaBox	Dianzhong Tech	14	Sereal+	COL
15	FlareFlow	FlareFlow	5	StardustTV	SHAN HAI DOAN JU	15	FlareFlow	FlareFlow
16	HappyShort	ZhengzhouTianqiaoE-commerceCo.,Ltd	6	ReelShort	Crazy Maple Studio	16	HappyShort	ZhengzhouTianqiaoE-commerceCo.,Ltd
17	FlexTV	MPU	7	MoboReels	MoboReader	17	FlexTV	MPU
18	KukuTV	MebigoLabsPrivateLimited	8	GoodShort	New Reading	18	KukuTV	MebigoLabsPrivateLimited
19	DreameShort	ShenzhenStartingTimeTechnology	9	KalosTV	QINRON	19	DreameShort	ShenzhenStartingTimeTechnology
20	DramaShorts	BrailionVentures Limited	10	FlickReels	ZHANGWANWANGLUO	20	DramaShorts	BrailionVentures Limited

Source: SocialPeta - Micro Dramas - Analysis of Top APPs by Advertising; advertisers are sorted (from high to low) by the numbers of their deduplicated creatives within the date range.;
Date Range: Jan - Jun 2025

Top 20 Micro Dramas by Advertising in H1 2025

	Homegrown dramas			Foreign language subtitled drama			Dubbed dramas		
1		Spark Me Tenderly	75.7K		The Beggar King’s Bride	72.3K		The Missing Master Chef	87.4K
2		CEO Wants My Little Rascal	67.6K		After Her Long Slumber, Brothers Regret	36.7K		A Baby ,a Billionaire, And Me	54.3K
3		True Love Waits	52.7K		She Slept, They Wept	28.9K		Amor Inesperado	23.8K
4		Evil Bridevs. The CEO’s SecretMom	37.1K		Bound to the Tyrant’s Heart	21.4K		La reina del destino	16.1K
5		Runaway Billionaire Becomes My Groom	31.4K		Racing King:Rise Again	17.9K		絶世	12.4K
6		Lycan Princess Won’t Be Your Luna	30.9K		Heavenly Sword ,Mortal Fate	16.7K		The Legend of A Bastard Son	12.3K
7		ENGAGED TO THE ENEMY	30.5K		The Perfect Trap	12.2K		Love at Fifty	12.1K
8		Sleeping Beauty and Three Brothers	27.7K		Venganza enla Pista	12.1K		My Dad is the Hidden Boss	12.0K
9		YOUNG ELITE	26.7K		Goodbye, MyBrothers	12.0K		El CEO quiere a mi pequeño bribón	10.9K
10		My Mother Is A Mafia Boss	26.3K		Destiny’s Keeper	11.8K		L'HOMME QU'ILS ONT TRAHI	9.8K

Source: SocialPeta - Micro Dramas - Analysis of Top Micro Dramas; micro dramas are sorted (from high to low) by the numbers of their deduplicated creatives within the date range.
Date Range: Jan - Jun 2025

Trends in Advertisers & Creatives for Micro Drama Apps in H1 2025

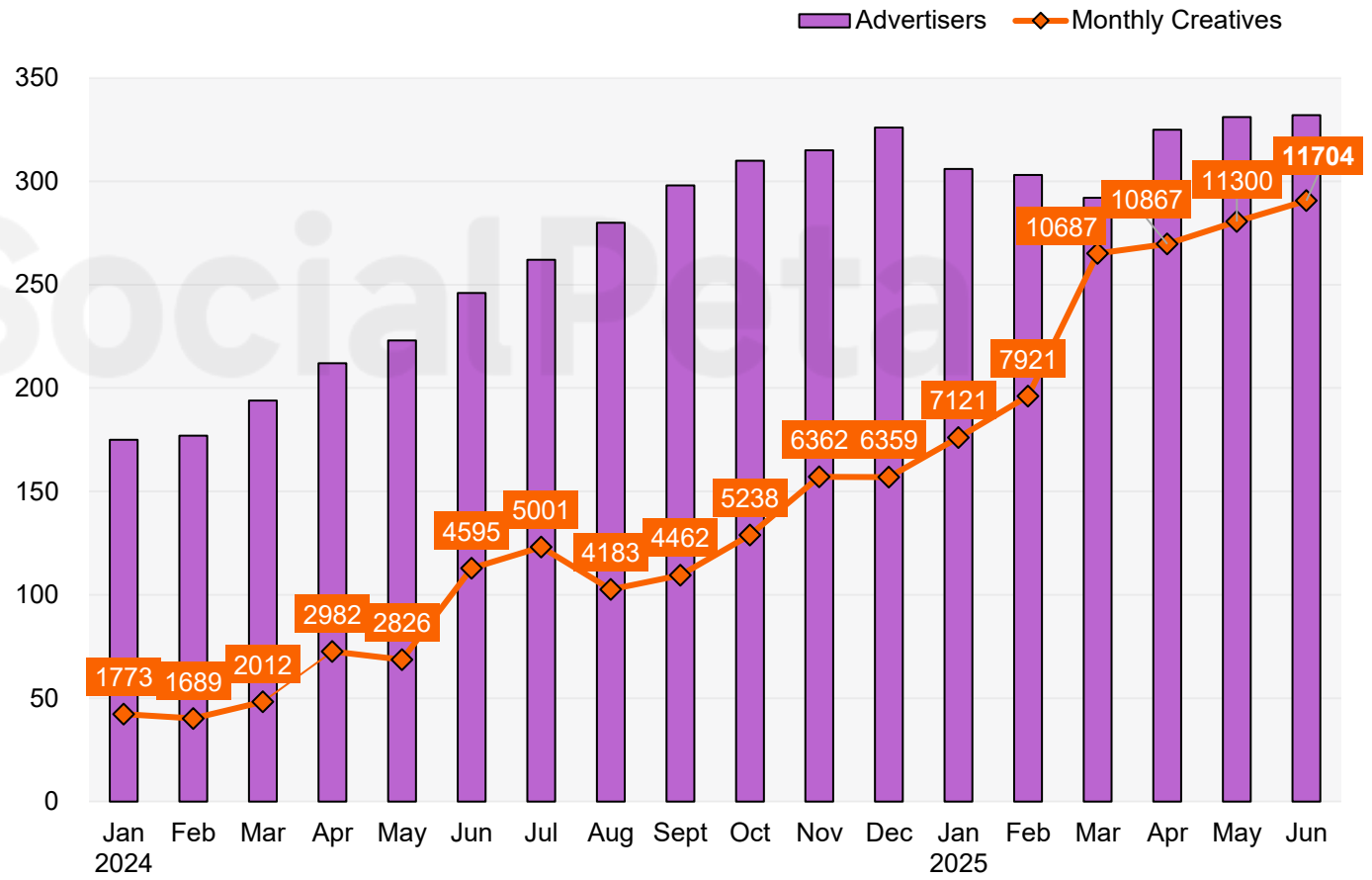
In H1 2025, the number of active micro drama advertisers held steady at above 300, an increase of over 53.9% YoY. Monthly creatives grew month by month. In H1 2025, monthly average creatives increased by 275.38% YoY. Investments in micro dramas are still increasing.

Monthly average active advertisers

315

Monthly average creatives

9933



Source: SocialPeta, based on data that were captured and analyzed.
Date Range: Jan 2024 - Jun 2025

Micro Drama App Advertising Trends in Top Countries/Regions in H1 2025

Southeast Asia surpassed Europe in the number of active advertisers to be ranked top 2.

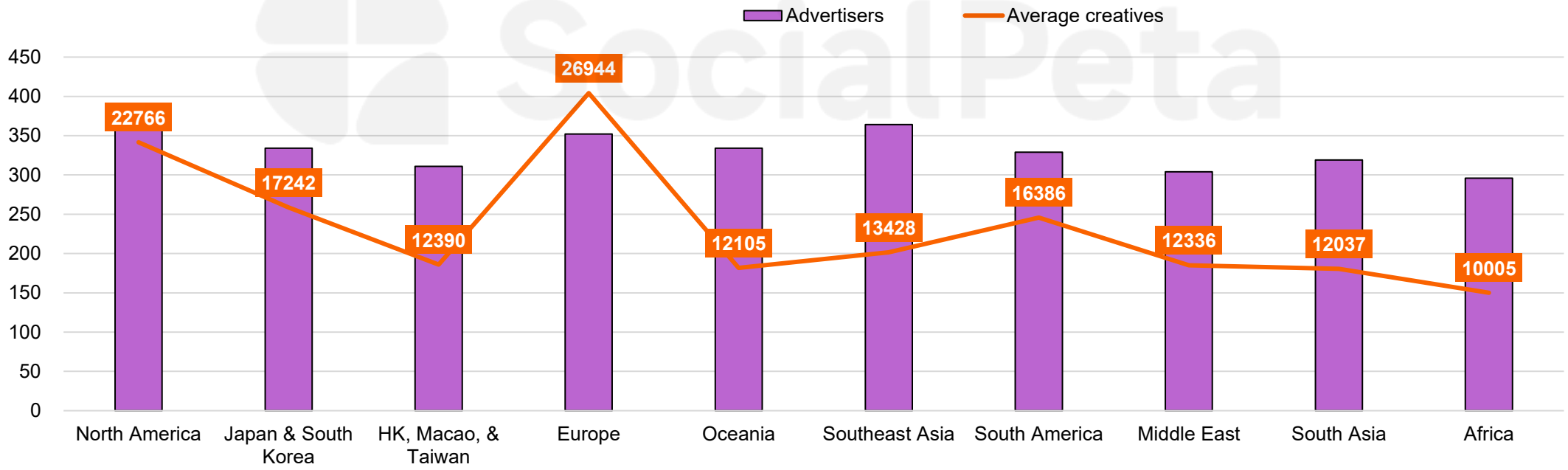
Europe and America maintained leading positions in terms of average creatives, while Africa had relatively fewer average creatives.

Highest number of advertisers: North America

North America recorded the highest number of active micro drama app advertisers, which was over 387.

Highest average creatives: Europe

Europe reported the highest average creatives, followed by North America, Japan & South Korea, South America.



Source: SocialPeta, based on data that were captured and analyzed.
Date Range: Jan - Jun 2025

Analysis of Popular Micro Drama Ad Copies in H1 2025

Top 10 advertising languages

Language	Share
English	40%
Spanish	15%
French	10%
Portuguese	7.5%
Chinese	6%
Indonesian	5%
South Korean	4%
Japanese	3%
Thai	2.5%
Italian	2%

Top 10 frequent phrases

Phase
"Watch FULL Episodes"
"Download Netshort"
"My Drama"
"More Series"
“Micro Drama"
"Exclusive Content"
"Hot, very hot"
"Continue Watching"
"Explore My Drama"
"Regardez PLUS DE SÉRIES"

Characteristics of ad copies in different languages

English: Exclamation marks and commanding tones are often used, creating an atmosphere of urgency and attraction.

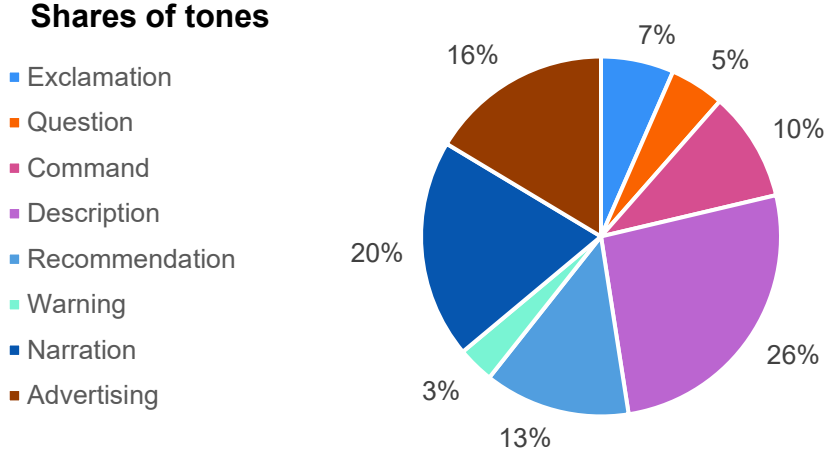
Spanish: Questions are used to intrigue curiosity and elicit emotion.

French: Elegant and detailed descriptions, aiming at high-end users.

Chinese: Plot reversals and climax, firmly holding people’s attention.

Indonesian: Simple phrases are used to directly call on people.

Shares of tones



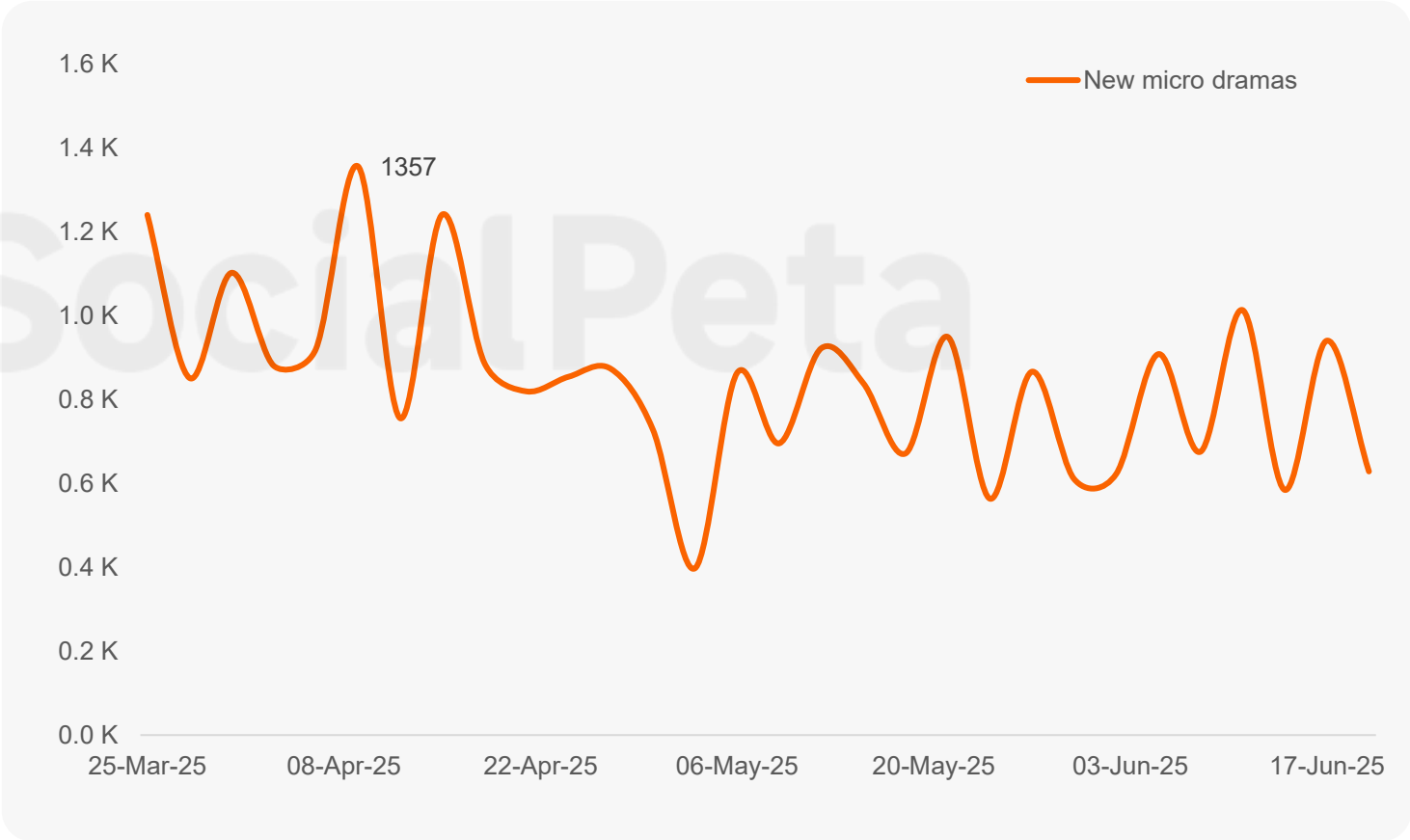
Source: SocialPeta, based on data that were captured and analyzed.
Date Range: Jan - Jun 2025

Trends in Newly Advertised Micro Dramas

Newly released micro drama apps

ShortBox	4-Jun-2025
Loom Drama	28-May-2025
Shortv	27-May-2025
Mozz	24-May-2025
Vaha Lite	15-May-2025
Joyshort	15-May-2025
Star Reels	12-May-2025
Pocket Drama	10-May-2025
Mini Drama	9-May-2025
Nice Drama	9-May-2025

There were ups and downs in the number of newly advertised micro dramas, **with a peak of about 1.3K in early April 2025.**



Source: SocialPeta, based on data that were captured and analyzed.
Date Range: Jan - Jun 2025

The Leading Apps

Marketing trends in global mainstream micro drama apps; new apps' market entry strategies

Differences in operation of local micro drama apps

03



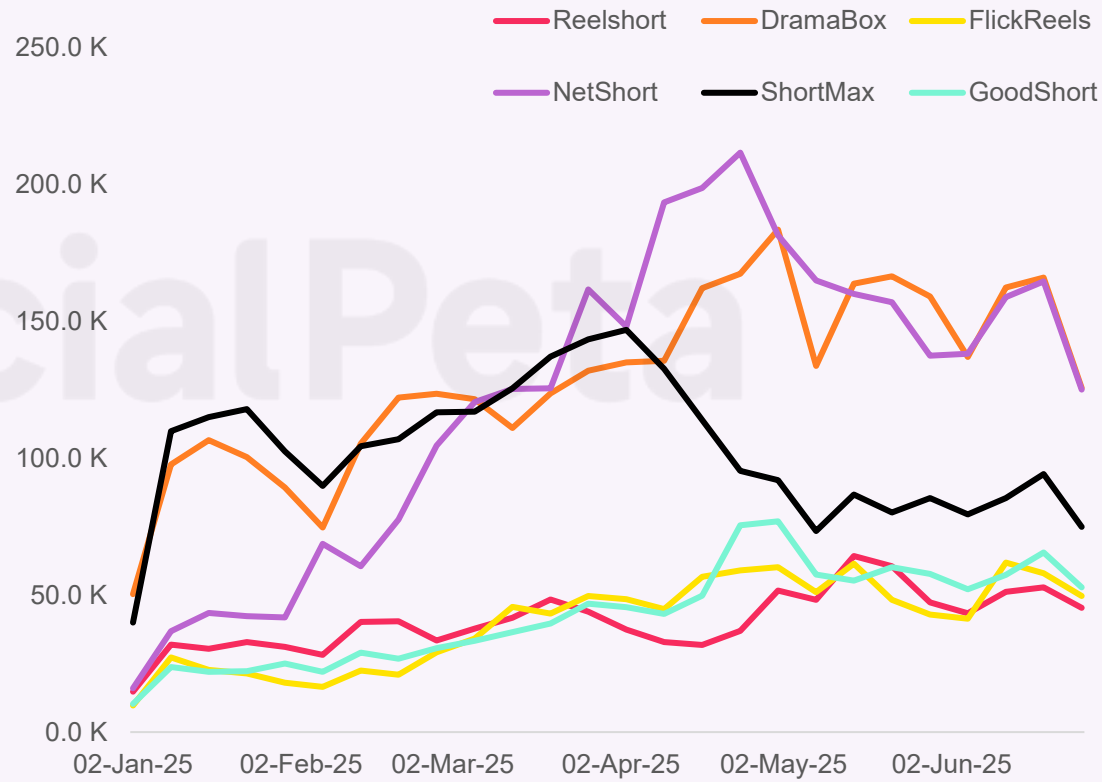
Advertising Trends in Global Mainstream Micro Drama Apps

Benefiting from its first-mover advantage, ReelShort built early-stage customer loyalty and brand recognition. Despite some fluctuations in ad spending, it primarily focused on social media marketing.

DramaBox gained a foothold in the European and American markets through precision advertising and novelty content. Its micro dramas featuring boys' love were widely popular. The app had confidence and drive force to maintain a relatively higher level of advertising thanks to its effective ad creatives.

FlickReels focused on micro dramas featuring silver hair by releasing several hot micro dramas that combine translation and original works.

At the early stage, NetShort released many dubbed micro dramas. Its frequently updated male-oriented and female-oriented micro dramas satisfied the needs of different groups and further built its user base. In order to retain its users and maintain the current downloads and user activation, the app continued to release ad creatives this year.



Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

A top app’s strategy to dominate charts: first mover advantage + social media marketing + new genres

ReelShort generated $130 million in in-app purchase revenue in Q1 2025 to top the revenue chart and growth chart of global micro drama apps. As one of the first micro drama apps entering the global market, its brand recognition was very high. Beyond paid advertising, the app was more active on overseas social media and communities.

ReelShort

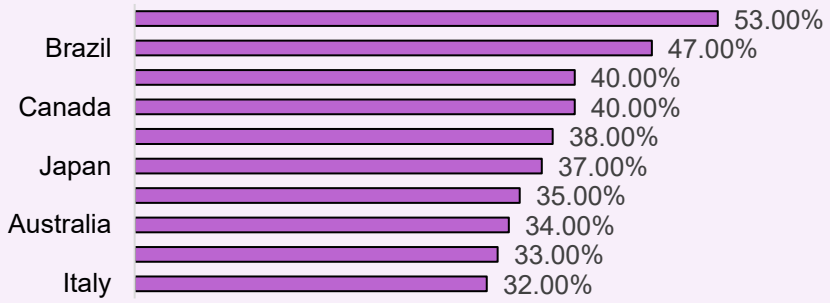
Crazy Maple Studio

Advertising Data

First advertising date: June 2022

Total deduplicated creatives: 1.34M

Shares of creatives of top countries/regions by advertising



Representative Micro Dramas



“HOW TO TAME A SILVERFOX”

Age gap relationship + Bodyguard + Forbidden Love

Mark Reeves, a billionaire, sends his best friend Chris Collins to protect his daughter Harper Reeves from her ex’s harassment. Chris is a strong-willed and dominating silverfox. He owns a bar and knows how to handle people who pick quarrels or make troubles. He and Harper develop feelings for each other despite their significant age difference.



“HOW TO DUMP A HOCKEY STAR”

Love triangle + Modern + Marriage

After leaving behind her life as a billionaire heiress, Renee dedicates herself to helping her husband recover from a vegetative state and pursue his NHL dreams. However, after suffering a devastating miscarriage, she is faced with a brutal truth: the man she sacrificed everything for might have chosen someone else.

Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

A top app’s strategy to dominate charts: precision advertising + novelty content

DramaBox, a global micro drama app of Dianzhong Group, quickly rose in the market through precision advertising and novelty content to become one of the leading micro drama apps in the European and American markets. The app released boys’ love dramas this year, setting a trend followed by many other apps.

DramaBox

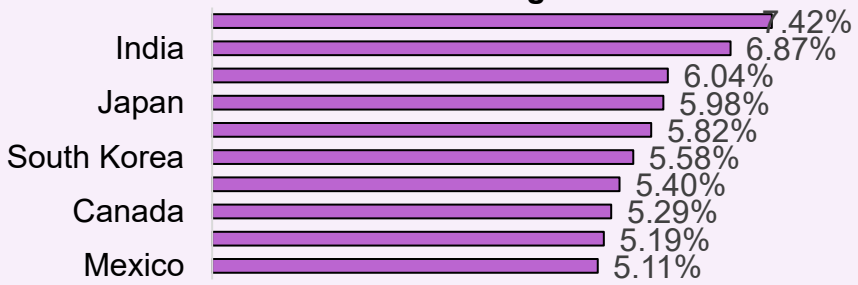
Dianzhong Tech

Advertising Data

First advertising date: April 2023

Total deduplicated creatives: 3.33M

Shares of creatives of top countries/regions by advertising



Representative Micro Dramas



“The Hockey Star’s Remorse”

Complicated love + Misunderstanding + Athletes

Six years ago, nerdy Evie spent a magical night with her crush, hockey star Timothy only to learn it was all a bet. Now a successful producer, she crosses paths with him again. In front of reporters, Timothy publicly apologizes and reveals he's been waiting for Evie ever since. Within an hour, #FindEvie is trending at number one.



"My Secret Agent Husband 2"

Boys' love + Sweet love + Agent

After surviving the chaos of their first adventure, Lucas and his secret agent husband, Wyatt, finally settle into a new chapter of their lives. Lucas is thriving as CryptoLink's CEO, while Wyatt juggles his undercover missions. But just when they think they've found stability, old threats resurface, new betrayals unfold, and their long-awaited wedding is once again in jeopardy.

Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

A representative new app: Seize market share with foreign language subtitled dramas through heavy advertising

NetShort, officially launched in July 2024, grabbed global market share mainly by foreign language subtitled dramas and heavy advertising at the early stage. Recently, it has had many homegrown dramas released and its ad creatives increased further, making it the top 1 on the advertising chart of micro drama apps in H1 2025.

NetShort

Maiya

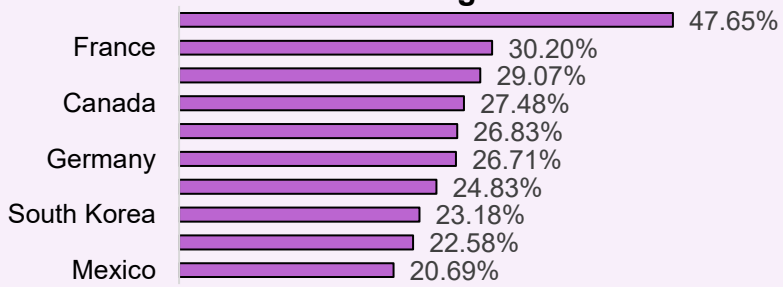
Advertising Data

First advertising date: July 2024

Total deduplicated creatives:

2.345M

Shares of creatives of top countries/regions by advertising



Representative Micro Dramas



"Don't mess with billionaire's parents!"

The middle-aged & elderly + Revenge + Sadness followed by happiness

Mary joins a tour with her memory-impaired husband to relive their past, but a mistaken identity leads to humiliation by the guide. When the truth comes out, the guide falls into regret and ruin—while Mary and her husband rediscover their long-lost sweetness.



"The Missing Master Chef"

Male-oriented + Reversal of fortune + Secret Identity

Alejandro, a legendary chef at the peak of his career, is engulfed by growing perplexities: What is the true meaning of cooking? What is the meaning of life? He gives up his fame and wealth in order to find answers. But he almost breaks down when he is wandering on the street, lonely and starving. Fortunately, Alicia, a restaurant owner, takes him in and gives him a job as a kitchen porter.

Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

A representative new app: Focus on market segments and stand out with silver hair and period dramas

FlickReels is a global micro drama app launched by ZHANG WAN in July 2024. The app stood out in the global market with its translated or adapted micro dramas. By achieving 5 million downloads and grossing over $10 million in revenue, the app had made it to the chart of top 10 best-selling entertainment apps in Southeast Asia many times.

FlickReels

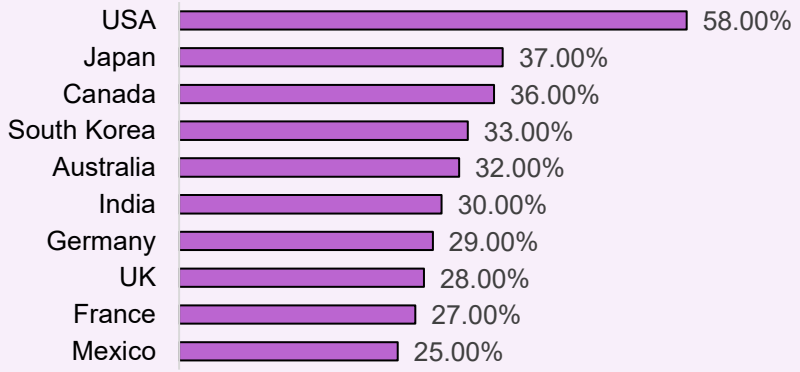
ZHANG WAN

Advertising Data

First advertising date: July 2024

Total deduplicated creatives: 674K

Shares of creatives of top countries/regions by advertising



Representative Micro Dramas



"Love at Fifty"

The middle-aged & elderly + Sweet love + Hidden identity + Flash marriage

Xiangxiu, at the age of 50, not wanting to be arranged in marriage by her daughter-in-law, lied that she had remarried. Jiang Shu, the chairman of Jiangshi Group, also lied about being married to reassure his daughter before she went abroad. The two hit it off and got their marriage certificate, only to part ways immediately after. A year later, Xiangxiu, working as a company cleaner, encounters Chairman Jiang Shu again, but neither recognizes the other.



"1955: Married the Mafia Boss by Contract"

Period drama + Sweet love + Mafia

When Alice finds herself entangled with mafia boss Vincent, she turns to her fiancé Walter for a quick wedding—only to be betrayed and sold off at the altar. Vincent rescues her and proposes, but she rejects him. Later, when Alice's mother falls gravely ill, Vincent steps in with money and support. In return, Alice agrees to marry him—for just one year. Over time, she discovers the shocking truth: it was Vincent who saved her life years ago…

Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

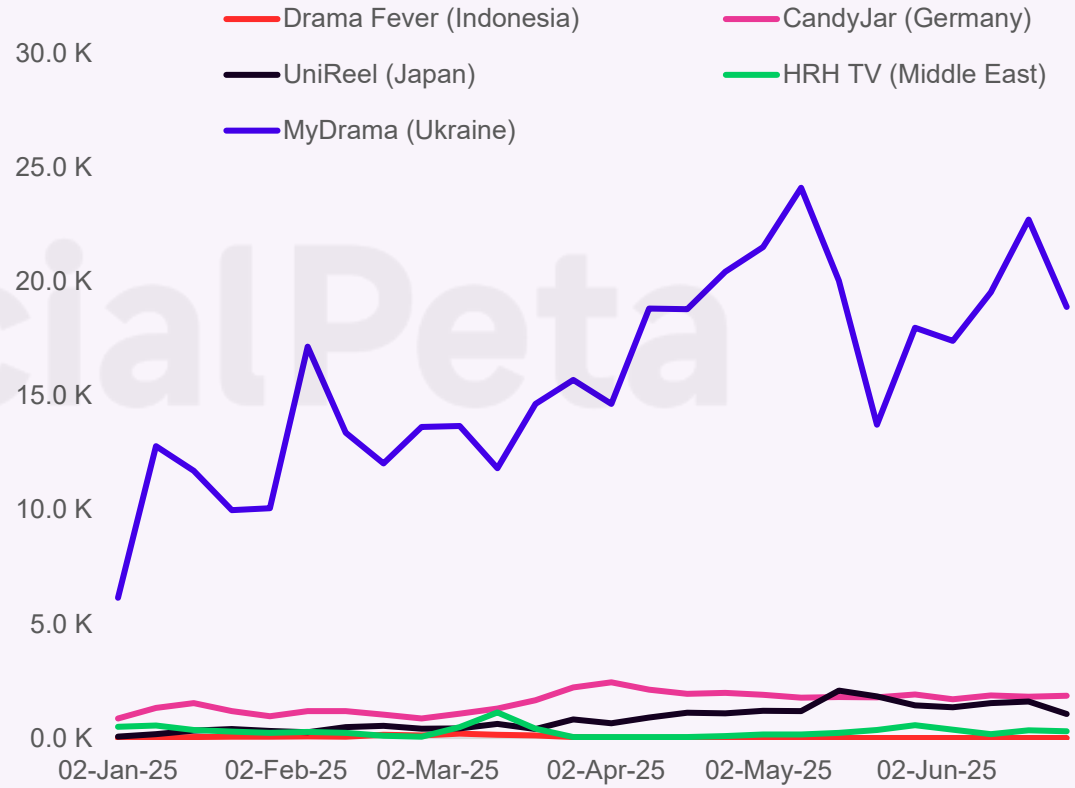
Advertising Trends in Local Micro Drama Apps Overseas

Global micro drama apps were mostly at the beginning or the early stages of growth, therefore they didn't understand the market well enough to grasp the market. They were still immature in content production and user acquisition. They didn't venture to release massive ad creatives.

For example, MyDrama (Ukraine) mainly offered second-run dramas at the early stage and grabbed market share by heavy advertising.

Some apps, such as HRH TV, chose to get support from local capitals and hire Chinese experienced agent for the apps' operation.

UniReel, operated by the Japanese subsidiary of COL Group, is a part of the Group's going-global plan.



Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

Local micro drama apps in Ukraine: Start with second-run dramas + Expand with heavy advertising

MyDrama is a micro drama app developed by the Ukrainian company Holy Water Limited. The company started with desktop wallpaper business and later entered the micro drama market. Its dramas had been mostly second-run before it started to focus on the European and American markets. The app heavily advertised homegrown dramas and foreign language subtitled dramas to be ranked high on the chart by advertising in May 2025.

MyDrama

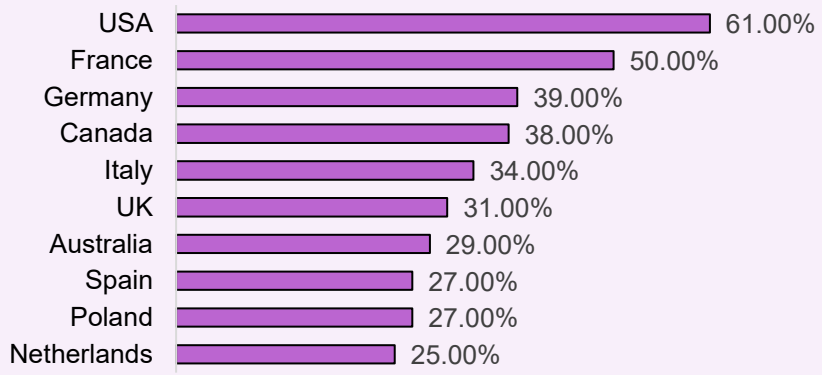
Holy Water Limited

Advertising Data

First advertising date: Mar. 2024

Total deduplicated creatives: 319K

Shares of creatives of top countries/regions by advertising



Representative Micro Dramas



"ENGAGED TO THE ENEMY"

Revenge + Complicated love + Mafia

It's a story about Enny, a kind-hearted but strong-willed woman, and Daniel, a ruthless mafia leader who is as dangerous as he is irresistible. Their love story? Anything but ordinary.



"Brace Face Betty"

Complicated love + Reversal of fortune + School

A timid wallflower catches the eye of her high school's notorious rebel. As their connection deepens, she must navigate hidden agendas and unexpected feelings while discovering her own strength.

Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

Local micro drama apps in Middle East: Royal investment + Chinese operation team

HRH TV is a domestic company in Saudi Arabia. One of its equity participants is a royal princess and a Chinese experienced agency is hired for its operation. The major language is Arabic, which guarantees that its micro dramas are well-received. The dramas are slow-paced without subtitles, which fits Arabic writing characteristics and also meets the tastes of people in Middle East.

HRH TV

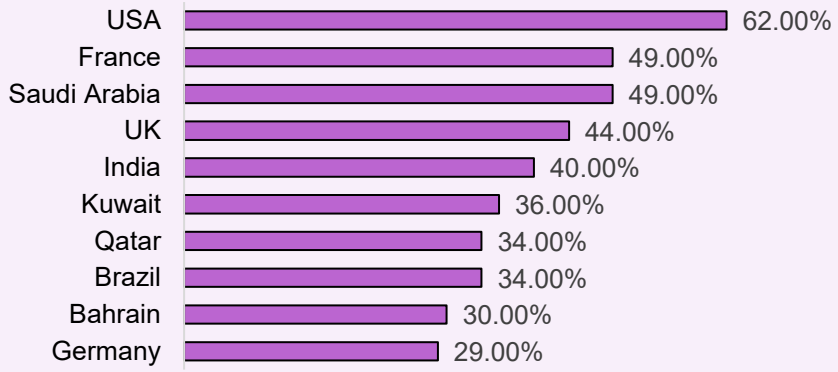
HRH Localmedia Company

Advertising Data

First advertising date: Nov. 2024

Total deduplicated creatives: 8.88K

Shares of creatives of top countries/regions by advertising



Representative Micro Dramas



"العيونالسحرية"

Revenge + Super power+ Reversal of fortune

Faisel is an ordinary worker in a jewelry market. After a strange accident, he has magical eyes that enable him to see things, identify jewels, perform post-mortem examinations, and discover hidden dangers. With Ramiah's help, Faisel makes the acquaintance of some important figures from the upper class and manages to stop the big plot framed by his enemy Adam.



"Rich man"

Revenge + Reversal of fortune+ Urban

Abas, an ordinary deliveryman, gets involved into a fight over the right to inherit Angi Group. Faced with family inheritance and power struggle, will he find his feet in the ever-changing business world? Let's see how he is gonna turn the tables!

Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

Local micro drama apps in Japan: Initiated by a major company + working with a Japanese TV channel

UniReel is a vertical app launched by COL JAPAN, the Japanese subsidiary of COL Group. In the evening after its release, UniReel took the second spot on the iOS entertainment chart in Japan, indicating its great popularity. Its first original micro drama "The Last Lesson: Only Those Who Survived Can Graduate" was produced by a Japanese channel. Starred by Yagi Yusei, it's the first micro drama in Japan that is about genuine mystery in school.

UniReel

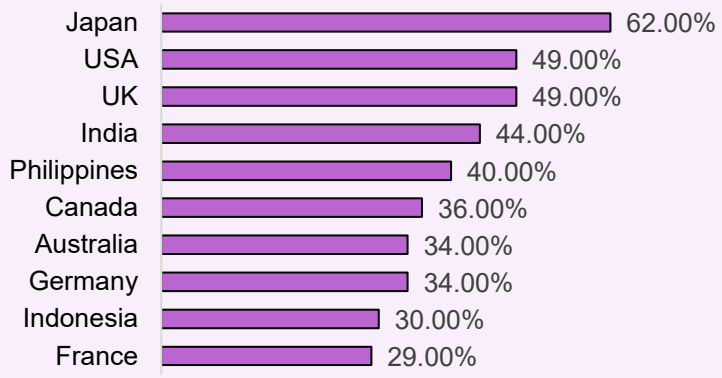
COL JAPAN

Advertising Data

First advertising date: Dec. 2024

Total deduplicated creatives: 9.90K

Shares of creatives of top countries/regions by advertising



Representative Micro Dramas



"最期の授業"

Mystery + School + Battle Royale

"Kill each other and only the survivors can graduate. That's it." That's the start of the first micro drama about a life-or-death game in school. Students and teachers struggle for their own lives.



"殺せなかった妻"

Complicated love + Revenge + Suspense

The husband tries to kill his wife for her money. But he fails. Is it love or madness, or other emotions? Mariya Nishiuchi and Kasamatsu Sho will unfold an appalling revenge story of desire, love, and hate.

Source: SocialPeta - Advertiser Analysis, analysis of creatives released within the date range.
Date Range: Jan - Jun 2025

Hit Micro Dramas

Global popular micro dramas, genre features, and production direction

Ad creatives for hit micro dramas



04

Mainstream Genres of Going-Global Micro Dramas

Sweet Love

They are sweet and romantic love stories full of entertaining and intimate interactions between the hero and heroine, satisfying people's expectations for wonderful love.

Genre Features

The dramas are fast-paced, and full of romantic atmosphere and intimate interactions. The main characters are often a dominating CEO/cool straight-A student and an ordinary girl who fall in love with and misunderstand each other.

Audience Profile

Females aged 18-35, mainly in North America and Southeast Asia.

Production Direction

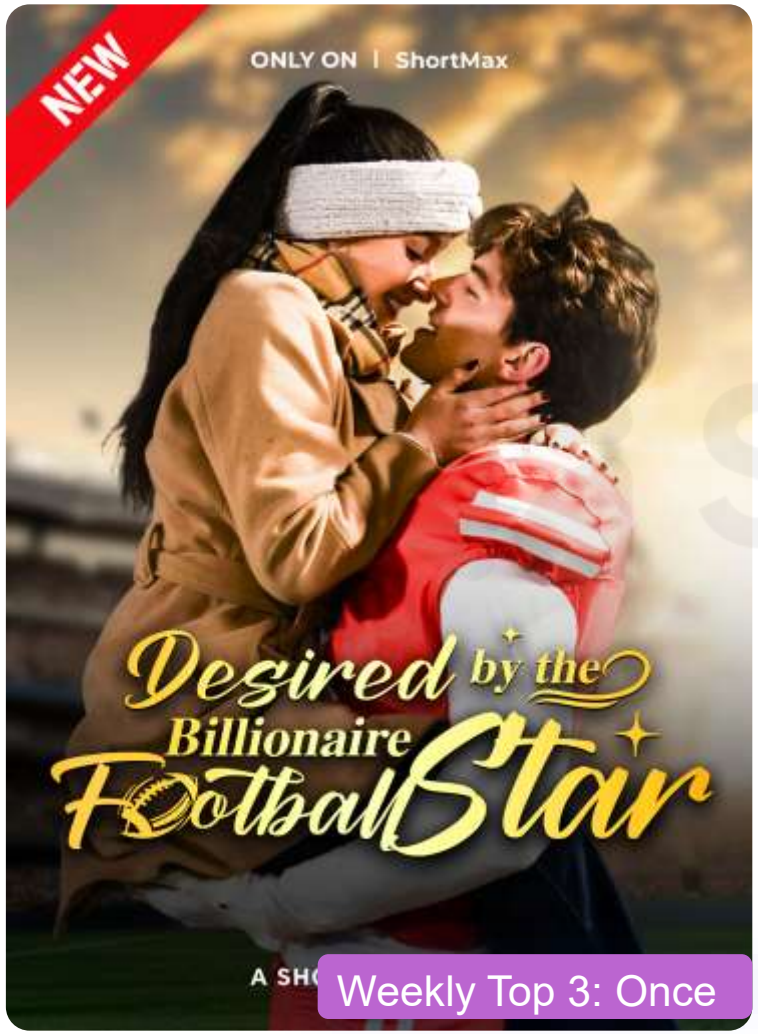
Intensify cultural adaptation to avoid ambiguity and obscurity of expression. Cast actors who are pretty in the local people's eyes. Add elements such as fantasy and super power.

Cultural Adaptation

Avoid sensitive cultural elements, such as bride price. Adjust the views of love to the local social values.

Source: Public data on the Internet.
Date Range: Jan 2024 - Jun 2025

Falling in love with a football star

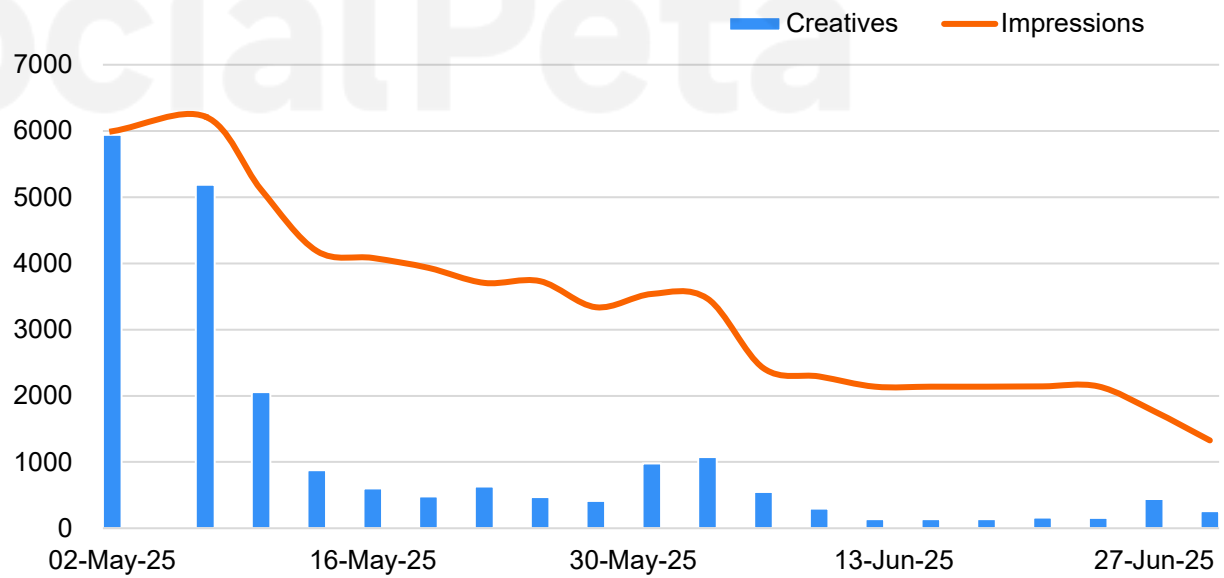


Name: "Desired by the Billionaire Football Star"

Available on:

Total creatives: 11K **7-Day estimated impressions:** 58.65M

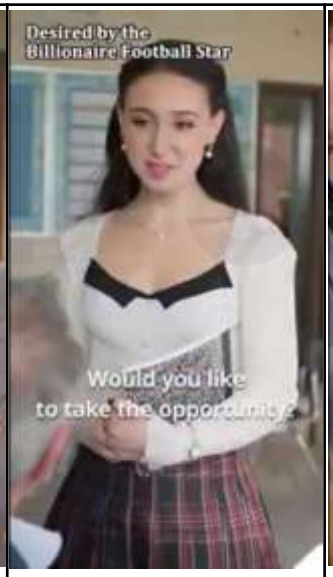
Major regions of advertising: USA, UK, France, Canada, Australia…



Source: SocialPeta - Micro Dramas - List of Top Micro Dramas - Analysis of A Specific Micro Drama.
Date Range: Jan - Jun 2025

Analysis of Popular Ad Creatives for "Desired by the Billionaire Football Star"

Popular active ad creative: This short creative grabs attention with the hero's shocking revelation—he's lost his virginity. Unlike typical micro-dramas, he instantly recognizes the heroine, sparking curiosity. It ends with a subtle hint that he knows her identity, leaving viewers eager to see his next move.

A dramatic beginning	Development of the story					Cliffhanger ending
						
The hero announces that he is looking for the girl who took his virginity at a press conference.	A bad girl insults the heroine, suspecting that she is the mystery girl.	The heroine tells her best friend everything.	The hero recognizes the heroine and has the initiative.	The principal of the school follows the arrangement and asks the heroine to interview the hero.	The hero stops the jealous girl from slapping the heroine.	The hero hints to the heroine that he has recognized her long ago.

Click to play the video ad creative

Source: SocialPeta - Micro Dramas - Analysis of Creatives for Micro Dramas, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Jun 2025

Mainstream Genres of Going-Global Micro Dramas

Reversal of Fortune

They are stories about how the main character overcomes all the difficulties to achieve great success and rises from the bottom, finding an echo in the audience.

Genre Features

The drama genre includes a growth process and revenge/reversal of fortune, giving people great satisfaction. The main characters are often tenacious, resolute, and intelligent. The dramas feature intense conflicts.

Audience Profile

People aged 16-40, mainly in emerging markets

Production Direction

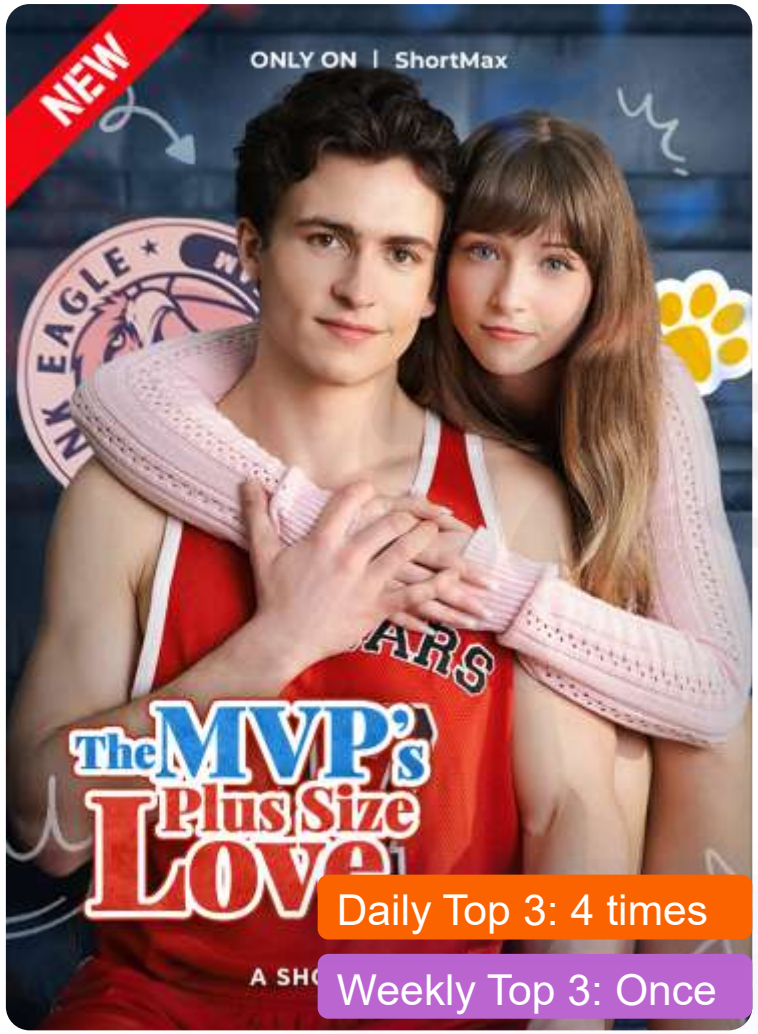
Highlight the main character's growth motivation and strong execution. Incorporate local social issues and pain points to enhance relatability. Design plots of more dramatic tension.

Cultural Adaptation

Understand the local class contradictions, workplace predicament, and other information required for designing a reasonable way to achieve a reversal of fortune.

Source: Public data on the Internet.
Date Range: Jan 2024 - Jun 2025

A Plus-size Girl’s Reversal of Fortune

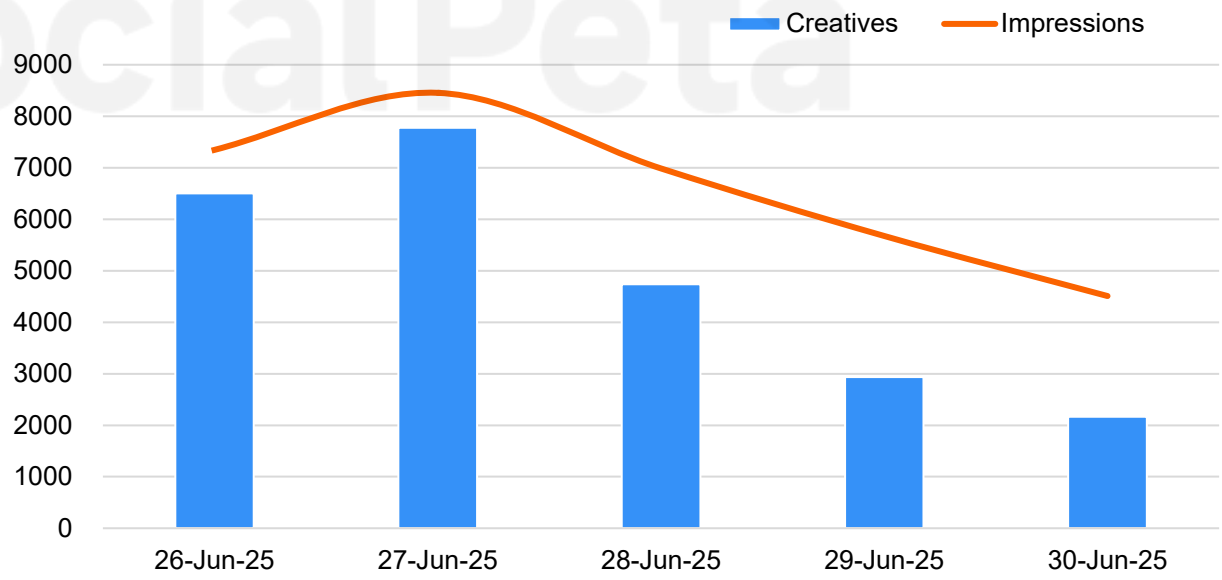


Name: "The MVP’s Plus Size Love"

Available on:

Total creatives: 9.93K **7-Day estimated impressions:** 83.38M

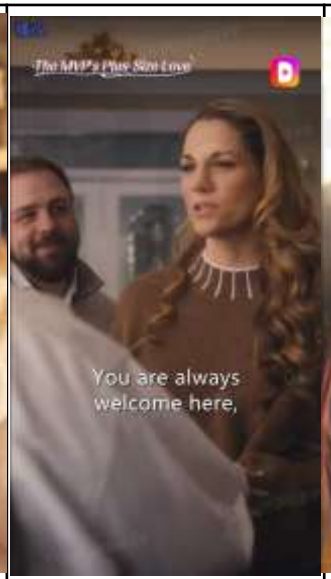
Major regions of advertising: USA, UK, Germany, Canada, Australia…



Source: SocialPeta - Micro Dramas - List of Top Micro Dramas - Analysis of A Specific Micro Drama.
Date Range: Jan - Jun 2025

Analysis of Popular Ad Creatives for "The MVP's Plus Size Love"

Popular active ad creative: The creative directly explains why the heroine decides to lose weight, raising the audience's expectations of her image after losing weight. Then it describes how the heroine is bullied and the hero protects her. The storyboard and light create an intimate atmosphere. In the end, the heroine shows up but is blurred by a halo, which greatly intrigues the audience's curiosity. And they would "click to watch the full version".

A dramatic beginning	Development of the story					Cliffhanger ending
						
It directly shows why the heroine wants to lose weight.	When the cheerleader bullies the heroine, the hero stands up and protects her.	They make a public display of affection. The bestie turns out to be an enemy.	Heartbroken and stress-eating, she meets the hero and finds out that he's her childhood friend.	She asks the hero to help her losing weight. The hero's parents welcome her.	They develop special feelings for each other and they become more intimate than friends.	Hard work pays off. Click to watch the full version.

Source: SocialPeta - Micro Dramas - Analysis of Creatives for Micro Dramas, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Jun 2025

Click to play the video ad creative

Emerging Genres of Going-Global Micro Dramas

Age Gap

They are love stories of couples with big age gaps. An age-gap relationship can be complicated and interesting because there will be conflicts of values, social pressure, and other complicated situations.

Genre Features

The genre features various conflicts and complicated and delicate relationships. There's a sharp contrast between a charming, sophisticated character and a lively young character in power and life experience. Their love is shown through their eyes and physical interactions.

Audience Profile

Mainly people aged 18-35 who are interested in new and challenging love. This genre is more popular in enlightened regions with a great diversity of culture.

Production Direction

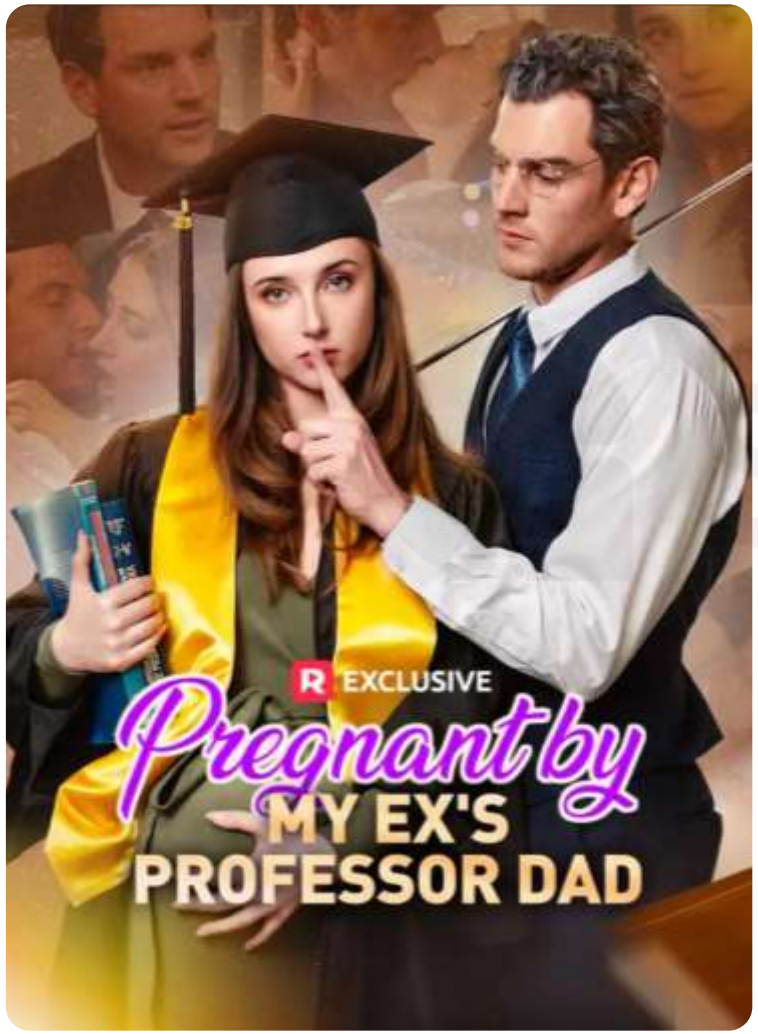
Control the progress of affection. Cast actors who make a convincing couple. Show sexual tension in a special way. Focus on love itself.

Cultural Adaptation

Adjust the age differences and plots to the acceptance level of the local people. Avoid ethical arguments. Show sexual tension within the limit.

Source: Public data on the Internet.
Date Range: Jan 2024 - Jun 2025

It’s Dangerous for Love to Cross the Age Barrier

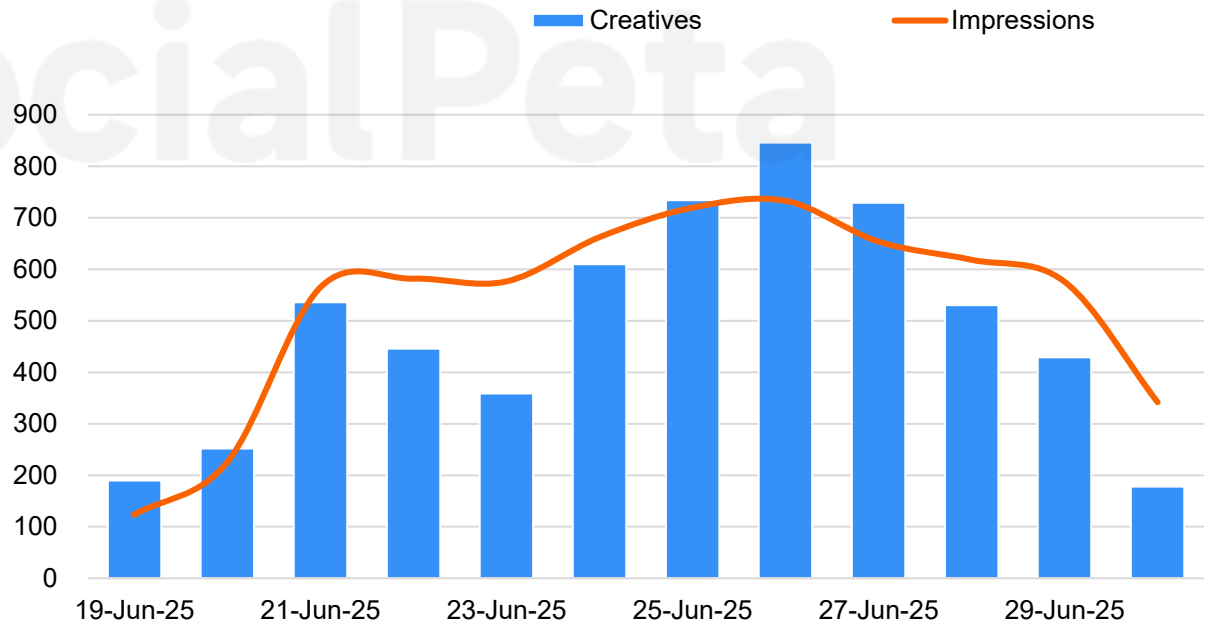


Name: "Pregnant by My Ex’s Professor Dad"

Available on:

Total creatives: 2.2K **7-Day estimated impressions:** 25.61M

Major regions of advertising: South Korea, Taiwan (China), Germany, USA, France…



Source: SocialPeta - Micro Dramas - List of Top Micro Dramas - Analysis of A Specific Micro Drama.
Date Range: Jan - Jun 2025

Analysis of Popular Ad Creatives for "Pregnant by My Ex's Professor Dad"

Popular active ad creative: The creative starts with a making-out scene secretly photographed by a classmate, creating an intense atmosphere. It then shifts to a flashback, revealing how the hero meets the heroine and comforts her after she's cheated on by her ex. The highlight is the contrast and chemistry between a sophisticated man and a pure college girl. The lines are well-designed. The creative ends when the heroine's ex calls the hero dad, revealing his identity and leaving suspense.

A dramatic beginning	Development of the story					Cliffhanger ending
						
They make out in the shower room and are deliberately interrupted.	The heroine catches her boyfriend cheating on her and dumps him.	She breaks a car window and meets a handsome man.	He binds up her wound. The sexual chemistry between them is obvious.	She complains about her ex. He tries to comfort her and she kisses him.	She has sex with him in order to forget her ex.	The next day, a new professor shows up and he turns out to be her ex's dad.

Source: SocialPeta - Micro Dramas - Analysis of Creatives for Micro Dramas, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Jun 2025

Click to play the video ad creative

Emerging Genres of Going-Global Micro Dramas

Period Drama

Set in specific historical periods, the stories show physiognomy of those ages and the changing fates of the characters, filling the audience with nostalgia and triggering thoughts.

Genre Features

Dramas of this genre reproduce the characteristic features of a specific period of history through scenes, costumes, and props. The plots are often about the rise and fall of families and fates of individuals in the tides of history.

Audience Profile

Historical culture lovers aged 25 or above

Production Direction

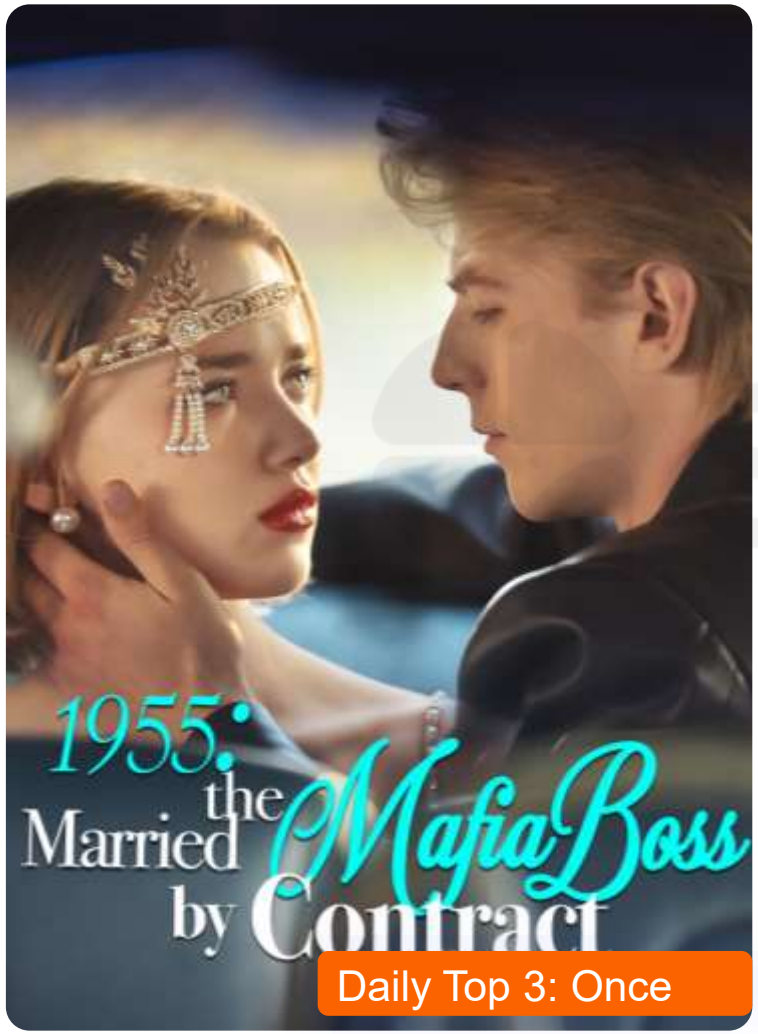
Study closely the local history and culture to ensure the dramas' factual accuracy. Uncover universal emotional themes. Tell a historical story from a modern perspective.

Cultural Adaptation

Respect the local views of history and avoid expressing controversial views.

Source: Public data on the Internet.
Date Range: Jan 2024 - Jun 2025

Betrayed by Fiancé and Saved by A Gang Boss

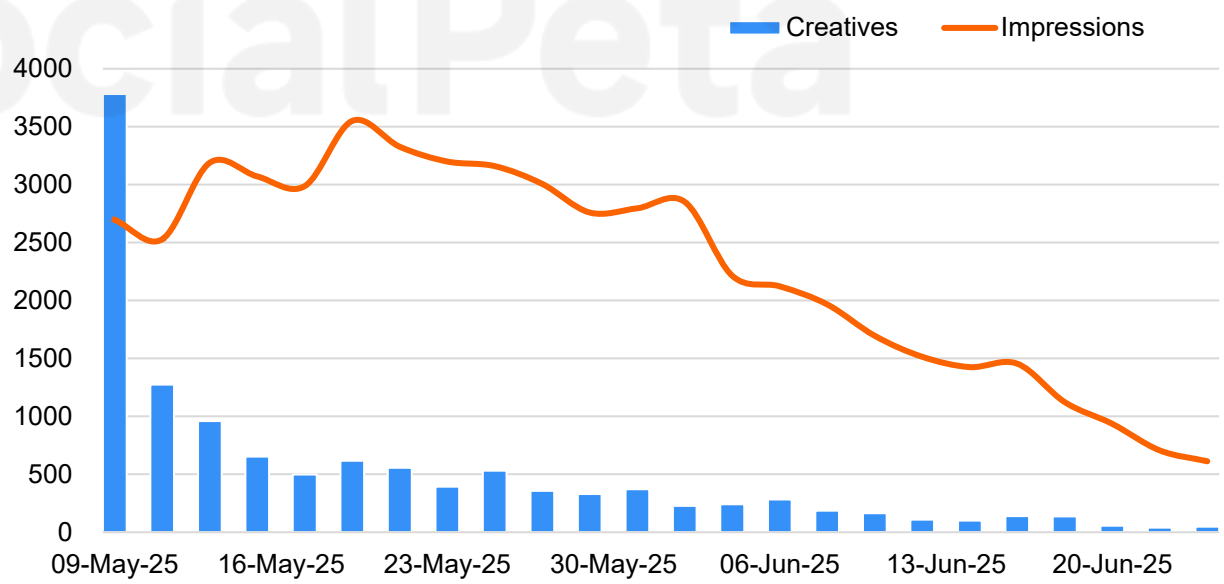


Name: "1955: Married the Mafia Boss by Contract"

Available on:

Total creatives: 5.9K **7-Day estimated impressions:** 16.56M

Major regions of advertising: USA, Canada, Germany, Australia, UK…



Source: SocialPeta - Micro Dramas - List of Top Micro Dramas - Analysis of A Specific Micro Drama.
Date Range: Jan - Jun 2025

Analysis of Popular Ad Creatives for "1955: Married the Mafia Boss by Contract"

Popular active ad creative: This creative has the obvious characteristics of Chinese dramas, such as buying the heroine's company, and the line "Whoever dares to marry my future wife will die before his wedding!" But the costumes, makeup, and properties evoke a strong vintage vibe. The wedding dress looks like a stage costume. The creative ends when the hero saves the heroine, which is very classic and effective even for a period drama.

A dramatic beginning	Development of the story					Cliffhanger ending
						
The heroine comes across a big boss and helps him.	The hero comes to the heroine's workplace and asks her out for a date.	The heroine has a boyfriend and rejects the hero.	The heroine's relatives want her to marry a rich man, but she chooses to marry her boyfriend.	Her boyfriend leaves her at the altar and decides to pursue his boss's daughter.	Falling into a trap set by her relatives, she is about to be raped.	The hero breaks in at the last minute. And the creative ends.

Source: SocialPeta - Micro Dramas - Analysis of Creatives for Micro Dramas, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Jun 2025

Click to play the video ad creative

Emerging Genres of Going-Global Micro Dramas

The Middle-aged & Elderly

The stories are about the middle-aged & elderly who face problems in daily life, relationship problems, and family problems, revealing those people's realistic difficulties and spiritual needs.

Genre Features

Dramas of this genre are very close to reality and of significance to society. This genre features vivid characters, emotional resonance, and details of life.

Audience Profile

People aged 45 and above. Recently some young people have grown fond of micro dramas about the middle-aged & elderly.

Production Direction

Dig up the universal life problems for the middle-aged & elderly. Show a positive attitude towards life. Cast the local famous actors who are middle-aged or elderly.

Cultural Adaptation

Learn about the local care service for seniors, the relationship between generations, and other social issues.

Source: Public data on the Internet.
Date Range: Jan 2024 - Jun 2025

When the middle-aged & elderly are in trouble

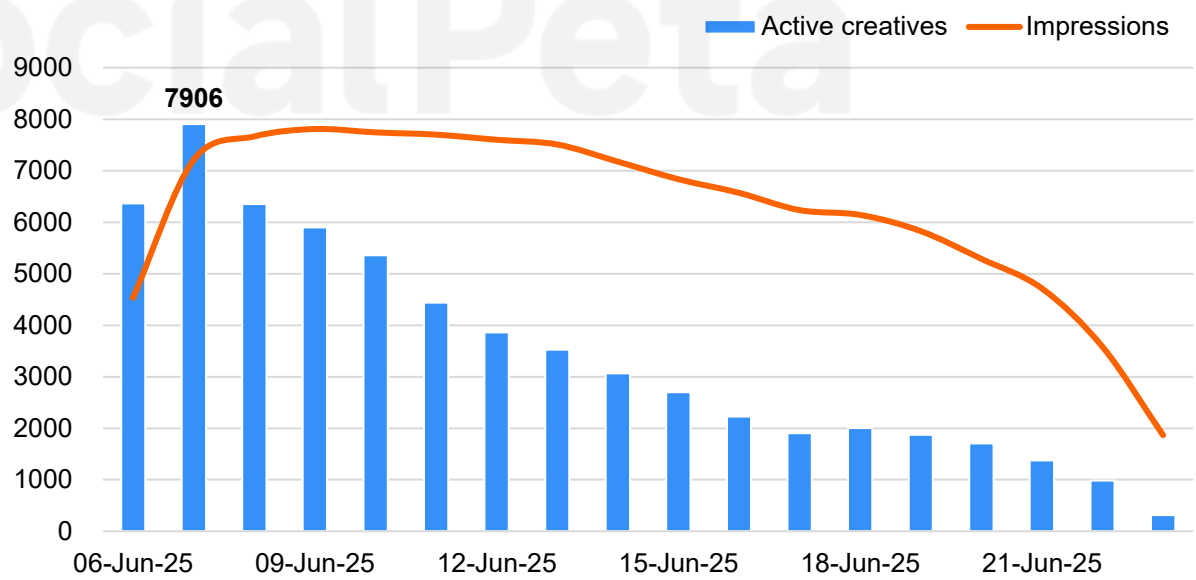


Name: "Don’t mess with billionaire’s parents!"

Available on:

Total creatives: 18K **7-Day estimated impressions:** 250M

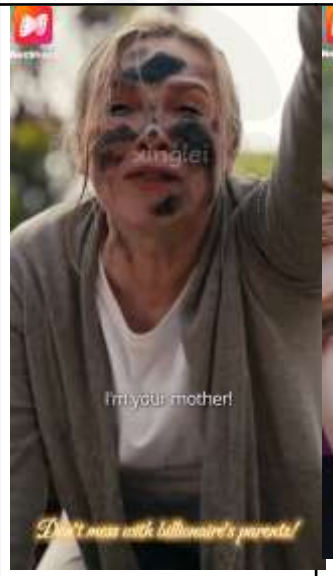
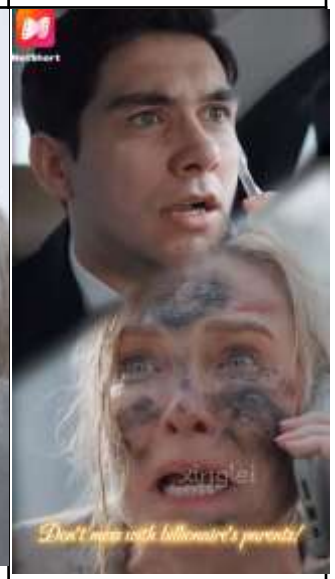
Major regions of advertising: USA, UK, Canada, Japan, Australia…



Source: SocialPeta - Micro Dramas - List of Top Micro Dramas - Analysis of A Specific Micro Drama.
Date Range: Jan - Jun 2025

Analysis of Popular Ad Creatives for "Don’t mess with billionaire’s parents!"

Popular active ad creative: This ad creative has reached 1.1M estimated impressions on Facebook. During the first part of the creative, the CEO misses every chance to discover his parents as if he were blind, which would anger the audience. Then the bad girl suspects their identities but they can’t prove that they are the CEO’s parents without contacting their son. So the bad girl continues abusing them, which would anger the audience more. When the tea water is splashed on the heroine’s face, the audience’s anger would peak. The creative ends when the heroine finally gets in touch with her son.

A dramatic beginning	Development of the story					Cliffhanger ending
						
Her son, a CEO, gets there and asks what is going on.	She cries for help in vain. Her son is kept in the dark and leaves.	The bad girl continues and mistakes someone else for the CEO’s parents.	Another bad girl discovers the truth and is shocked.	The phone loses signal. The two girls continue torturing her.	Tea water is splashed on her face. Emotional peak hits	She seizes an opportunity to get a phone and call her son for help.

Source: SocialPeta - Micro Dramas - Analysis of Creatives for Micro Dramas, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Jun 2025

Click to play the video ad creative

Emerging Genres of Going-Global Micro Dramas

Boys' Love

The stories are about two male characters who develop special feelings for each other through cooperations and adventures.

Genre Features

The genre features detailed description of character relationships. The stories often focus on the common goals of the main characters. The target audience is particular. They are more popular in some regions.

Audience Profile

Mainly females aged 15-30.

More popular in Southeast Asia.

Production Direction

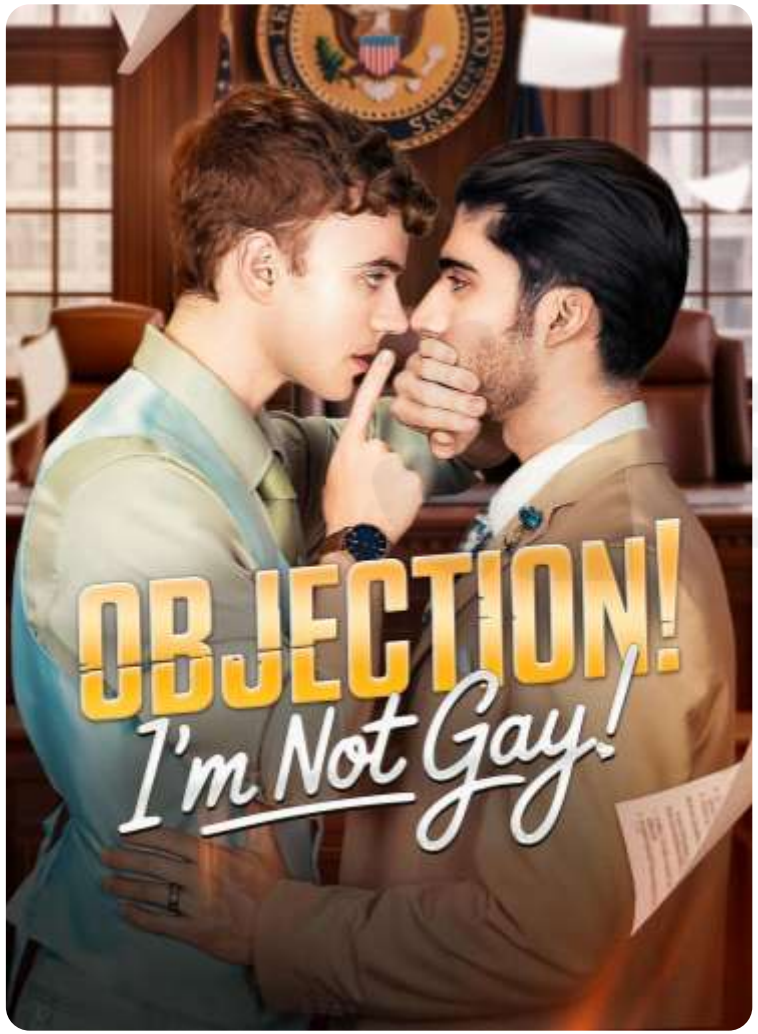
Control the intimate scenes to be acceptable to the local culture. Enrich the storylines. Create characters of distinct personalities.

Cultural Adaptation

Pay close attention to the local government's policies and attitudes towards gay dramas.

Source: Public data on the Internet.
Date Range: Jan 2024 - Jun 2025

Get married to a childhood friend overnight

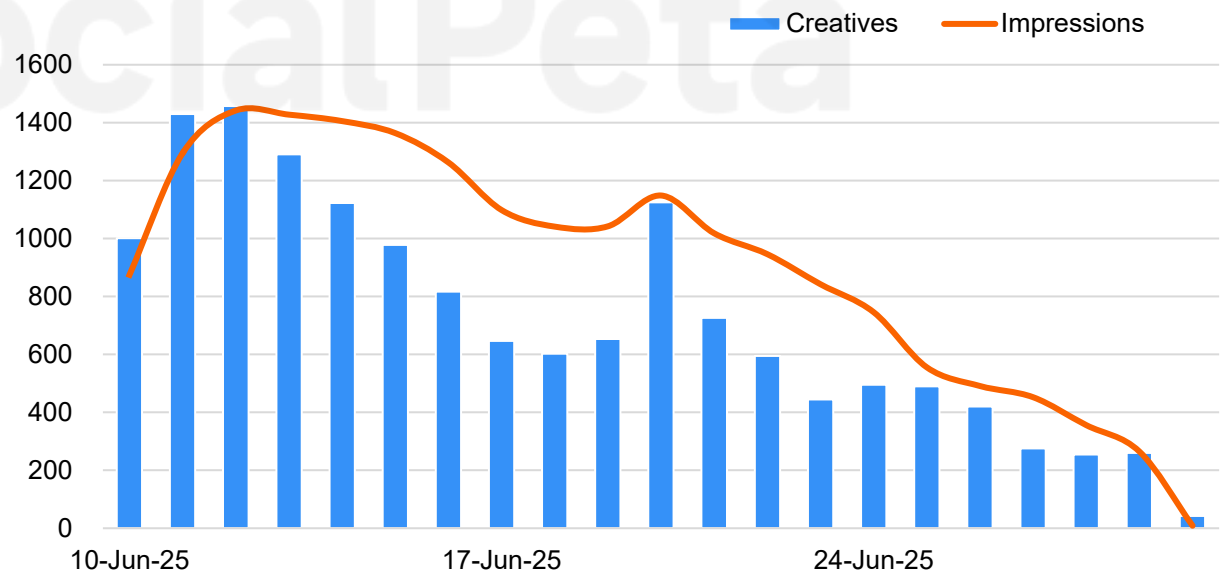


Name: "Objection I'm not Gay"

Available on:

Total creatives: 3.59K **7-Day estimated impressions:** 30.47M

Major regions of advertising: Brazil, South Korean, France, UK, Japan…



Source: SocialPeta - Micro Dramas - List of Top Micro Dramas - Analysis of A Specific Micro Drama.
Date Range: Jan - Jun 2025

Analysis of Popular Ad Creatives for "Objection I’m not Gay"

Popular active ad creative: A total of 2K ad creatives were released for the drama. Most short creatives were less than 1 minute, and most long creatives are 10-18 minutes. This creative features popular plot hooks such as “being cheated and beat up”, “getting drunk”, “unexpected marriage”, “confront at court”, and “heroic rescue”. The most eye-catching part is when they are nearly kissing. Starting with an intimate scene is always effective. It’s also a big surprise that the hero takes the initiative at the end of the creative.

A dramatic beginning	Development of the story					Cliffhanger ending
						
It starts with an intimate scene to catch people’s eyes.	The hero catches his fiancée cheating on him with a muscle man	He gets drunk and marries his childhood friend.	He tries to get a divorce. But the divorce registrar thinks they are a loving couple.	He loses a case and is asked to lick shoes.	His husband comes to his rescue. But he is too proud to take his husband’s hand.	He says one thing but does the opposite.

Source: SocialPeta - Micro Dramas - Analysis of Creatives for Micro Dramas, displaying the new or relatively popular creatives within the date range.
Date Range: Jan - Jun 2025

Click to play the video ad creative

Industry Insights

Exclusive insights from senior practitioner/media of micro drama industry

05



DreameShort’s Exclusive Insights



Emotional value is now the core driver.
Audiences care less about plot logic or production quality—they want instant emotional hits like comebacks, twists, and outbursts.

More IPs and spin-offs are emerging:
Successful series expand through sequels, shared universes, and strong characters—driving repeat views and social sharing.

AI is boosting production:
Tools for writing, character creation, and editing are lowering costs and enabling more creators to enter the space.

Monetization is diversifying:
Product placement, memberships, virtual gifts, and subscriptions are growing—product placement leads in revenue.

Audience Insights

- **Women (25–44):** Prefer emotional, binge-worthy dramas about love, family, career, and personal growth.
- **Men (18–35):** Like fast-paced action, suspense, and anti-hero themes with strong visual appeal and twists.
- **Teens (13–17):** Enjoy school life, virtual romance, and fan content—key drivers of social media buzz.
- **Older viewers (45+):** Favor dramas about family, human nature, and life wisdom—less active but highly loyal.

Micro drama producers - Onset Octopus’s Exclusive Insights



So verticals where can I start.

I am the first and only British producer in the vertical scene in the UK , shooting our first project Mafia lover back In April 2024.

Since then the UK has seen a large influx of verticals being shot here just like everywhere in the world , it’s great , it’s giving work to British crew and also giving actors a chance to come into a new a emerging industry.

Whilst the cast requirements can be different to typical UK film and tv productions, due to the intimacy and subject topics , we have made it work perfectly with the help of our great in-house casting directors.

As a Uk producer and company owner it can be difficult to land clients on the vertical scene due to not being a native Chinese speaker but luckily our work has been so strong it has been shown throughout the industry and companies have seen our work on LinkedIn , WeChat and rednote which was challenging at first but after a while I got used to it . It also helps having a great Chiense speaking EP on our team as well (shout out to Emma Wang).

To conclude , the vertical scene has been a crazy fun ride so far and I don’t see it coming to an end any time soon, infact I would love for it to completly explode and become a main stream medium for viewing content as it certainly has the potential in Europe just like in the rest of the world. “ Ben Pengilly CEO/founder and producer Onset Octopus

OneSight's Exclusive Insights



H1 2025 Micro Dramas Going Global: Public Sentiment & Chinese-Style Thrills Drive a New Wave of Cultural Exports

In the first half of 2025, China's micro drama industry moved from trial to rapid global expansion. In Q1 alone, global downloads surpassed 270 million across 237 apps—nearly 4x year-over-year. The Divorced Billionaire Heiress grossed $35M on a $200K budget, proving the global appeal of "Chinese-style thrill" and drawing over 200 companies into the market.

1. Public Sentiment as a Moat

Success now hinges on real-time insight into global public opinion—across content creation, crisis response, and post-launch engagement. Tools like OneSight help teams monitor and adapt through the entire content lifecycle.

2.From Thrill Resonance to Cultural Co-Creation

Chinese storytelling elements—like dramatic twists and female empowerment—are being localized through co-developed scripts, overseas shoots, and global distribution. This marks a shift from simple export to collaborative cultural creation.

Declaration

1. Data Sources

With the assistance of the world's biggest advertising intelligence and analysis tool, SocialPeta Data Team has provided you with insights into the mobile advertising data of global game market. We collect advertising data by sampling worldwide, covering over 80 channels and nearly 80 countries and regions worldwide, and have captured a total of over 1.6 billion advertising data, with over 1 million ad data being updated by the hour each day. Based on such huge data, we can gain insights into the advertising market trends.

2. Data Cycle and Indicators

Overall date range of the report: Jan 2022 – Jun 2025

For specific data indicators, please see the notes on each page.

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5. Concerned Countries and Regions (based on the distribution area of SocialPeta's products, not the actual geographical distribution)

North America: USA, Canada, Mexico, Panama

Europe: Turkey, France, Germany, United Kingdom, Italy, Spain, Netherlands, Norway, Poland, Portugal, Belgium, Switzerland, Austria, Romania, Sweden, Greece, Denmark, Luxembourg, Ireland, Finland

JP & ROK: Japan, South Korea

China's HK, Macao & TW: Hong Kong (China), Macao (China), Taiwan (China)

Southeast Asia: Thailand, Indonesia, Singapore, Malaysia, Vietnam, Philippines, Cambodia

Oceania: Australia, New Zealand

South Asia: India, Pakistan

Middle East: Bahrain, Qatar, Saudi Arabia, UAE, Azerbaijan, Lebanon, Kuwait, Israel, Oman, Iraq, Morocco

South America: Brazil, Chile, Argentina, Colombia, Peru, Venezuela, Paraguay

Africa: Egypt, Kenya, Nigeria, Angola, South Africa, Algeria, Libya, Senegal, Ivory Coast

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