



Insights into the Global **AI Animation** Market in 2026

--- Advertising Trends, Top Apps, Hit Content, and Growth Opportunities

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About



Global AI App Marketing Creative Intelligence Hub A Comprehensive View of AI Product Marketing Strategies

Leverage SocialPeta to uncover the marketing strategies behind **top-performing AI products**, and gain insights and inspiration from advertising data across multiple dimensions, including global channels, media platforms, and advertisers.

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As a leading global advertising intelligence platform, SocialPeta leverages its massive data assets and experience serving thousands of VIP clients to provide practical methodologies for AIGC professionals, helping them build products that are more appealing to users worldwide.

600W

APP advertisers

17B

APP Ad Creatives

120W

Daily Updates

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Industry Insight





Anatolii Dudinskyi CEO at AMO PICTURES

When evaluating how AI transforming the production pipeline of the micro-drama industry, at AMO Pictures, we don't just use AI tools — we built our own. We developed AMO_OS: an intelligent operating system for film production that unites every stage of the pipeline into a single ecosystem. The problem we were solving is real and expensive. In traditional production, the script lives in one file, the schedule in another, the budget in a third. Moving data between these stages manually leads to errors, delays, and cost overruns. At the scale we operate — 85 micro-dramas in 2025, 160 planned for 2026 — that inefficiency compounds fast.

AMO_OS reads the script and automatically recognizes locations, characters, and scene complexity. It generates breakdowns, schedules, call sheets, and a draft budget — in minutes, not days. It assigns a Risk Score to every shooting day, flagging overtime risk, complex setups, and logistics issues before they become problems on set. And with every project, the system gets smarter. It learns your director's pace, your crew's patterns, your actual costs — and turns that into a competitive advantage that no outside tool can replicate. We also use AI across pre-production, post-production, localization, and marketing creatives. **But AMO_OS is the foundation.** It's our company's digital memory — and it's what allows us to produce at this scale without sacrificing quality.

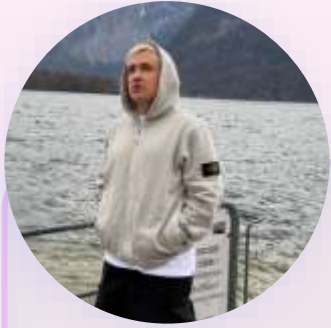
What discussing AI's biggest impact on the industry, I'll say something most people in this industry are still hesitant to say directly: AI-generated micro-dramas are coming, and they will replace a significant share of live-action production.

At AMO Pictures, we're not waiting to see how this plays out. We've already built a separate business line producing AI-generated micro-dramas on demand. We're developing our own stack, working with multiple models, and treating this as a core part of our future — not an experiment.

AI-generated content removes two of the biggest constraints in vertical production: budget and physical reality. You can create worlds that are simply impossible to build with a live-action crew. Fantasy environments, sci-fi settings, historical periods — content that would require a budget ten times larger can now be produced at vertical drama economics. That changes what stories can be told.

It also changes the business model. A client comes with a concept, a target audience, and a platform deal. We generate the content, optimize it based on performance data, and iterate fast. That's a fundamentally different production relationship than anything that existed two years ago.

Will AI-generated dramas fully replace live-action? No. **The best live-action content — with real performance, real chemistry, real cinematic craft — will always have a place.** But the volume of content that doesn't require that level of investment? That's where AI takes over. And that transition happens in the next 12 months. The studios that understand this and build for it now will define the next chapter of this industry.



Andrii Kuksa AI-Content Director

When talking about AI's biggest impact on the industry over the next 12 months, AI's biggest impact will be on the speed and scale of production. The cycle from idea to finished product can already be accelerated up to 5x - and this is something I've been able to validate through my own hands-on work. The results give me confidence that there's still significant room to push even further

But speed is only one side of it. I believe the next 12 months will be the moment when the industry stops treating AI as an experiment and starts building real production pipelines around it. Those who establish a stable AI pipeline now will be several steps ahead.

When talking about the biggest bottleneck preventing wider AI adoption in the comic drama industry, in my opinion, there are two main obstacles.

The first is the balance between human involvement and artificial intelligence. Content created predominantly by AI risks losing its vitality and emotional authenticity, becoming a technically competent but lifeless product. Audiences can feel that. So the key question is not how much AI to use, but how to preserve the human soul in content as the degree of automation increases.

The second is building a stable production pipeline with consistent generation quality and visual coherence. This is a serious technical challenge: it is not enough just to have a set of tools - you need to establish a reproducible process that delivers predictable results from project to project. And that requires not only the right technical infrastructure, but also time for fine-tuning, testing, and accumulating hands-on experience.



Leonardo Moura
Researcher and Media Industry Specialist at Branded Content

When evaluating how AI is transforming the production pipeline and its outlook over the next 12 months, AI is democratizing creative production. For the first time, independent creators and small teams can access capabilities that were previously available only to larger studios. This is particularly important in short drama and comic drama formats, where speed, experimentation and low production costs are critical.

By reducing technical barriers, AI opens the door for new storytellers, new creators and new voices to enter the market. This is a positive development for the industry because creativity is no longer limited by access to large budgets or complex production infrastructures.

However, the key question is not whether we can produce more content, but what kinds of stories we will choose to tell. The long-term value of AI will depend on its ability to help creators develop original narratives, new perspectives and culturally relevant stories, rather than simply increasing the volume of existing content.

When discussing AI's biggest impact on the industry, the most immediate impact will be a **reduction in production costs**. AI is already lowering expenses related to visual creation, editing, localization, post-production and other stages of the content pipeline. This will make content production faster and more accessible. **However, lower costs alone do not guarantee innovation.** In Brazil, for example, one of the most popular recent short-form content trends consists of micro dramas that largely recycle traditional telenovela plots and familiar melodramatic tropes. The format is new, but many of the stories are not.

Over the next 12 months, the industry's biggest challenge will not be technological adoption but creative renewal. AI will be most valuable when it enables creators to explore stories, characters and narrative structures that would have been difficult or impossible to produce before.



Nikhil Shambharkar Creative Director at Pocket FM

When evaluating AI transforming the production pipeline of the comic/short drama industry, at Pocket FM, I built a fully AI-native production pipeline for Vashikaran — a horror micro-drama series adapted from a successful audio IP. The workflow proved that AI can own every stage: ChatGPT and Gemini handled character ideation and prompt engineering; Leonardo AI generated consistent character visuals; LTX storyboarded scene-by-scene; Runway ML produced motion assets; and VEO3 delivered cinematic animations. The result: professional-grade visuals at a fraction of traditional production costs, with a fully scalable and replicable framework.

On the distribution and marketing side, AI-informed data analysis now drives creative decisions before a frame is even shot. My C95 Virality Playbook uses emotional trigger mapping, algorithmic pacing formulas, and A/B-tested hook structures — with data showing that "Visual Shock" hooks outperform emotional or atmospheric hooks 3x in the first 3 seconds. This isn't guesswork anymore; it's engineered virality.

Regrading to storytelling elements or creative patterns most consistently lead to breakout micro-drama hits, after scaling Pocket TV from 50K to 300K subscribers in 120 days and generating 150M+ views across platforms, one truth stands out: breakout content wins on systematic storytelling, not novelty.

The C95 framework identifies three non-negotiables:

- A zero-inference visual hook in the first 3 seconds (physical conflict/accident delivers highest efficacy)
- Conflict layering — escalating power dynamics within the first 45 seconds, no exposition
- An unresolved loop ending that triggers the algorithm-driving infinite-play effect

Female Drama achieves 75–85% 3-second retention; Male Drama hits 85–90%. Genre-specific hook engineering, not generic emotion, is what separates breakout titles from background noise.



Sambbhav Khettarpal Head of Content at Sooper

When evaluating the primary bottlenecks preventing wider AI adoption in the micro-drama industry, the biggest bottleneck isn't data, compute, or even copyright. It's the gap between volume and judgment. What AI can't do is write the script: the story architecture, the emotional engineering, the cliffhanger placement, and the judgment of whether each big emotional payoff has actually been earned. AI can draft. It can't doctor. It produces grammatically correct, structurally coherent first drafts, but a first draft is raw material, not a script. The hundreds of taste calls that separate competent from compelling, like whether a villain's line is cruel or cartoonish, whether an almost-kiss is earned, whether the scene cuts on the right word, require a trained human instinct no model currently has.

So the real bottleneck has two layers. At the top, it's quality and taste. Once production becomes cheap and fast, budget and logistics stop being the constraint, and quality becomes the constraint, and quality lives in decisions only a writer with calibrated instinct can make. At the production layer, it's controllability. The tools are strongest with consistency and weakest with complexity. Crowd scenes, coordinated physical action between two characters, wardrobe changes that break a character's face: these still render as visual noise. The productions that work right now are the ones that write around those limits, using simpler shots, more of them, tighter framing, and edit-driven pace instead of choreography-driven pace.

Copyright and data are genuine concerns, **but they're solvable with licensing and process.** The hard bottleneck is the one people keep mistaking for solved: the machine can generate volume, but it can't generate taste. The irony of AI production is that the more the machine can do, the more the human's judgment matters.

Advertising Overview

The overall ranking and marketing scale for global short-drama apps in 2026 Q1

1



Top 20 Going-Global Micro Drama Apps by Advertising in Q1 2026



iOS				Android							
1	DramaWave	SKYWORLD AI PTE LTD	11	FlareFlow	COL	1	DramaWave	SKYWORLD AI PTE LTD	11	FlareFlow	COL
2	NetShort	NETSTORY PTE. LTD.	12	iDrama	HK GOOD DRAMA Technology Limited	2	NetShort	NETSTORY PTE. LTD.	12	FlickReels	StardustTV
3	GoodShort	SINGAPORE NEW READING TECHNOLOGY PTE. LTD	13	DramaShorts	Brailion Ventures Limited	3	ReelShort	NewLeaf Publishing	13	StardustTV	HongXing Media Co.,Limited
4	ShortMax	SHORTTV LIMITED	14	KalosTV	Storyverse Co.,Limited	4	GoodShort	SINGAPORE NEW READING TECHNOLOGY PTE. LTD	14	iDrama	GOODDRAMA
5	ReelShort	NewLeaf Publishing	15	Playlet	MICROSHOWTIME	5	ShortMax	SHORTTV LIMITED	15	DramaShorts	Brailion Ventures Limited
6	My Drama	HolyWaterLimited	16	MiniShorts	Noventure PTE. LTD.	6	FreeReels	SKYWORLD AI PTE.LTD.	16	KalosTV	Kalos_ShortTV
7	DramaBox	STORYMATRIX PTE. LTD.	17	JoyReels	JoyDream Limited	7	My Drama	HolyWater Limited	17	Story TV	Story TV
8	MoboReels	MOBOREADER TECHNOLOGY USA CO LTD	18	KukuTV	Mebigo Labs Private Limited	8	DramaBox	STORYMATRIX PTE. LTD.	18	Melolo	POLIGON
9	FlickReels	StardustTV	19	DramaBite	StorySculpt Entertainment Limited	9	MoboReels	MOBOREADER TECHNOLOGY USA CO LTD	19	MiniShorts	Noventure PTE.LTD.
10	StardustTV	HongXing Media Co.,Limited	20	HoneyReels	HK YAWEN INFORMATION TECHNOLOGY LIMITED	10	KukuTV	MebigoLabs Private Limited	20	DashReels	Dashverse Corp

Source: SocialPeta, based on data that were captured and analyzed.
Date Range: 2026/1-2026/3

Trends in Advertisers & Creatives for Global Micro Drama Apps

Global micro drama apps' growth trend in advertising in Q1 2026: market players continued to expand, reaching 938 monthly advertisers, up 21.93% YoY. Monthly creatives per advertiser reached 4.6K, up 10.11% YoY, while top market players steadily increased advertising efforts. The industry was in a new stage of growth resulting from large-scale advertising and fine management.

Monthly advertisers in Q1 21.93%

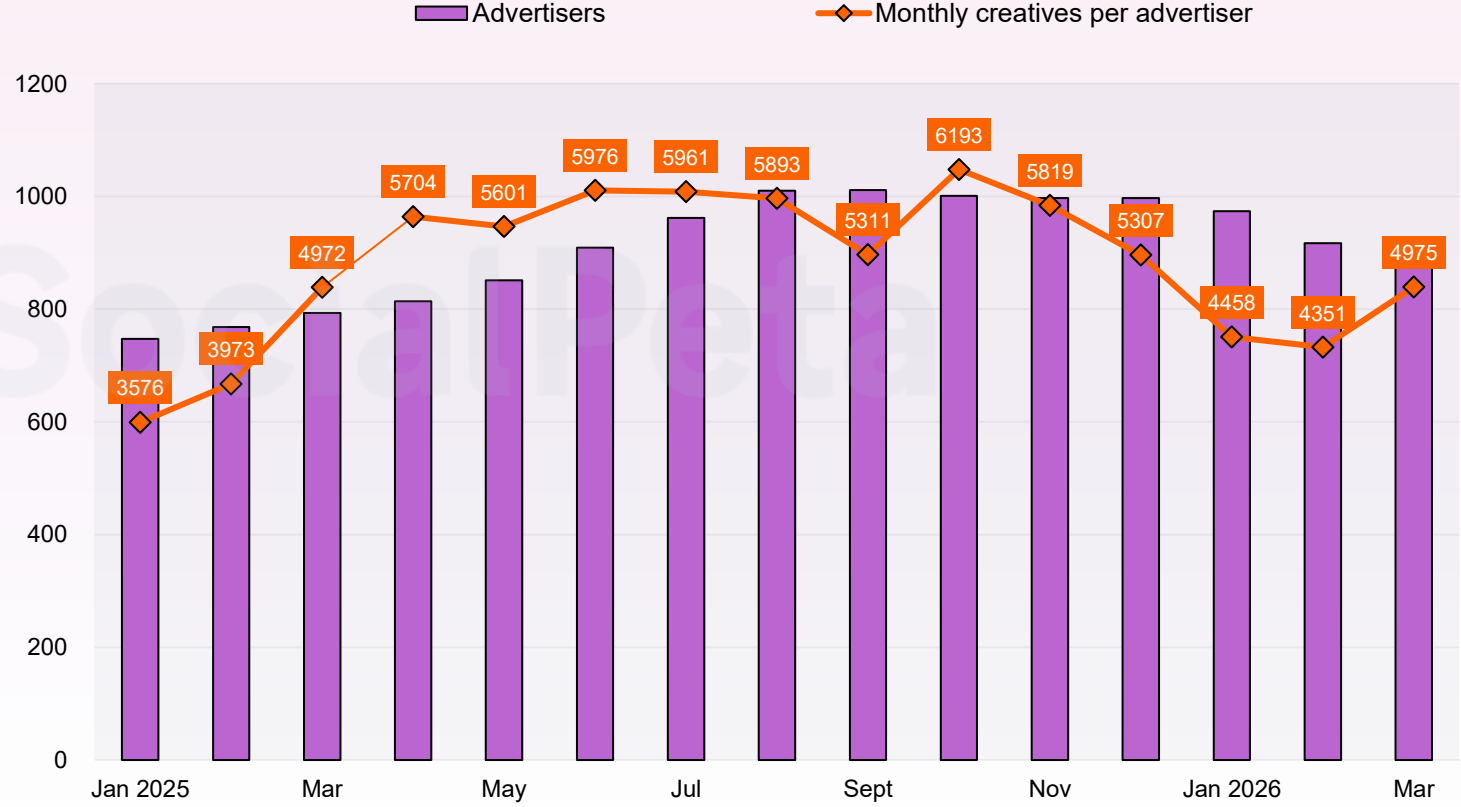
938

↑

Monthly creatives per advertiser in Q1 10.11%

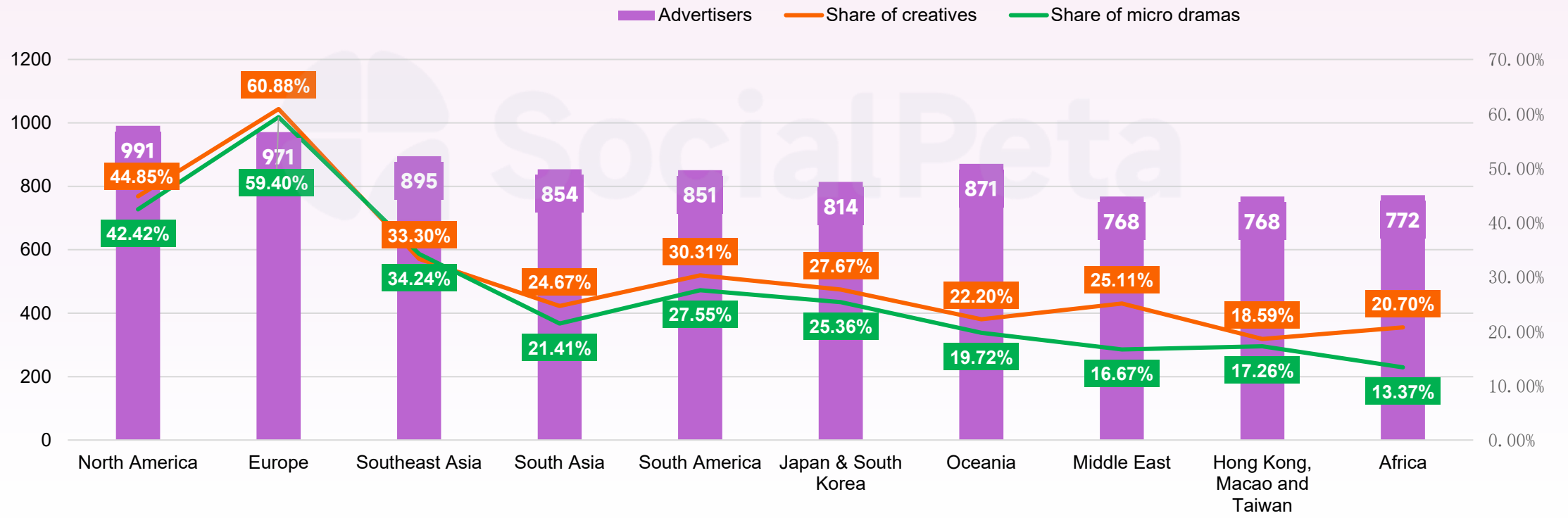
4.6K

↑



Micro-Drama App Advertising Trends in Top Countries/Regions in 2026 Q1

In Q1 2026, micro drama app advertising showed a clear global expansion pattern, with Europe and North America remaining dominant. Europe led in creatives (60.88%) and micro dramas (59.40%), while North America had the highest number of advertisers. Overall, micro dramas continued to grow in these mature markets, while Southeast Asia and the Middle East saw steady increases in advertisers, reflecting ongoing global expansion and deeper market penetration.



Source: SocialPeta, based on data that were captured and analyzed.
Date Range: 2026/1-2026/3

Trends in Animations

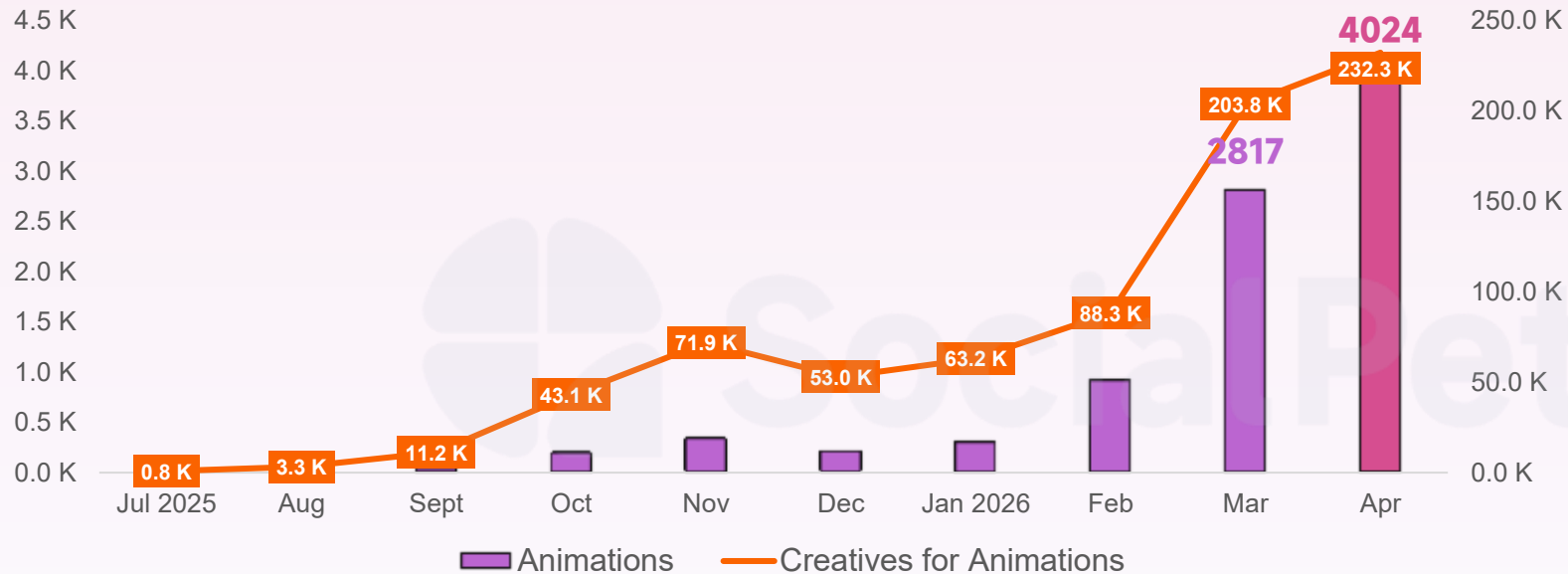
Animations advertising trends and ranking in 2026 Q1

2



AI Animations' Growth Trend in Q1 2026

Monthly Creatives in the Animations Market (Jul 2025 – Apr 2026)



Explosive Growth of Animations

Animations increased significantly in 2026, with **nearly 200% MoM growth to 2817 in March**.

Tens of Thousands of Creatives

Animations remained ahead in the number of ad creatives which surpassed 200K in March, providing strong support for content supply and active testing.

Growth Inflection Point

Q1 2026 marked a market inflection point, with both animation popularity and advertising scale surging. It has become a core category of micro dramas going global.

The AI animations market entered a high-growth phase, marking a new growth point with the greatest potential in content going global.

Regions of AI Animation Advertising in Q1 2026: Western Markets Dominated, with High Market Concentration

The 1st Echelon: for core monetization (≥1000 animations)

USA, Germany, France, the UK, Australia, Japan, Canada

Features: Their strong purchasing power and high CPM made them the core revenue markets for animations going global.

The 2nd Echelon: for scale expansion (500-999 animations)

Italy, Brazil, Taiwan (China), Indonesia, South Korea, India, Belgium, Hong Kong (China)

Features: Large populations and rapid user growth made them key markets for scale expansion.

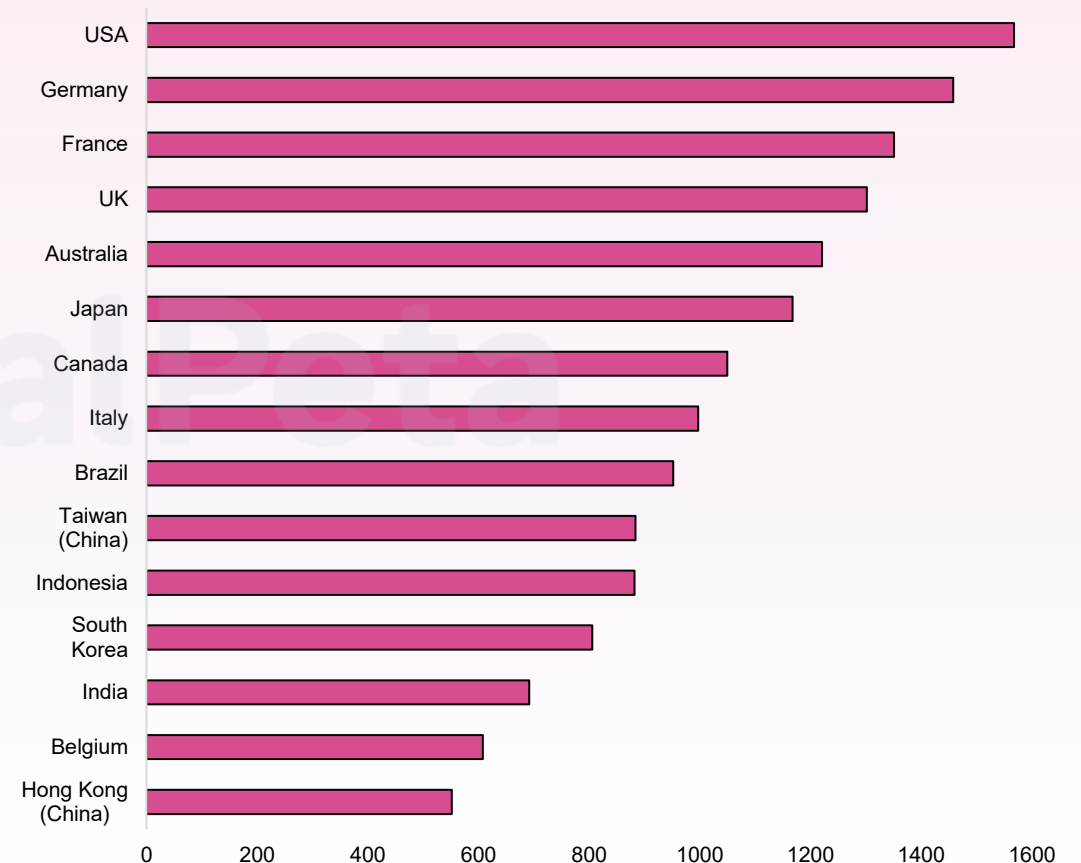
The 3rd Echelon: for growth potential (< 500 animations)

Spain, Malaysia, Mexico, Thailand, Vietnam, etc.

Features: Diverse languages and strong cultural adaptability made them suitable for vertical-content testing.

- **Western markets were the core markets:** The number of AI animations covered in the US, Germany, France, and the UK each exceeded 1,300, making them the markets with the highest penetration rates and the most mature user bases. Almost all top AI animations released ad creatives in these markets.
- **East Asian market remained steady:** The number of AI animations covered in Japan, South Korea, Hong Kong, Macao, and Taiwan (China) each exceeded 500. Users in these markets showed high acceptance of AI animations, making them stable core markets.
- **Emerging markets showed strong growth potential:** The number of AI animations covered in Brazil, Indonesia, and India increased rapidly, making them key sources of future growth and priority markets for multilingual versions.

AI Animations by Region in Q1 2026



Main Genres of AI Animation Advertisers in Q1 2026: 12% are Reversal of Fortune, Signaling the Industrialization of Micro-Drama Hooks



The predominance of high emotional satisfaction

- **Reversal-of-fortune, super power, and fantasy** together accounted for **31.79%**. They are the key to successful animations.
- **Reversal-of-fortune** is far ahead of the others with a share of 11.97%. People still love stories about how a nobody rises and punishes the bad guys.
- Superpower and fantasy genres followed closely behind, as supernatural worldbuilding is better suited to the visual strengths of animations.

Male-Oriented Genres Lead in Volume

- Male-oriented genres (male-oriented, god of war, system, fantasy, superpower, etc.) accounted for **over 40%**, forming the mainstream of advertising. However, female-oriented genres still dominated the top tier, showing a split trend where **male-oriented genres drove volume while female-oriented genres topped the rankings**.
- The “system” genre accounted for a high share of 8.48%, indicating that gamified and task-driven storytelling is highly popular among users.

Top Short Drama Apps

Marketing trends in global mainstream micro-drama apps;
Global apps' market entry strategies;
Top micro-drama apps by advertising

3



ShortMax: Its Growth Accelerates as Animations Surge in Q1 2026

In Q1 2026, the app achieved an obvious animations-driven growth. Animations accounted for nearly 40% of the 708 micro dramas on the app in March 2026. The popular AI live-action drama “TOO LATE!” was one of the standouts. It remains highly concentrated in mature, high-paying Western markets, with the US, France, and Germany each accounting for over 35% of the distribution.

ShortMax

SHORTTV LIMITED

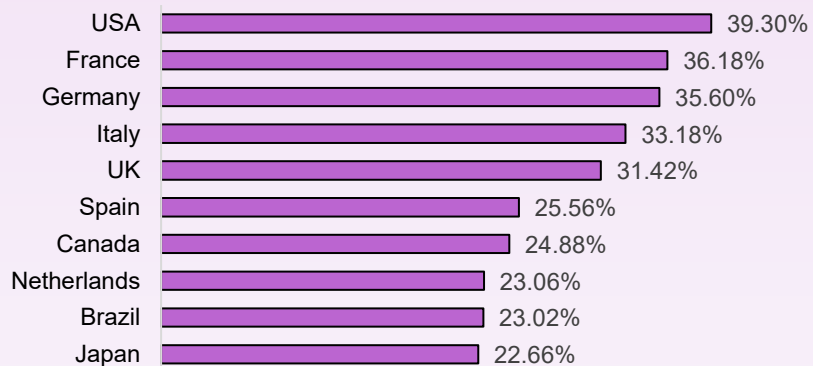


Advertising Data

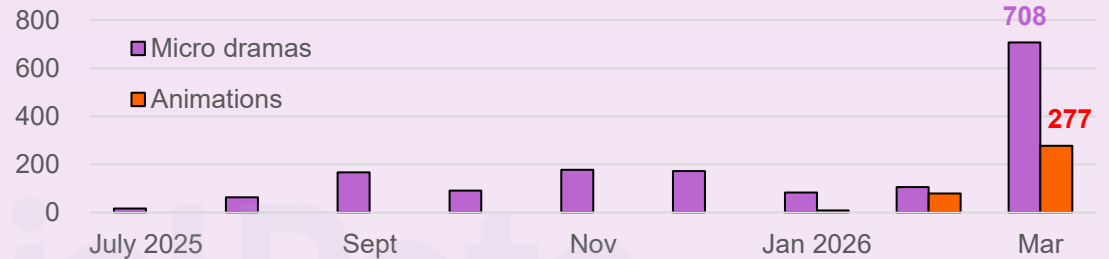
Release date: Sept 2023

Total deduplicated creatives: 6.80M

Top countries/regions by share of creatives



Trends in Animations Advertising



Representative AI Animations



TOO LATE! THE DAUGHTER OF OLYMPUS FORSAKES YOU
Fantasy + Revenge + Powerful woman



Once A Snake, Now A Dragon
Reversal of fortune + Rebirth + Super power



Reborn Queen's Gambit
Relationship + Werewolf + Bitter love

NetShort: High Investment Drives Great Growth and Adds Top Animations Advantages

NetShort leapfrogged onto the market through massive advertising. It increased investment in animations in 2026 and had 669 animations in March. In the 4th week of April, it occupied over half of the top 10 spots on the list of weekly animations by advertising, making it one of the fastest-growing animation apps.

NetShort

Maiya

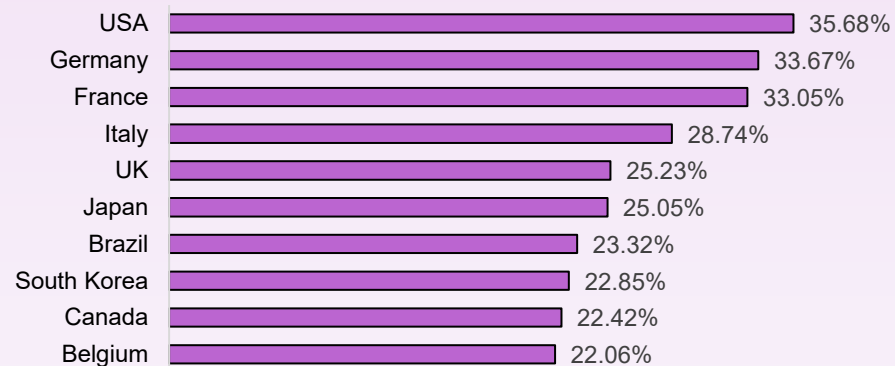


Advertising Data

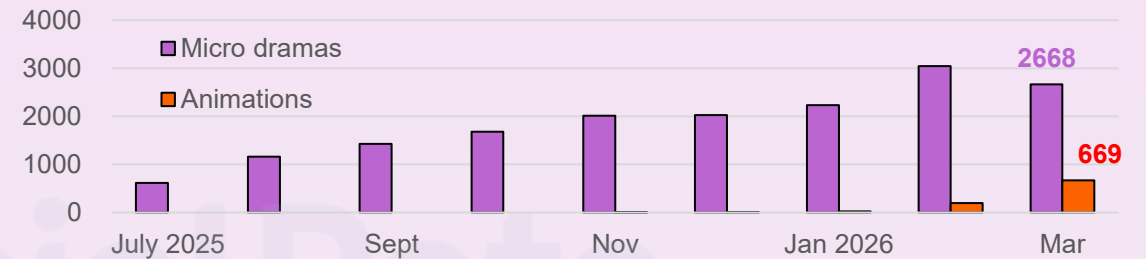
First advertising date: July 2024

Total deduplicated creatives: 7.32M

Top countries/regions by share of creatives



Trends in Animations Advertising



Representative AI Animations



Beast Tamer: Back to the Origin
Super power + Rebirth + Reversal of fortune



Tame the Devils or Die: The Villainess's Revenge
Animations + Rebirth + Harem



CLAIMED BY THE GODFATHER
Relationship + Gang + Sweet love

ReelShort: Expands into the Animation Market and Strengthens Its Market Advantages

As one of the pioneers and leading apps that provide going-global micro dramas, ReelShort shifted its focus of advertising to social media and still remained one of the top apps in terms of active micro drama advertisers. It increased investment in animations in 2026 and had 838 animations in March. Its market strategy focuses heavily on mature Western markets, with Germany and the US each accounting for over 40%. Backed by its mature operational blueprint, it continues to spearhead the industry.

ReelShort

Crazy Maple Studio

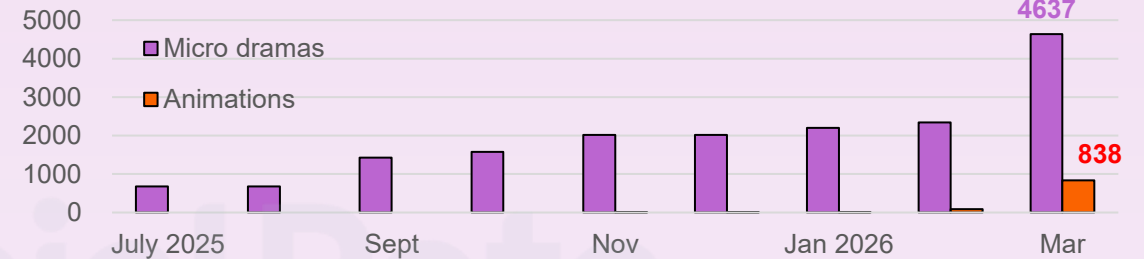


Advertising Data

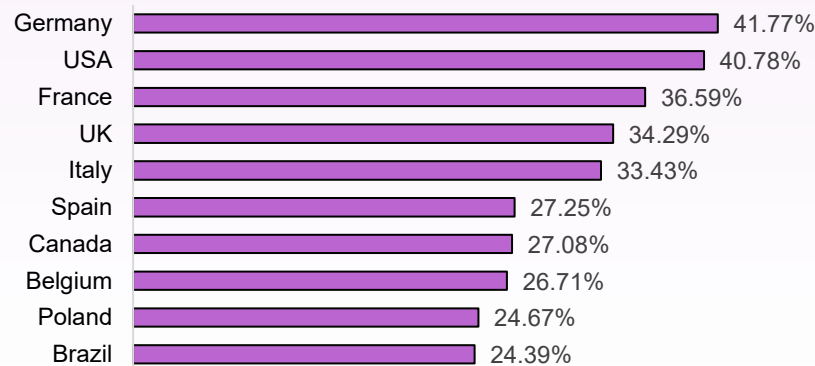
First advertising date: June 2022

Total deduplicated creatives: 4.92M

Trends in Animations Advertising



Top countries/regions by share of creatives



Representative AI Animations



The Father's Sin
Relationship + Female-oriented
+ Bitter love



Two Wives, Two Divorces
Female-oriented + Revenge +
Marriage



Awakening: Football's Last Hope
Exclusive system + Football +
Reversal of fortune

Hit Micro-Dramas

Global popular micro-dramas, genre features, and production direction
Top Micro-Dramas by Advertising

4



Top 20 AI Micro Dramas by Advertising in Q1 2026

The top was first released in March. It had made it to the Daily Top 10 for 14 times and the Weekly Top 10 twice.

1		TOO LATE! THE DAUGHTER OF OLYMPUS FORSAKES YOU	15439	11		The Almighty Alpha Wins Back His Rejected Mate	4566
2		Tame the Devils or Die: The Villainess's Revenge	10077	12		Horror Game? I Thought It Was a Dating Sim!	4242
3		Titan Era: Ten Divine Beasts Rise with Me	7965	13		S-Class Horrors? Just Cute Girls to Me!	3959
4		A Werewolf Song of Fire and Frost	7387	14		Mommy, I Don't Lie Anymore	3877
5		Frozen Wife's Revenge	6052	15		You're Fired, Mr. Football MVP	3541
6		說好的乙遊戀愛呢？執事怎麼全員黑化了！	5518	16		Chasing His Lycan Princess Luna	3315
7		ONE MOVE GOD MODE	5285	17		When a CEO Falls for a Bumpkin	3271
8		Make her lose control	5260	18		The Queen's Reborn Game	3208
9		The Don's Darling	4970	19		Beast Tamer: Back to the Origin	3174
10		完蛋！ 大佬逼我分手	4840	20		Hunger Games: Snake Edition	3030

AI Animations Surge in the Global Market, Most of Them Male-oriented



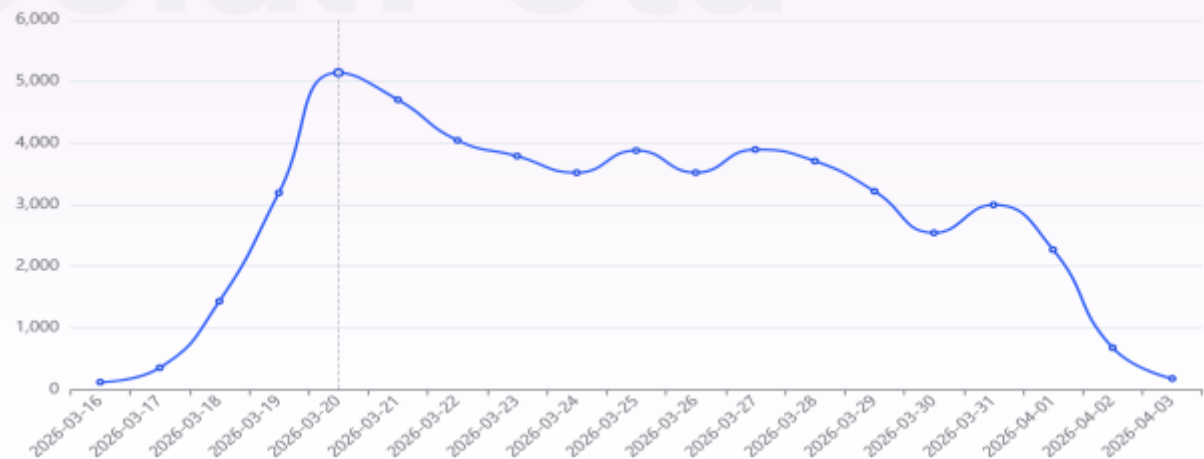
Name: “TOO LATE! THE DAUGHTER OF OLYMPUS FORSAKES YOU”

Available on: 

Total creatives: 15K **Total estimated impressions:** 320M

Language versions: English, Spanish, Russian, Thai...

Plot summary: On their 10th wedding anniversary, Selene is killed by her husband who is cheating with her half-sister. Fortunately, death is not the end of her because her last wish is granted and she lives again starting from the day when she has to choose a husband. Her last life reveals the true colors of the man she once loved so much. So she surprises everyone by choosing Alexander who is always hostile to her. Surrounded by scheming gods of Olympus, will she be able to change her fate?



Analysis of Popular Ad Creatives for “TOO LATE! THE DAUGHTER OF OLYMPUS FORSAKES YOU”

AI-generated live action + Greek gods + Resurrection + Husband choosing + A decisive heroine. This drama is literally a European mythical version of Chinese resurrection dramas. It’s mainly about how the resurrected heroine takes her revenge on her ex-husband and his mistress, and a romantic love story of the heroine and hero. The drama is fulfilling and sweet. With AI providing the actions and special effects, such fantasy micro dramas are more remarkable than those traditional ones.

A dramatic beginning	Development of the story					Cliffhanger ending
						
<p>The heroine is resurrected and she decides to choose someone else.</p>	<p>Looking back, the heroine realizes that Alex is her true love.</p>	<p>The bitch tries to frame the heroine up. She just beats the bitch up.</p>	<p>People don't know she already has a change of heart.</p>	<p>The bitch frames her up again. The ex-husband is about to strike the heroine.</p>	<p>The hero comes to defend the heroine. The two are locked in battle.</p>	<p>The fight is stopped. Her fiancé is the hero?</p>

A Threequel to the IP, Forming a Successful Female-oriented Formula



Name: "說好的乙遊戀愛呢？執事怎麼全員黑化了！3"

Available on: 

Total creatives: 680 **Total estimated impressions:** 18.34M








Language versions: English, Chinese Traditional, Thai, German, Indonesian, etc.

Plot summary: As previously mentioned, Lilith, under the Queen's orders, is heading to the Icefield to put down the demon riot. The four popular butlers pull out all the stops in a fierce, chaotic battle for her affection. Maud, Clos, and Lyle take turns flaunting themselves to win her favor, the aloof Yegard goes a step further—sneaking into her room at midnight to unleash his dominant and raw possessiveness. Meanwhile, Vivian covertly infiltrates the Icefield Cavern and awakens the horrible Satan Blacksnake by sacrificing Evans, setting up for a revenge.



Analysis of Popular Ad Creatives for "說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3"

As the third title in the series, the game relied largely on the popularity of its predecessors. Most creatives highlighted major plot twists, including the heroine breaking free from an illusion, escaping danger, and taking on a leadership role. The ads often ended with a dramatic dragon attack, leaving viewers curious about what happens next.

Beginning	Development of the story					Cliffhanger
<p>31:14 <small>播放時間 播放次數</small></p>  <p>看到她一整天都面無表情好煩</p> <p>說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3</p>	<p>29:56 <small>播放時間 播放次數</small></p>  <p>才敢把什麼話都說出來</p> <p>說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3</p>	<p>28:13 <small>播放時間 播放次數</small></p>  <p>我非以這身來殺了你</p> <p>說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3</p>	<p>26:28 <small>播放時間 播放次數</small></p>  <p>我知道這裡你一直想殺的</p> <p>說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3</p>	<p>25:32 <small>播放時間 播放次數</small></p>  <p>除爺我的東西</p> <p>說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3</p>	<p>25:05 <small>播放時間 播放次數</small></p>  <p>可對這所為最易之法的黑蛇</p> <p>說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3</p>	<p>24:14 <small>播放時間 播放次數</small></p>  <p>三日月！生就是以我</p> <p>說好的乙遊戀愛呢？執事怎麼全員黑化了！ 3</p>
<p>The heroine is under a spell and making out with Blacksake.</p>	<p>Awake, she finds the hero is also controlled by Blacksake.</p>	<p>Free from the illusion, she leaves to get help with saving the butler.</p>	<p>She does a good job as a leader.</p>	<p>The powerful Dragon Butler comes to join them.</p>	<p>3 days to finish it or be wiped out.</p>	<p>The heroine is trying to be nice but the evil dragon comes at her.</p>

Formulas for Hot Creatives

How to Create Hit Short Dramas at Scale — Lessons from the Chinese Market

5



A New Playbook for Global IP Expansion: From Web Novels to Chinese Blockbusters and Localized Overseas Productions

Example 1: Enduring Sacrifice + The Shocking Truth: Family Drama Emerges as the Trump Card for Going Global



“长子，兄妹模拟我人生泪崩”

It made the Fanqie Novel list 3 times.
5.71M views



“长子，兄妹模拟我人生泪崩”

44.13M popularity on Hongguo Short Drama;
443K saves



“Her Last Tear”

Released in Mar 2026.
Among the daily top 3 by advertising.

Example 2: Rejuvenation + Family's Prosperity. Bringing the Thrills of Domestic Hits to Overseas Audiences.



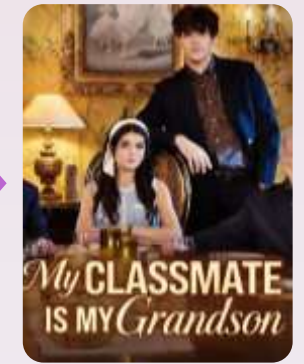
“十八岁太奶奶驾到，重整家族荣耀”

115K Active Readers.
Rated 9.1/10 by 20K Users.



“十八岁太奶奶驾到，重整家族荣耀”

Season 4 got over 10M views. Season 5 coming soon.


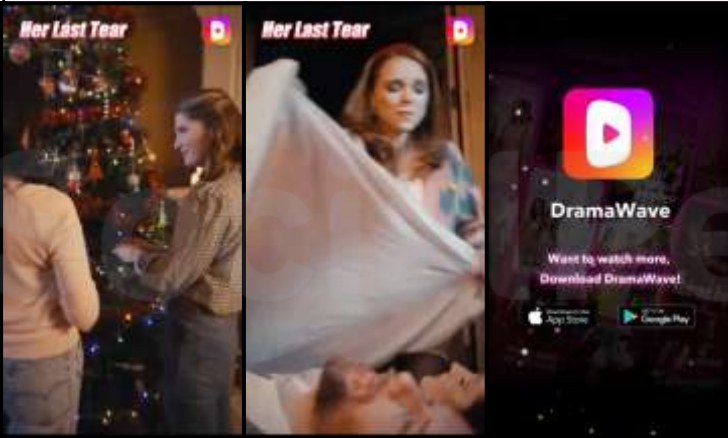



“My Classmate Is My Grandson”

3K+ Deduplicated creatives
Over 70M estimated impressions

A mature paradigm is taking shape for the global expansion of web novel IPs: It starts with highly emotional and exciting **web novels that have a large number of readers and verified data**, followed by **hit micro dramas that are adapted from the novels**, and ends with **global versions of those hit dramas**. This pattern of “novels as a foundation → expansion through micro dramas → monetization in the global market” reduces the trial-and-error cost and conveys Chinese emotions through Chinese ways of telling stories without cultural barriers. It has become the core driving force behind the growth of micro dramas going global.

Micro App Marketing: Three Formulas for Hot Creatives

Formula 1	Formula 2	Formula 3
<p>Intense Conflicts (3-sec Lure) + Highlight Clips + A Cliffhanger Ending</p>	<p>Local Scenes + Universal Emotions + Clear Calls to Action</p>	<p>Plot Twists + Hard-Hitting Lines + Dynamic Editing</p>
		
<p>3-second sharp conflict catches people's attention, followed by some highlights. It ends with a cliffhanger, which fits for the algorithm recommendation mechanisms of TikTok and other platforms.</p>	<p>The local scenarios attracts people's attention. Then it triggers emotional resonance through universal emotions. It ends with clear action instructions, which solves the problems faced by cross-culture advertising.</p>	<p>Short as it is, it displays intense conflicts, astounding users with impassioned lines. The video special effects match the plot, which suits the taste of people in the target market.</p>

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 – Mar 2026

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

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4. Disclaimer

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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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