**SocialPeta** | **AMO PICTURES**

# Insight into Global Micro Drama App Marketing for 2026

www.socialpeta.com

# About **SocialPeta**

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

# About AMO PICTURES

**Award-winning production studio specializing in vertical series, web dramas, and feature films. From viral short-form content to full-length movies.**

AMO Pictures is an international production studio with creative hubs in Ukraine and the U.S, filming across Europe and the US. Our vision is to lead the evolution of visual storytelling - from groundbreaking vertical series to classic feature films.

We're driven by our passion for cinematic art and our instinct for emerging formats, creating content that pushes boundaries while honoring storytelling traditions.

Whether it's a smartphone screen or a movie theater, we bring stories that excite, move, and connect audiences around the globe.
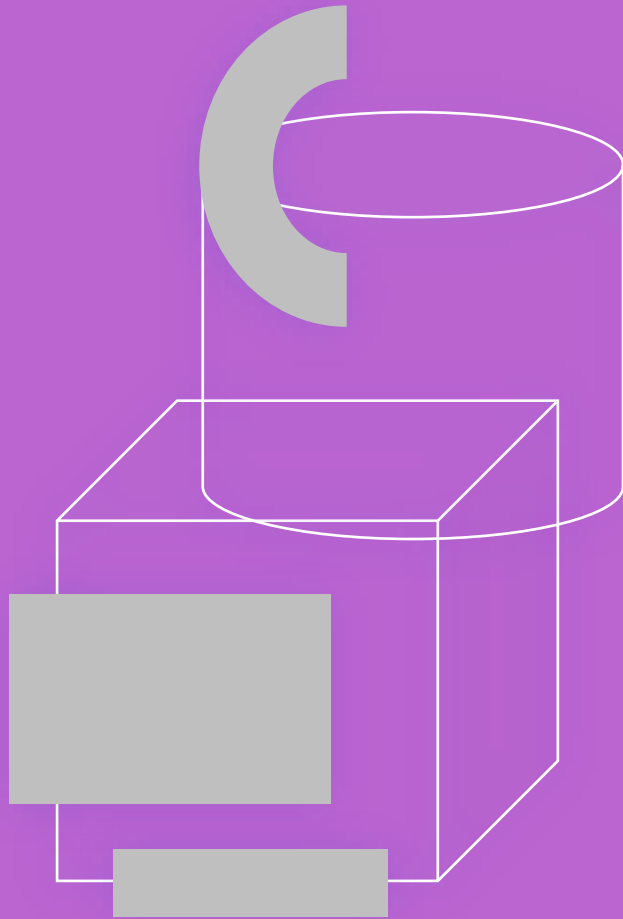
## 55+
Countries reached

## 3B+
Monthly views

## 55
Vertical dramas produced in 2025

www.amopictures.com

# Content

**1** Industry Insights

**2** Advertising Overview

**3** Top Apps

**4** Hit Micro Dramas

**5** Formulas for Creatives

**6** Scaling Vertical Drama IP

# Industry Insights

01

Short dramas are not films, and it is very difficult for them to become global blockbusters. However, within regions that share the same cultural identity, **a short drama can absolutely become a regional hit**. To become a breakout title, a short drama should have:

- A well-structured and commercially sound script
- Culturally grounded characters
- Strong local elements
- Lead actors with strong performance and clear role fit

Short drama is an emotion-driven product. **The most important indicator of a hit is whether it can create strong emotional resonance among local audiences.**

In my view, **within one year, short dramas will first experience a full-scale breakout in both the United States and India.** From there, this narrative format will gradually spread across global markets. Wherever people use smartphones and scroll TikTok or Instagram Reels, they will also be watching short dramas. Local markets will see more native players emerge. In the early stage, some local players will replicate storytelling formulas that have already been validated in the Chinese market. Over time, they will develop stories that are more deeply rooted in their own local cultures. In mature short-drama markets, around 80% of productions will be written by local screenwriters, and overseas markets will eventually create new storytelling formulas that do not yet exist in China today."

**Wenwen Han**
**Founder and CEO at Short Drama Alliance**

Based on our experience, breakout micro-drama hits are built not on novelty for novelty's sake, but on mastery of classic storytelling patterns applied in fresh settings. The most consistent elements are:

**Strong classical narrative patterns**
Successful stories rely on time-tested dramatic structures: clear character archetypes, recognizable emotional arcs, and proven plot turns. These patterns already work in traditional stories (for example, business, family, or power-struggle narratives). The key is not inventing new rules, but **translating these patterns into unexpected or non-typical settings**—fantasy worlds, royal families, or stylized universes—while keeping the dramatic logic intact.

**Immediate clarity from episode one**
From the first episode, the audience must clearly understand:
• who the main characters are,
• what relationships and conflicts connect them,
• and whose journey they should follow.
Confusion at the start kills engagement in micro-drama formats.

**Predictable outcomes, compelling journeys**
A hit micro drama does not depend on shocking twists for their own sake. The real value is that the viewer often *understands where the story is heading* and even how it may end—but remains deeply interested in **how** events unfold. The focus is on a rich, event-driven path, not on surprise endings.

**Density without overload**
Episodes should be packed with meaningful actions and emotional beats, but never overloaded. Every scene must move the story forward and serve the dramatic arc.

**Strict adherence to dramaturgy**
The entire series must follow the laws of dramaturgy, and **each individual episode must also function as a complete dramatic unit**—with its own tension, progression, and payoff.

**Fresh settings, familiar emotions**
Innovation comes primarily from setting and world-building, while emotions, conflicts, and character motivations remain universal and recognizable. This balance is what consistently turns a story into a hit.

In short, breakout micro-drama hits emerge when creators confidently use classical storytelling mechanics, apply them with discipline, and reframe them in new, visually or thematically unexpected worlds—without breaking the core rules of drama.

**Anatolii Dudinskyi
CEO at AMO Pictures**

Microdrama hits are less about originality and more about emotional clarity, speed, and structural focus. The strongest creators approach storytelling closer to video game mechanics than cinema craft, not by manipulating audiences, but by respecting how attention, reward, and emotion actually function on mobile. **In a format with zero loyalty, infinite choice, and little memory of titles (only tropes), the real competition isn't other shows — it's the user's next swipe.**

1. **Discovery behaves like Reels, while retention behaves like games.** The first seconds must interrupt scrolling with instant emotional clarity and recognizable stakes. But once the user enters, progression loops, escalating challenges, and compounding consequences sustain engagement.

2. **Hit microdramas create emotional attachment immediately and then compound it relentlessly.** The protagonist enters as an underdog facing visible injustice, humiliation, or power imbalance within seconds, creating instant alignment without exposition. Audiences don't need world-building — but they immediately need someone to root for.

3. **Characters are designed around emotional contradictions** — because unidimensional characters don't work. Without inner tension, polarity, or "character arcs," curiosity collapses quickly. Dominant yet protective,privately  innocent yet curious, cruel publicly yet tender generate fantasy, obsession, and sustained engagement.

4. **Screenplays are engineered for emotional density and speed.** Each payoff functions like a micro-reward that instantly unlocks the next tension. Complication cascades replace isolated twists: A triggers B, B escalates into C, C explodes into D. Emotional cycles repeat — jealousy, rescue, confrontation, near exposure — but with rising stakes and irreversible consequences.

5. **Audiences often know more than the protagonist.** This asymmetry builds anticipation, protective instinct, and emotional friction that sustains binge behavior across dozens of micro-episodes.

Finally, **for Gen Z, mechanics alone aren't enough.** The fantasy must feel emotionally truthful — grounded in identity tension, power dynamics, vulnerability, ambition, loneliness, and belonging. When emotional truth meets structural discipline, attachment forms fast and compounds hard.

In massive libraries with low loyalty, emotional attachment becomes the only durable advantage.

**Sambhav Khetarpal**
**Head of Content at Sooper (By Hoichoi)**

When asking how micro dramas fundamentally differ from web series and short-form videos in terms of production logic, user behavior, and monetization, I believe micro-drama's major differentiator is its potential to drive viewer retention and loyalty. The format's goal is to hold attention and sustain the viewing experience; it's not an isolated consumption like a web series nor as random as short-form videos. One micro-drama naturally leads to the next. An emotional connection is formed, creating a devoted, loyal audience — which amplifies everything, including monetization. If a viewer watches and likes a micro-drama, they typically don't stop there; they're likely to continue consuming new stories, often enough to justify a financial commitment. From a production perspective this is excellent, since producers can build an owned ecosystem with relatively short production cycles and a highly efficient content pipeline.

Stories with emotional density and a strong aspirational appeal tend to perform very well in this space. Presenting a familiar trope and, early on, subverting it with a creative twist can positively impact the audience; the viewer feels on familiar ground but can be surprised at any moment. The element of surprise is a powerful tool. Mixing genres also works well, offering different stimuli within the same story. It's essential to move the viewer and evoke genuine emotions that create identification. Nothing does this better than romances, stories of motherhood, family conflicts, or big, long-awaited revenge arcs.

**Gustavo Reiz**
**CEO | Screenwriter | Showrunner at Cine e Cena Produções Artísticas**

# Advertising Overview

The overall marketing cycle, scale, and copy preferences for global short-drama apps in 2025.

02

# Micro-Dramas

According to Google's forecasting, the market size of global micro-dramas reached $3.6 billion, up 126% YoY, and will rise to $6 billion in 2026, up 65% YoY.

**I. Content: Customized hit products for submarkets**. The extensive model of "same content for all markets" isn't effective now. Conversion rates are greatly affected by regional preferences for genres. High-paying users in North America prefer premium romance dramas. In Southeast Asia, dramas about reversal of fortune and rebirth achieve more views than the average level of all micro-dramas. In the Middle East, family ethics dramas were shared 3 times more than other genres. In Latin America, people love dramatic stories with strong conflicts..

**II. Technology: Efficiency improved by AI-empowered marketing.** Restructured by AI technologies, the entire marketing chain has achieved better efficiency and precision. For ad production, there are AI-generated covers and clips of brilliant moments. Localization adopts an "AI initial translation + human polishing" model. With AI technologies, prices are automatically adjusted based on real-time monitoring data to greatly increase the conversion rate.

**III. Monetization: Binding with measures tailored to specific regions.** Marketing and monetization are deeply bound, requiring strategies adapted to regional payment behaviors. High-paying markets such as North America, Japan, and South Korea focus primarily on in-app purchases, while traffic-driven markets like Southeast Asia and Latin America rely more on ad-based monetization. Meanwhile, the pattern "micro-drama + e-commerce" is gaining great popularity, forming a new business growth point through product placement and purchase link.

# Top 20 Going-Global Micro-Drama Apps by Advertising in 2025

## iOS

| # | App | Company | # | App | Company |
|---|-----|---------|---|-----|---------|
| 1 | NetShort | NETSTORY PTE. LTD. | 11 | FlickReels | FARSUNPTE.LTD. |
| 2 | DramaWave | SKYWORK AI PTE LTD | 12 | FlareFlow | FlareFlow Pte.Ltd. |
| 3 | ShortMax | SHORTTV LIMITED | 13 | MiniShorts | Noventure PTE.LTD. |
| 4 | DramaBox | STORYMATRIX PTE. LTD. | 14 | Playlet | MICROSHOWTIME LIMITED |
| 5 | My Drama | HolyWaterLimited | 15 | HoneyReels | HK YAWEN INFORMATION TECHNOLOGY LIMITED |
| 6 | ReelShort | NewLeaf Publishing | 16 | JoyReels | UREELS PTE.LTD. |
| 7 | GoodShort | SINGAPORE NEW READING TECHNOLOGY PTE. LTD | 17 | DreameShort | CRATER PTE. LTD. |
| 8 | MoboReels | CHANGDU(HK) TECHNOLOGY LIMITED | 18 | ShotShort | Nanjing Radiance Network Technology Co., Ltd. |
| 9 | KalosTV | 明颜 | 19 | FlexTV | YUDER PTE.LTD. |
| 10 | StardustTV | HongXing Media Co.,Limited | 20 | HappyShort | Zhengzhou Tianqiao E-commerce Co., Ltd |

## Android

| # | App | Company | # | App | Company |
|---|-----|---------|---|-----|---------|
| 1 | DramaWave | SKYWORK AI PTE LTD | 11 | FlickReels | FARSUNPTE.LTD. |
| 2 | NetShort | NETSTORY PTE. LTD. | 12 | FlareFlow | FlareFlow Pte.Ltd. |
| 3 | ShortMax | SHORTTV LIMITED | 13 | KukuTV | MebigoLabsPrivate Limited |
| 4 | DramaBox | STORYMATRIX | 14 | MiniShorts | NoventurePTE.LTD. |
| 5 | ReelShort | NewLeaf Publishing | 15 | FreeReels | SKYWORK AI PTE.LTD. |
| 6 | My Drama | HolyWaterLimited | 16 | JoyReels | JoyDream Limited. |
| 7 | GoodShort | GoodNovel | 17 | FlexTV | YUDER PTE.LTD. |
| 8 | MoboReels | MOBOREADER TECHNOLOGY USA CO LTD | 18 | HappyShort | Dramas & Shorts |
| 9 | StardustTV | StardustTV | 19 | StarShort | StarShort |
| 10 | KalosTV | Kalos_ShortTV | 20 | DramaBite | StorySculpt Entertainment Team |

# Trends in Advertisers & Creatives for Global Micro-Drama Apps in 2025

In 2025, there were over 700 monthly active micro-drama app advertisers, a YoY growth of over 63.61%. Monthly creatives peaked in April and December. Monthly creatives per advertiser recorded a YoY increase of 144.9%. There's still a rising trend in creatives for micro-dramas.

**Monthly advertisers**

Up 63.6%

**733** ↑

**Monthly creatives per advertiser**

Up 144.9%

**5.77K** ↑

Legend: ■ Advertisers — ◆ Monthly creatives per advertiser
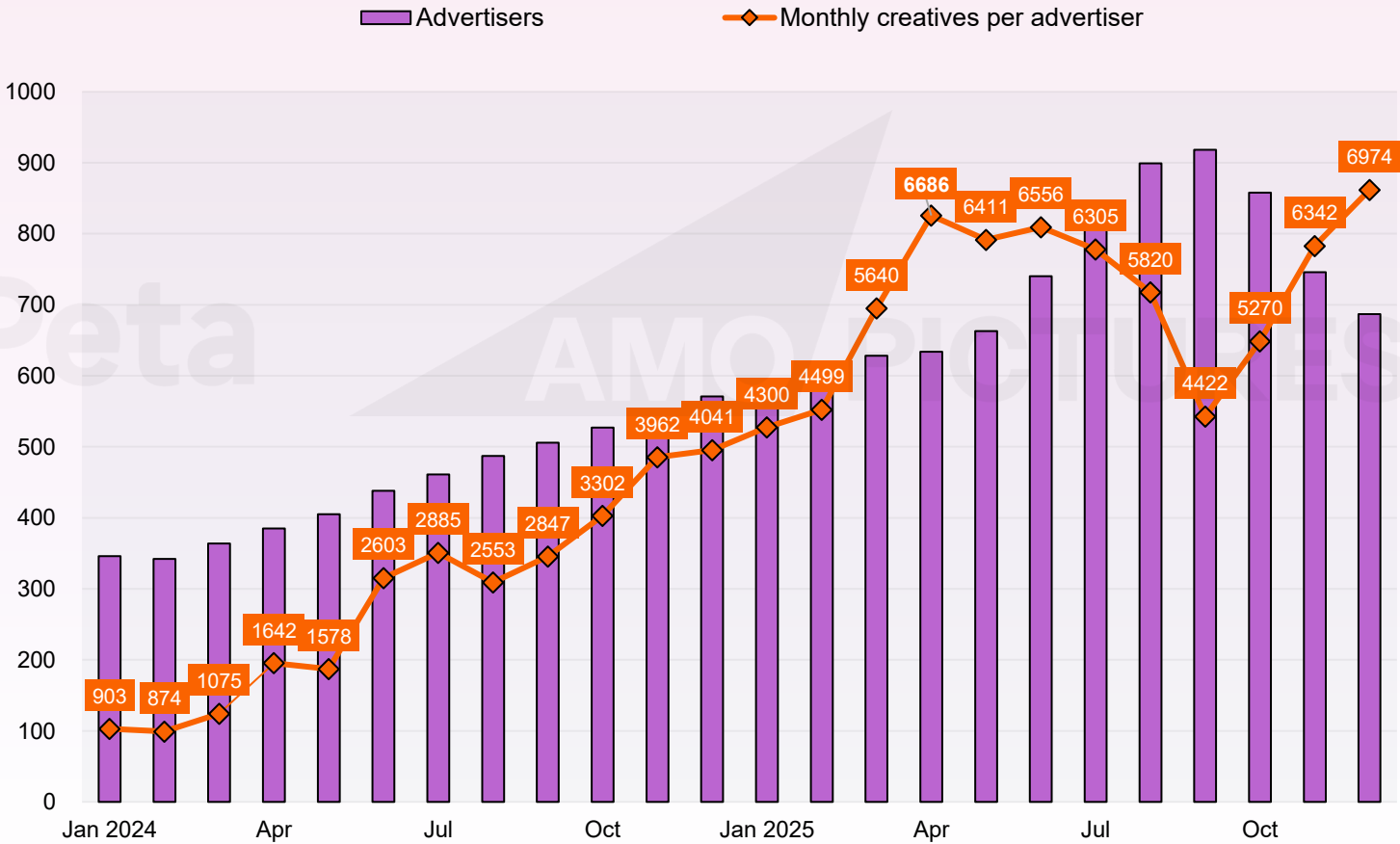
# Micro-Drama App Advertising Trends in Top Countries/Regions in 2025

North America had the most active advertisers, and Africa had the fewest.
Europe remained the top 1 with its share of creatives
Half of the micro-dramas released creatives in Europe and North America.

**Most advertisers: North America**
North America and Europe had the most active micro-drama app advertisers, with about 1K competitors in this industry.

**Highest share of creatives: Europe**
Of all regions, Europe had the highest share of creatives, followed by North America and Southeast Asia.



Legend:
- Advertisers
- Share of creatives
- Share of micro dramas

Data labels (Share of creatives, orange): North America 53.64%, Europe 67.24%, Southeast Asia 34.13%, South Asia 25.52%, South America 33.98%, Japan & South Korea 32.40%, Oceania 27.01%, Middle East 29.23%, Hong Kong Macao and Taiwan 22.08%, Africa 22.75%

Data labels (Share of micro dramas, green): North America 49.76%, Europe 58.44%, Southeast Asia 33.08%, South Asia 21.77%, South America 33.32%, Japan & South Korea 33.72%, Oceania 24.89%, Middle East 18.33%, Hong Kong Macao and Taiwan 19.54%, Africa 14.91%

Source: SocialPeta
Date Range: Jan 2025 - Dec 2025

# Analysis of Popular Micro-Drama Ad Copies in 2025

## Top 10 ad languages

| Language | Proportion |
|---|---|
| English | 62.34% |
| Spanish | 9.28% |
| French | 5.61% |
| Portuguese | 5.41% |
| German | 4.43% |
| Italian | 3.32% |
| Polish | 3.02% |
| Korean | 1.33% |
| Japanese | 1.08% |
| Chinese Traditional | 0.91% |

## Top 10 ad titles

| Phrase |
|---|
| Watch more episodes |
| Download the app |
| Best show of 2025 |
| Continue watching |
| Free Trial / 7 Days Free Trial |
| Short drama |
| Watch FULL Episodes |
| Go to the Full Episodes Now |
| This short drama |
| You can't stop watching |

## Summary of action-related keywords

| Types of actions | Keywords (extract) |
|---|---|
| Download | Download, Unduh, Télécharger, Scarica, 下载 |
| Watch | Watch, Mira, Regarde, Assista, 看, 시청 |
| Click | Click, Haga clic, 클릭 |
| Obtain | Get, Obtén, Obter, Dapatkan |
| Register/trial | Free Trial, Try, Join, Sign up |
| Continue | Continue, Sigue, Continua, Weiter |

## Proportions of tones

- Emoji
- Exclamation
- Figure
- Other
- Question
- Label

38%
34%
10%
9%
7%
2%
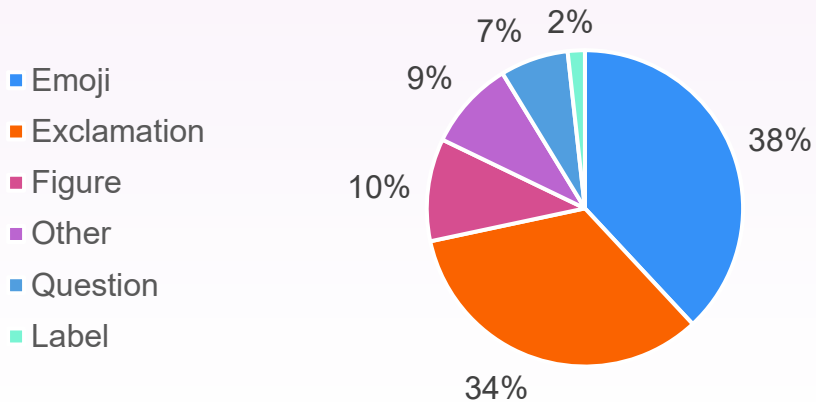
# Top Apps

Marketing trends in global mainstream micro-drama apps;

Global apps' market entry strategies;

Top micro-drama apps by advertising

# 03

# AI support + Mass advertising = Google Play's Trending App in 2025

As of December 2025, DramaWave had over 15 million monthly active users, thanks to its parent company Kunlun Tech's many years of localization experience and the deep application of AI technologies in the app. The app remained among the top tier of global micro-drama apps and was recently named one of Google Play's Top Trending Apps in 2025.
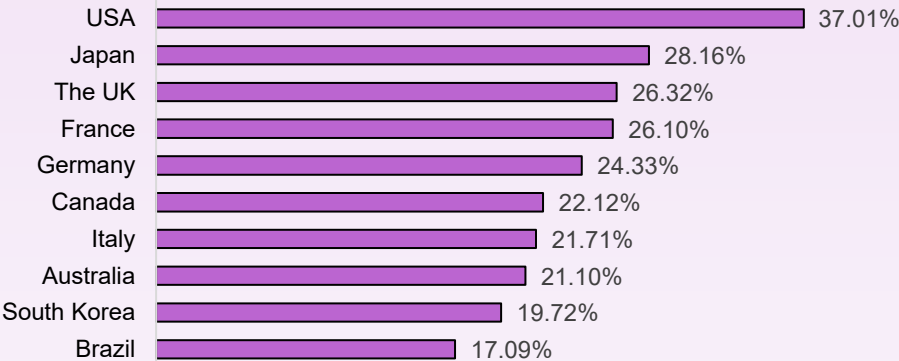
## DramaWave

SKYWORK AI PTE LTD

### Advertising Data

First advertising date: Aug 2024

Total deduplicated creatives:

5.134M

### Share of creatives in top countries/regions

| Country/Region | Share |
|---|---|
| USA | 37.01% |
| Japan | 28.16% |
| The UK | 26.32% |
| France | 26.10% |
| Germany | 24.33% |
| Canada | 22.12% |
| Italy | 21.71% |
| Australia | 21.10% |
| South Korea | 19.72% |
| Brazil | 17.09% |

## Trends in Micro-Drama Advertising

1613

— Micro dramas

(Jan 2025, Mar, May, Jul, Sept, Nov)
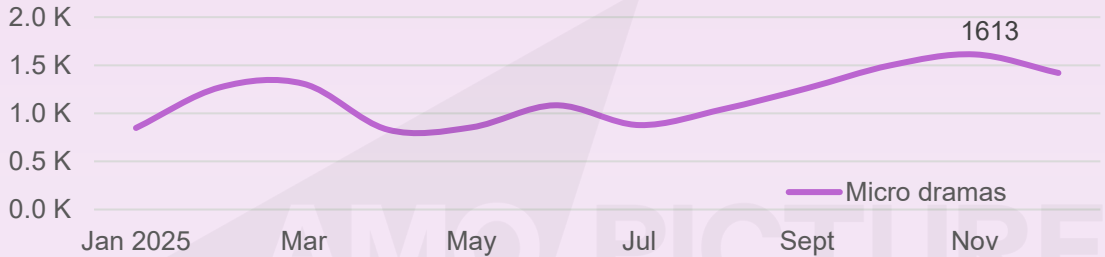
## Representative Micro-Dramas

《Love Is Sweet Torture》
Workplace + BDSM
+ Imposed love

《Sleeping for 30 Years,
My Brothers Regret》
Heartbreaking + Rebirth +
Romance

《MYTHIC BEASTS, World
at My Feet》
Anime adaption + Reversal
of fortune + Time travel

# 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. In addition to advertisement putting, the app was more active on global social media and communities.

## ReelShort

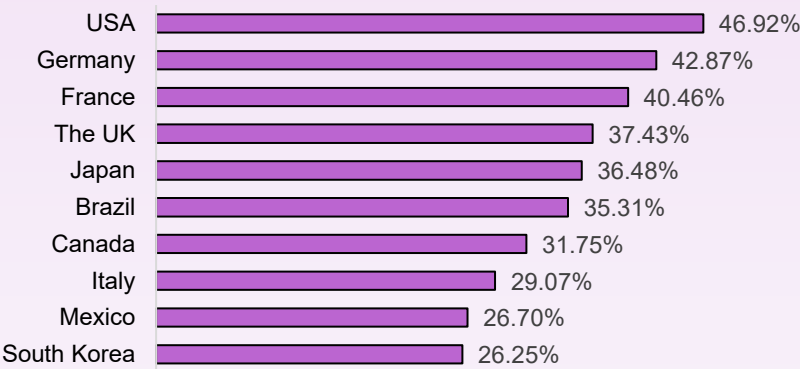NewLeaf Publishing

### Advertising Data

First advertising date: June 2022
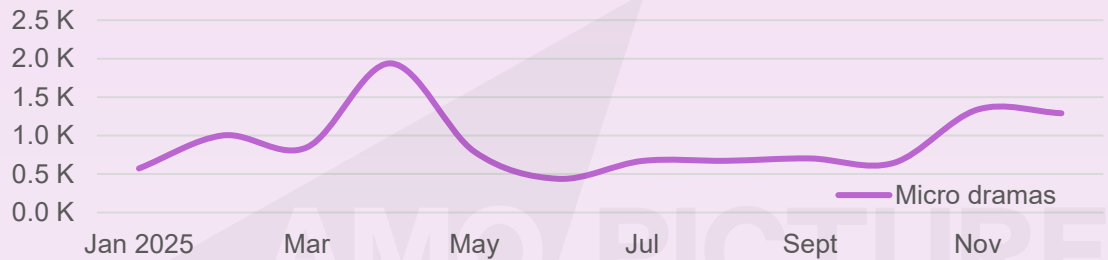
Total deduplicated creatives:

2.943M

### Share of creatives in top countries/regions

| Country/Region | Share |
|---|---|
| USA | 46.92% |
| Germany | 42.87% |
| France | 40.46% |
| The UK | 37.43% |
| Japan | 36.48% |
| Brazil | 35.31% |
| Canada | 31.75% |
| Italy | 29.07% |
| Mexico | 26.70% |
| South Korea | 26.25% |

## Trends in Micro-Drama Advertising
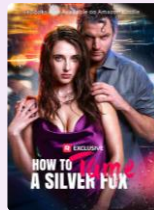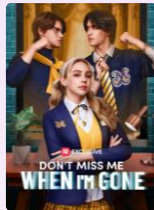
Micro dramas

## Representative Micro-Dramas
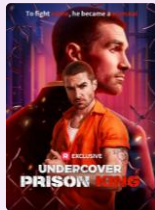
《Undercover Prison King》
Male-oriented + Reversal of fortune + Secret Identity

《How to Tame a Silver Fox》
Age gap relationship + Forbidden Love + Bodyguard

《Don't Miss Me When I'm Gone》
Complicated love + Fake siblings + School

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

FlickReels focused on the blue ocean of "silver hair dramas ", rather than the youth-oriented genres commonly seen in the global micro-drama market. Over one-third of the app's popular ad creatives feature middle-aged and elderly protagonists. Currently, the app is estimated to have reached 5 million global downloads and generated over $10 million in revenue, and has made it into the top 10 best-selling entertainment apps in Southeast Asia multiple times.

## FlickReels
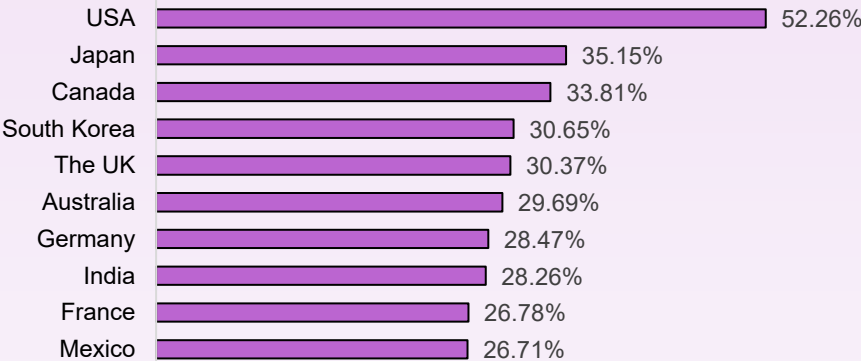
FARSUNPTE.LTD.

### Advertising Data

First advertising date: July 2024

Total deduplicated creatives:

1.616M

### Share of creatives in top countries/regions

| Country/Region | Share |
|---|---|
| USA | 52.26% |
| Japan | 35.15% |
| Canada | 33.81% |
| South Korea | 30.65% |
| The UK | 30.37% |
| Australia | 29.69% |
| Germany | 28.47% |
| India | 28.26% |
| France | 26.78% |
| Mexico | 26.71% |

## Trends in Micro-Drama Advertising



Micro dramas

Jan 2025 — Mar — May — Jul — Sept — Nov
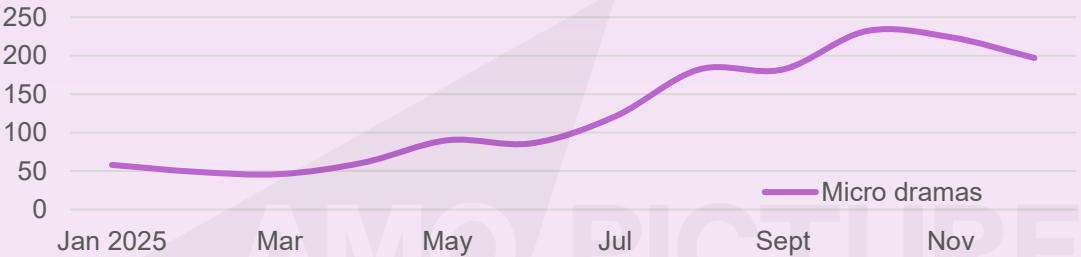
## Representative Micro-Dramas



《CEO's Sudden Silver Bride》
Silver hair + Reversal of
fortune + Sweet love
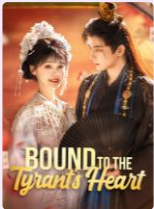
《Bound to the Tyrant's Heart》
Costume drama + Time
travel + Fates

《One Night, One Deal, One
Billionaire》
Contract + Modern + Doctor

# Local micro-drama app in South Korea: pop idols in X-rated dramas that target the US market

VIGLOO was developed by Spoon Radio, a South Korean audio giant. The app offered 50 original micro-dramas upon its release and became one of the top 10 most downloaded entertainment apps in Japan and South Korea. In March 2025, VIGLOO announced its entrance into the US market. It earned great popularity in the US through vampire-themed micro-dramas, increasing its monthly active users fivefold, with viewers in the US contributing 50% of its revenue.

## VIGLOO

SpoonLabs

### Advertising Data

First advertising date: June 2024

Total deduplicated creatives: 31.4K
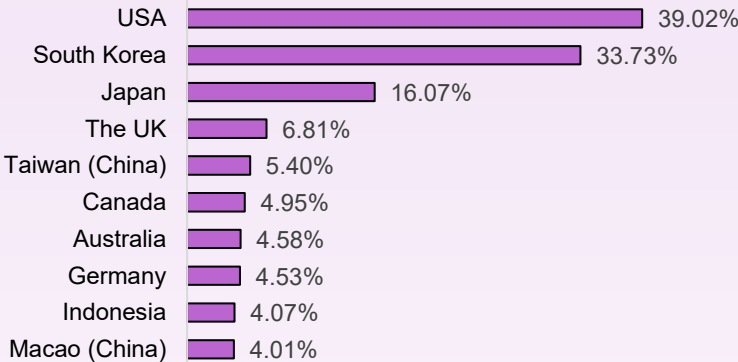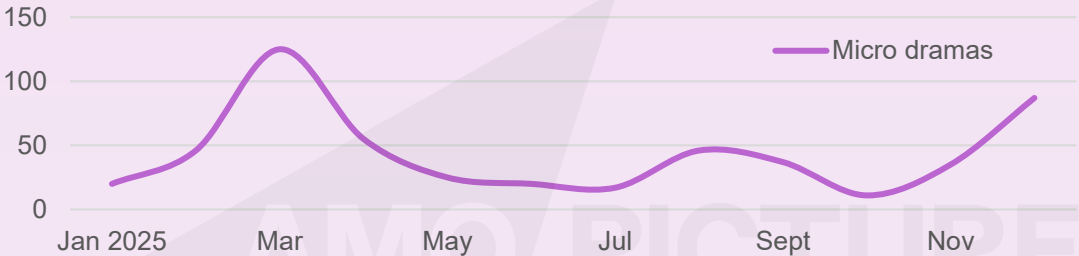
### Share of creatives in top countries/regions

| Country/Region | Share |
| --- | --- |
| USA | 39.02% |
| South Korea | 33.73% |
| Japan | 16.07% |
| The UK | 6.81% |
| Taiwan (China) | 5.40% |
| Canada | 4.95% |
| Australia | 4.58% |
| Germany | 4.53% |
| Indonesia | 4.07% |
| Macao (China) | 4.01% |

## Trends in Micro-Drama Advertising

Micro dramas

(Chart: line graph from Jan 2025 to Nov, y-axis 0 to 150)

## Representative Micro-Dramas

《床伴游戏 共享屋2》
Variety show + X-rated + Modern

《MATRIMONEY》
Contract + Sweet love + Fall in love after getting married

《MATED TO MY RIVAL ALPHA》
Werewolf + Complicated love + Modern

# Hit Micro-Dramas

Global popular micro-dramas, genre features, and production direction

Top Micro-Dramas by Advertising

# 04

# Top 10 Micro-Dramas by Advertising in 2025

| Homegrown dramas | | Foreign language subtitled dramas | | Dubbed dramas | |
|---|---|---|---|---|---|
| 1 CHAINED BY HER LOVE | 270K | 1 The Beggar King's Bride | 95K | 1 The Missing Master Chef | 99K |
| 2 I BECAME MY CEO'S DARKEST SECRET | 250K | 2 After Her Long Slumber, Brothers Regret | 38K | 2 A Baby, a Billionaire, And Me | 63K |
| 3 TOO YOUNG TO WANT HER PROFESSOR | 110K | 3 Return of the Drift King | 37K | 3 Amor Inesperado | 33K |
| 4 ENGAGED TO THE ENEMY | 96K | 4 Bound to the Tyrant's Heart | 37K | 4 Ríndete a Mi Abrazo | 26K |
| 5 CEO Wants My Little Rascal | 90K | 5 She Slept, They Wept | 37K | 5 My Dad is the Hidden Boss | 22K |
| 6 30 Years Frozen,3 Brothers Regret | 86K | 6 أنت محبوب أنت محبوب | 35K | 6 La reina del destino | 20K |
| 7 brace face Betty | 80K | 7 Queen of Hearts | 35K | 7 Love at Fifty | 17K |
| 8 True Love Waits | 74K | 8 Falling For A SUPERSTAR | 35K | 8 スピード婚！旦那様は大富豪 | 16K |
| 9 Runaway Billionaire Becomes My Groom | 60K | 9 안녕, 오빠들 | 29K | 9 絶世 | 15K |
| 10 17 Heartbreaks: When Love Has No Voice | 48K | 10 Tipping Point | 27K | 10 A Herdeira Bilionária Divorciada | 14K |

# Self-restrained sexy professor & daughter of an erotic fiction writer
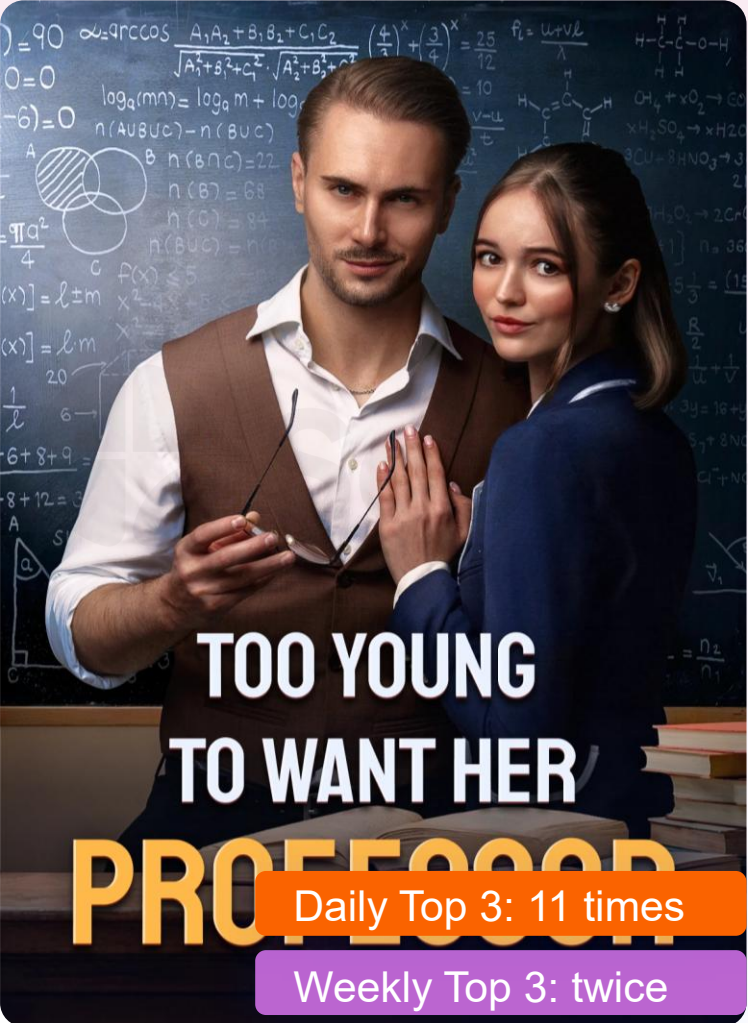
**Name:** "TOO YOUNG TO WANT HER PROFESSOR"

**Available on:**

**Total creatives:** 98K     **Total estimated impressions:** 12.5B

**Major regions of advertising:** France, Germany, Spain, USA, Ireland…

**Plot summary:** After the death of her mother, an erotic fiction writer, Mia goes to college in pursuit of her dream of becoming a writer. Her life takes an unexpected turn when she crosses paths with a strict yet handsome professor.

Daily Top 3: 11 times

Weekly Top 3: twice

Creatives — Impressions

2025/6/12    2025/7/12    2025/8/12    2025/9/12    2025/10/12    2025/11/12    2025/12/12
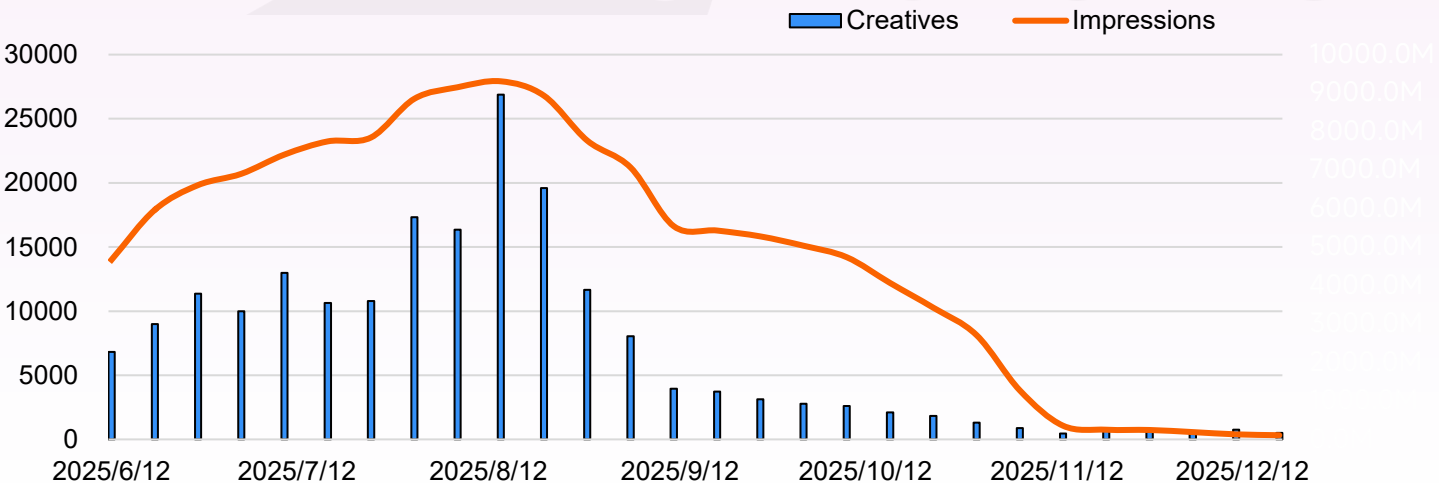
# Analysis of Popular Ad Creatives for "TOO YOUNG TO WANT HER PROFESSOR"

**Popular active ad creative:** The drama's popular ad creatives aren't long videos about its overall plot, but are under-1-minute clips of exciting moments, including but not limited to: handcuffing, submission and punishment, imposed love, forced kisses in a library, and unhidden cheating. As a teacher and a student, they are sexually attracted to each other deeply and addictively.

| Beginning | Development of the story | | | | | Cliffhanger |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| He asks her to come to his office after school. | She slaps him in the face, intensifying the conflict. | In the bathroom, he covers her mouth to stop her from crying. | A misleading scene of her apologizing and being punished. | A close-up of cuffing her hands provides a BDSM element | He sees another guy kissing her. | It provides download buttons to achieve conversions. |

# Wronged protagonists are popular and successful dramas are released globally
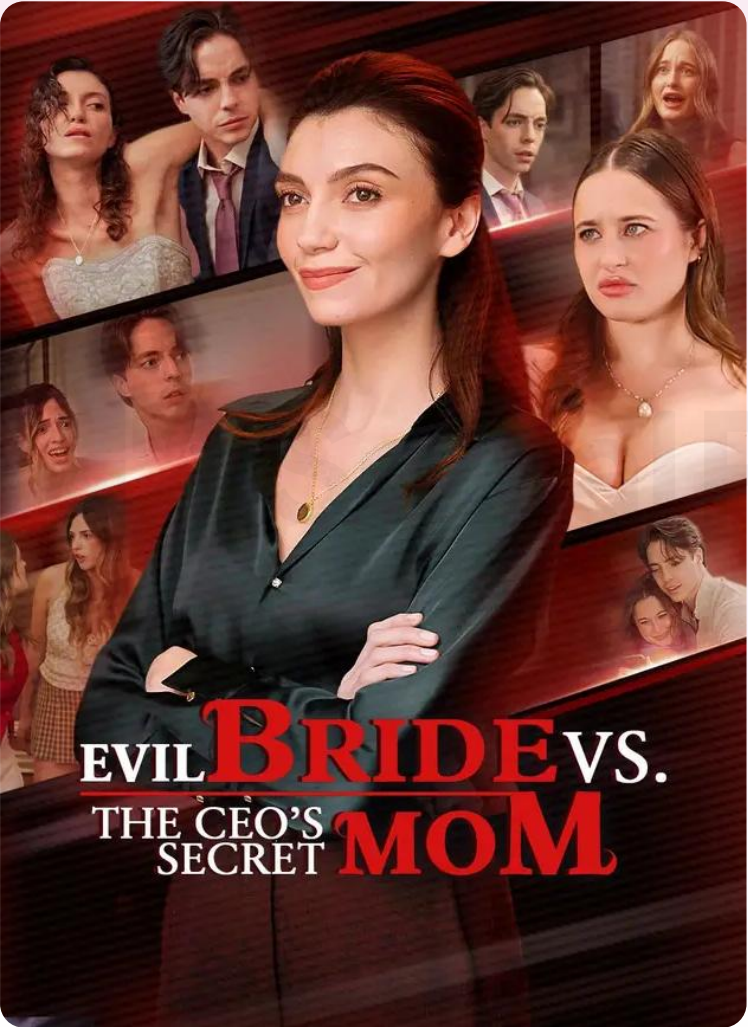


**Name:** "Evil Bride vs. The CEO's Secret Mom"

**Available on:** 🎬

**Total creatives:** 44K    **Total estimated impressions:** 2.7B
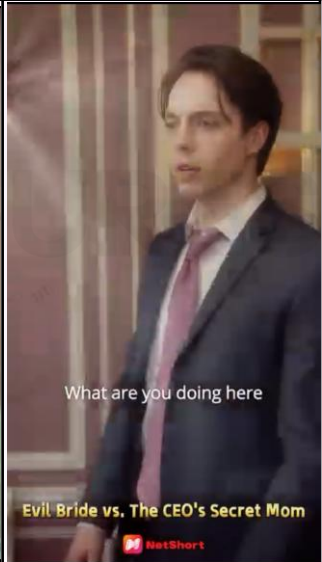
**Major regions of advertising:** USA, the UK, Canada, Australia, Germany…

**Plot summary:** Beth, a top live-streamer, is engaged to a rich guy. The night before her wedding, she mistakes her future mother-in-law for her fiancé's mistress and attacks her. She has no idea this ridiculous revenge will land her in massive trouble.
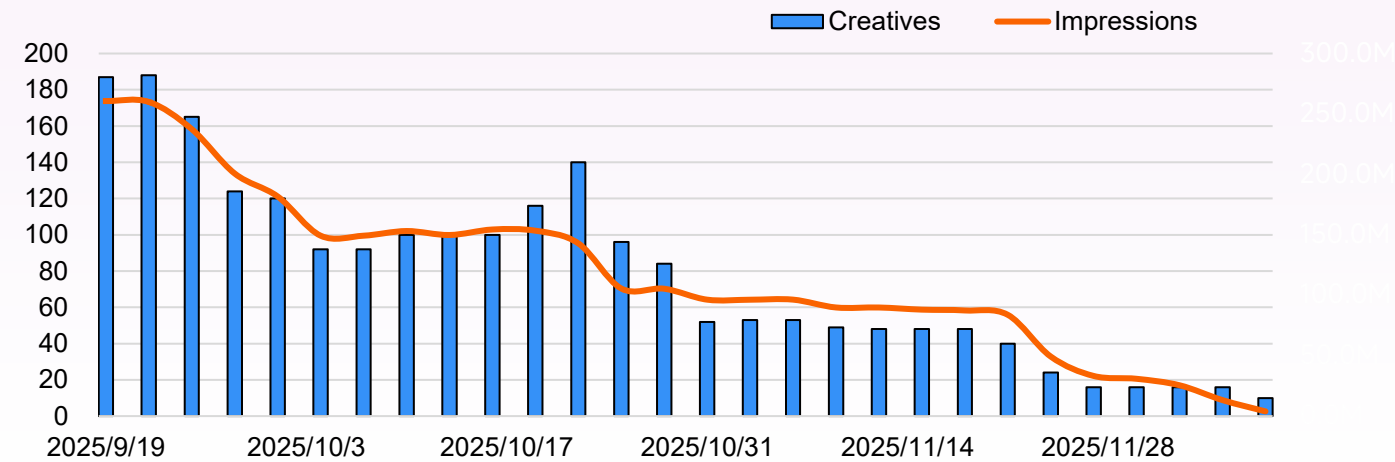
# Analysis of Popular Ad Creatives for "Evil Bride vs. The CEO's Secret Mom"

**Top-performing creative**: Adapted from a Chinese micro-drama. Such mother-in-law conflict dramas have recently faced restrictions in China due to policy changes, yet they perform unexpectedly well in overseas markets. The plot follows a youthful-looking mother who is mistaken for her son's mistress by his fiancée and publicly humiliated during a livestream. No matter what she says, her future daughter-in-law ignores her, escalating audience frustration. Just as the son arrives and the audience expects the truth to be revealed, the creative ends abruptly to encourage downloads.

| Beginning | Development of the story | | | | | Cliffhanger |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| Workout video foreshadows why she looks younger than her age. | Her future daughter-in-law mistakes her for her son's mistress and slaps her. | She is controlled, and her gift for the wedding is destroyed. | Her future daughter-in-law insults her on a livestream. | Her future daughter-in-law thinks the wedding dress is for the protagonist. | She forces her into the wedding dress and paints it live. | Her son finally arrives and the ad creative ends. |

# Top 20 **AI Animations** by Advertising in 2025

There were 895 AI animations that released ad creatives in 2025. "MYTHIC BEASTS, World at My Feet" was ranked second in ad creatives yet delivered the highest estimated impressions, about 180 million impressions.

| # | | | |
|---|---|---|---|
| 1 | | My Assertive Lover | 4.93K |
| 2 | | MYTHIC BEASTS, World at My Feet | 3.28K |
| 3 | | Chiếm hữu | 2.42K |
| 4 | | 開局億萬冥幣，我買爆末世 第一季+第二季 | 2.39K |
| 5 | | เมื่อหัวใจมาเฟียตกหลุมรัก | 1.84K |
| 6 | | Fried Rice Made Me Invincible | 1.79K |
| 7 | | Cash Rules The APOCALYPSE | 1.72K |
| 8 | | After the Last Dragon, I Became a Dragontamer | 1.62K |
| 9 | | Forbidden Spells, All Skills Unleashed | 1.60K |
| 10 | | 神級BOSS召喚師 第一季 | 1.50K |
| 11 | | La Propiedad del Capo | 1.49K |
| 12 | | 無敵煉氣期 | 1.46K |
| 13 | | ヤクザの愛強制すぎる | 1.43K |
| 14 | | 法術終焉 | 1.40K |
| 15 | | 末日鈔能力者 第一季 | 1.40K |
| 16 | | 人在高武，從一碗蛋炒飯開始無敵 | 1.30K |
| 17 | | SUMMONER KING LEGION RISING | 1.27K |
| 18 | | Wasteland Trader SNACKS FOR GOLD | 1.17K |
| 19 | | Her Highness Buys the World | 1.13K |
| 20 | | Occult Doomsday: Free to Rule | 1.12K |

# AI Animations surge in the global market, most of them male-oriented
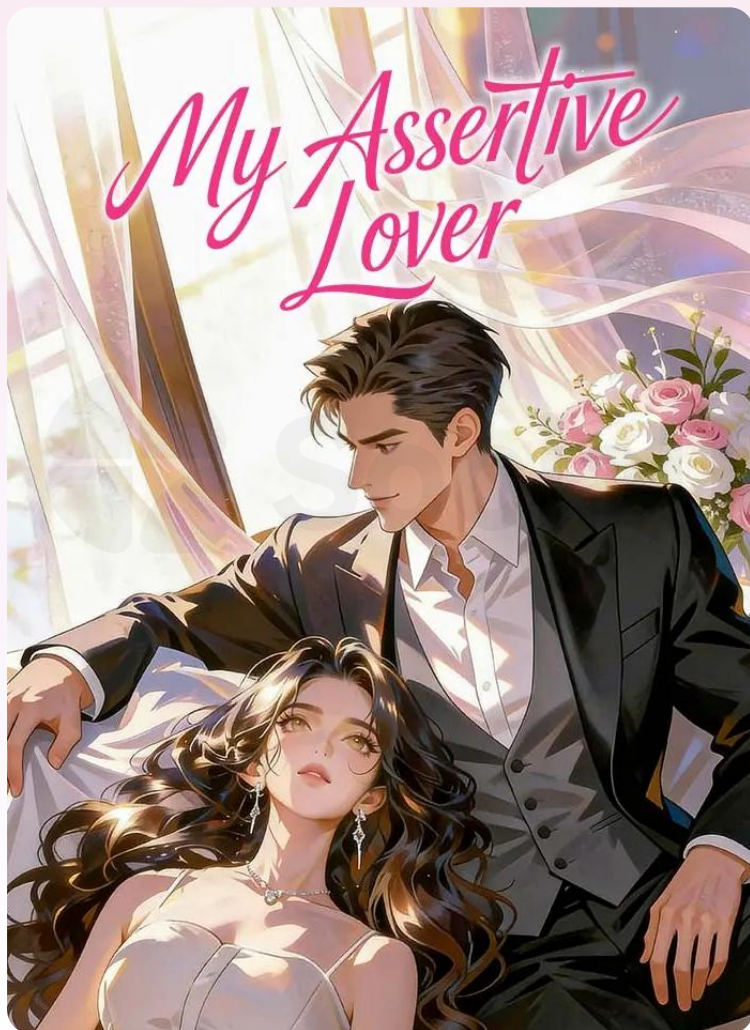


**Name:** "My Assertive Lover"

**Available on:** 

**Total creatives (6 versions):** 13.2K

**Estimated total impressions (6 versions):** 365M

**Major regions of advertising:** USA, Japan, the UK, France, Canada

**Plot summary:** On a rainy night, Besser meets Mathew, the enigmatic head of a powerful mob family. Mathew falls in love with her at first sight and pursues her passionately. Though Mathew lives a complicated life, Besser falls hopelessly in love with him after she gets to know him.



**28**
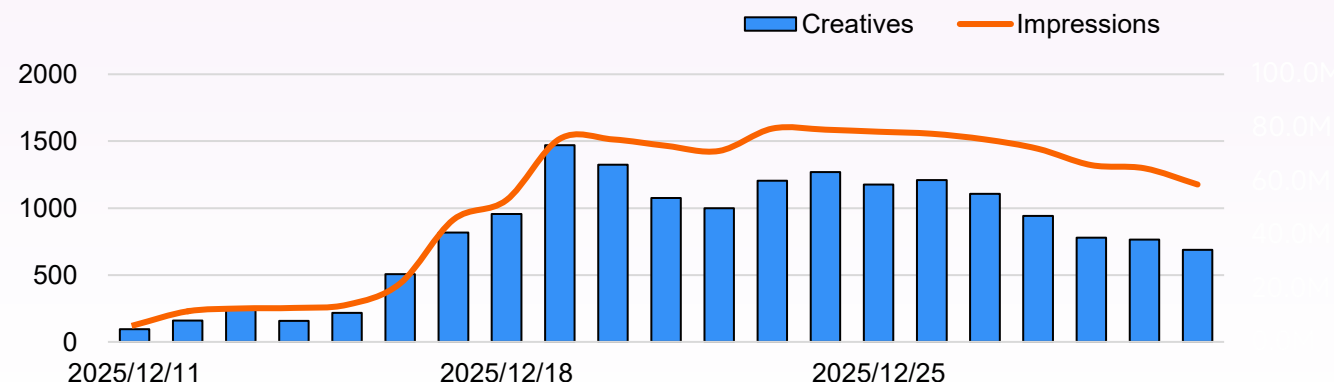
# Analysis of Popular Ad Creatives for "My Assertive Lover"

**AI-generated animations have generally released fewer ad creatives than conventional micro-dramas in global markets**. Most AI animations are male-oriented, which is closely related to the existing AI animations in China. There are also some female-oriented AI animations going global. And this AI-generated animation released in late 2025 is one of them. There were totally 13.2K deduplicated creatives released for 6 versions of this drama. Similar to the creatives for other female-oriented micro-dramas that are about domineering CEOs and romantic tension, its creatives are filled with close-ups of suggestive gestures and melodramatic scenes to maintain audience attention through strong visual impact and emotional cues.

| Beginning | Development of the story | | | | | Cliffhanger |
|---|---|---|---|---|---|---|
| The ad creative starts with her fiancé cheating on her and watching as she is bullied. | To everyone's surprise, a mob boss comes and protects her. | In flashback, she works to pay her boyfriend's tuition, only to be betrayed. | The mob boss stops the bus, compelling the her to meet his gaze | He takes her to a movie. She reveals her engagement. He investigates it secretly. | While her fiancé is cheating on her, she refuses to run away with the mob boss. | The mob boss leaves, the rival female lead humiliates and assaults her. The mob boss returns. |

# Formulas for Creatives

Formulas for viral ad creatives for global micro-dramas

**05**

# Formula 1: Intense Conflicts (3-sec Lure) + Highlight Clips + A Cliffhanger Ending

**Core logic:** Capturing attention in the first 3 seconds is the biggest challenge for micro-dramas going global. This formula precisely aligns global users' preference for content that is short, adaptable and fast-spreading. A start with intense conflicts is meant to break through users' information bubbles. A highlight clip is the key to keeping people attracted. And a cliffhanger ending leads to more downloads. It's a perfect chain. Platforms like TikTok and Reels prioritize videos with high completion and engagement rates, making this formula ideal for maximizing algorithmic recommendations.

| Structure Module | Core Requirements | Localized Examples & Tips |
|---|---|---|
| **3-sec Lure** <br> Sharp contrast and crisis | Lead with high-impact visuals and incremental information to trigger emotional resonance in under 3 seconds. | **Status Contrast:** "A girl from a rich family in a couture gown" swaps for "a poor servant working at the hero's house", accented with dramatic sound effects. <br> **Crisis Trigger:** The heroine is crawling on the floor, covered in blood, and seemingly suffering from a miscarriage. Shocked and furious, the hero shouts. |
| **Highlight Clips** <br> Tailored to regional preferences. | 3–7 mid-sequence high-impact clips are tailored to the target market, stacking emotional beats throughout the sequence and culminating in a powerful climax. | **Europe and America:** An independent woman has a reversal of fortune, such as "revenge on a cheating bastard", "refute questions during a board meeting". <br> **Southeast Asia:** Family revenge + sweet love, such as "a rich and powerful man protects her" "the bad guy begs for mercy". <br> **Middle East:** Showcase leads resolving family conflicts strategically while avoiding excessive intimate scenes. |
| **A Cliffhanger Ending** <br> A question with an obvious purpose | It ends with a question about the previous content. The dynamic effect and the download guide urge people to put it into action. | **A Mystery Ending:** "Will she be saved?" <br> **Download Guide:** Download the app to view the rest. |

# Formula 2: Local Scenes + Universal Emotions + Clear Calls to Action

**Core logic:** One of the biggest barriers to scaling micro-dramas globally is cultural resonance. This formula starts with local scenes to reduce cognitive friction, leverage universal emotions to deepen engagement, and finalize with strong CTAs to drive conversion. This formula solves the three major problems faced by micro-dramas going global: "Weak audience connection stemming from cultural gaps", "low retention caused by unclear emotional stakes", and "poor conversion resulting from ineffective calls to action." It especially suits vertical ad creatives to be released in specific countries or regions.

| Structure Module | Core Requirements | Localized Examples & Tips |
|---|---|---|
| **Local scenes**<br>Build trust through details | Focus on high-frequency everyday moments in the target market. Incorporate culturally specific elements to create a strong sense of relatability. | **Southeast Asia:** A night market in Bangkok, a market stall selling Tom Yam Gong, a colorful tuk-tuk.<br>**Europe and America:** Cafés, outdoor seating, baguettes, etc. |
| **Universal emotions**<br>Precisely trigger emotional resonance | Focus on universal human emotions amplified by melodramatic storylines. Convey feelings through visual cues like expressions and gestures, and use editing to highlight key moments. | **Sadness:** The hero wails miserably when he thinks his wife and daughter are gone.<br>**Hatred:** A girl envies the heroine being loved by the hero. There's a close-up of her furious eyes and clenched fists.<br>**Sympathy**: A little girl is chasing a car in the snow. She falls to the ground, which makes people feel sorry for her. |
| **Clear Calls to Action**<br>Lower the conversion threshold | Instructions are designed based on platform features and user behavior, and are reinforced with high-contrast subtitles and directional arrows. | **Free:** "Watch for free", persuading people to download it<br>**Pay to unlock**: "$0.99 for an episode", lowering the threshold.<br>**Download:** The app's download link is added at the end to achieve quick conversions. |

# Formula 3: Plot Twists + Hard-Hitting Lines + Dynamic Editing

**Core logic:** In the advertising competition, "memory point" is the key of outstanding creatives. This formula creates information gaps through plot twists, strengthens the memory point through hard-hitting lines, and enhances the visual impact through dynamic editing. Together, these elements drive high engagement and shareability—making the creative especially effective on social platforms, where organic sharing can spark viral growth and help the ad break into new audience segments.

| Structure Module | Core Requirements | Localized Examples & Tips |
|---|---|---|
| **Plot Twists** High-contrast turning point | Establish a familiar setup, then break it within 5 seconds to create a twist that is unexpected yet instantly believable. | **Status Twist:** The poor hero is humiliated by a rich girl. After establishing his hardship, the shot reveals a business card in his pocket—he's actually the chairman of a major conglomerate. **Relationship Twist:** The heroine trusts her best friend, who appears supportive by helping her find a job. Then there's a scene of her best friend texting the bad guys, mocking her behind her back. |
| **Hard-Hitting Lines** Concise and punchy lines in local languages | Keep lines short, punchy, and memorable. Localize them for each target market. In some markets, the words can be in bold font and in the center. | **Dual Male Leads/**Dual Female Leads: im not gay **India:** "Yeh toh sirf shuruaat hai (This is only the beginning), he is the boss". |
| **Dynamic Editing** Regional adaptation and enhanced impact | Special effects are designed based on target markets, with enhanced visual impact to convey core information. | **India:** Many flashbacks + mirror effects + red highlights, foreshadowing details **Europe and America:** Slow movements + slowly zooming in + psychological description, making out facial expressions **Southeast Asia:** Cartoon stickers + Dynamic text bubble, making them more interesting |

# Scaling Vertical Drama IP

A Supply-Side Perspective from AMO Pictures

06

# Market Inflection Point



I BECAME MY CEO'S DARKEST SECRET

## From Trend to Ecosystem

• By the end of 2024, vertical content showed clear signs of ecosystem maturity

• Independent audience behavior, monetization logic, and platform rules emerged

• Content producers faced a strategic choice:

- Remain service-based

- Or build and own original IP

*"Vertical content was no longer a passing trend, but a standalone ecosystem."*

— AMO Pictures

# Scale as a Competitive Advantage

## Industrialized Production at Scale

- 55 vertical dramas produced in 2025
- Enabled by:
  - Standardized production pipelines
  - Experienced in-house teams
  - Optimized production setups

## Why scale matters

- Faster creative validation
- Lower content volatility
- Continuous optimization through data feedback

*Scale is not about volume, but about building a repeatable system.*



LOVE AT DANGEROUS SPEEDS

# Audience-First IP Development

## From Short-Form Testing to Scalable IP

• IP development starts with **real audience behavior**, not assumptions

• Billions of monthly views enable:

- Testing emotional hooks

- Validating narrative tension

- Identifying repeat-view character archetypes

## Key advantage

• Short-form content serves as a testing ground

• Only validated concepts are scaled into vertical dramas

*Audience-first storytelling reduces creative risk.*

## Understanding the Vertical Viewer

### How Vertical Audiences Consume Content

• Consumption happens in fragmented, emotionally reactive moments

• Key behavioral insights:

- First seconds determine success or failure

- Emotion outperforms exposition

- Injustice, empathy, and suspense drive retention

- Momentum is critical; slow build-ups are rarely tolerated

### Implication

• Vertical drama prioritizes **immediate emotional impact**

MY FAMILY SOLD ME TO CRIMINAL BOSS

# Data-Driven Creativity

## Analytics Embedded Across the Workflow

• Data is integrated at every stage:

- Concept ideation

- Script development

- Casting & directing

- Editing & pacing

## Feedback loop

• YouTube & social platform analytics

• Performance data from licensed vertical platforms

*Data informs creativity without limiting it.*

# IP Scaling & Multi-Platform Strategy



## IP as a Long-Term Asset

- Every IP is designed as **multi-platform from day one**
- Practices include:
  - Scripts written for multiple algorithmic environments
  - Flexible shooting for re-editing
  - Multiple cuts optimized per platform

## IP success metrics

- Audience retention
- Episode-to-episode conversion
- Character strength
- Emotional impact

# Key Takeaways

## What the Industry Can Learn

• Vertical drama competition is moving toward **system capability**, not isolated hits

• Scale enables faster learning and stronger IP outcomes

• Data-driven creativity improves consistency and reduces risk

• IP ownership transforms content into long-term company capital

*Sustainable success depends on staying continuously connected to the audience.*

# 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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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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