

Between Boom and Regulation: Economic Impacts and Policy Challenges of the Rapidly Expanding Micro-drama Industry

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Abstract: The micro-drama industry in China has emerged as a significant economic and cultural force, characterized by rapid market growth, transformative impacts on consumer behavior, and substantial influence on cultural dissemination. This study explores the industry's economic contributions, its role in shaping cultural identity, and its effects on social values, while navigating a dynamic regulatory landscape aimed at fostering sustainable development. Through a comprehensive literature review and empirical analysis, this paper examines the strategies driving the creation and dissemination of micro-dramas, their diverse impacts, and the challenges of content homogenization and ethical concerns. Findings indicate that micro-dramas significantly enhance China's digital economy, create jobs, and promote cultural heritage, but they also risk propagating harmful values like materialism and gender stereotypes. Recommendations are provided for sustainable growth, emphasizing regulatory refinement, industry self-regulation, and media literacy to balance commercial success with cultural and social responsibility.

Keywords: Micro-drama industry; Chinese digital economy; Cultural dissemination; Social values; Regulatory landscape.

1. The Meteoric Rise of the Micro-drama Industry in China

1.1. Explosive Market Growth and Projections

China's micro-drama industry has exploded, transforming from niche entertainment into a major cultural and economic force. By end-2024, user numbers hit 576 million, exceeding food delivery, online literature, and ride-hailing users, representing 52.4% of China's internet population. The market's financial scale is immense: 2023 saw online micro-drama revenue reach \$5.15B, a 267.65% year-on-year surge. Projections indicate continued robust growth, exceeding \$6.9B in 2024 and potentially ¥100 billion by 2027. The paid micro-short drama segment is also soaring rapidly, estimated at \$1.8B in 2023 and projected to hit \$3B by 2025, driven by short-video popularity and user willingness to pay for premium content.

International expansion significantly fuels growth. By August 2024, US revenue from top overseas Chinese micro-drama apps reached \$151M, accounting for 64.8% of their total income and making the US the key overseas market. Globally, Chinese platforms achieved massive reach: over 300 apps accumulated 470M+ downloads across 200+ countries by early 2025. In 2024 alone, overseas downloads neared 55M with revenue hitting \$170M. Thirteen Chinese apps for global audiences each earned over \$1M monthly in 2024, projecting total monthly revenue exceeding \$100M. This global success highlights the format's appeal and its potential as a major Chinese digital export. From end-2023 to end-2024, the top five apps' monthly active users grew an astonishing 5,848% year-on-year, signaling massive global interest.

1.2. Key Drivers of the Micro-drama Boom

The micro-drama industry's explosive growth stems from key interconnected drivers. Primarily, shifting viewer

habits—especially among younger audiences seeking quick, engaging entertainment—align perfectly with the format's brevity. This caters to fragmented viewing times like commutes or breaks, matching reduced attention spans. High-intensity content, featuring frequent twists (often every 30 seconds) and cliffhanger endings, drives binge-watching, with average daily viewing reaching 138 minutes, peaking during commutes (7:00–9:00 AM, 6:00–8:00 PM) and pre-bedtime (10:00 PM–12:00 AM).

Platforms like Douyin and Kuaishou provide an ideal ecosystem, prioritizing rapid sharing of brief content. Technological advancements democratized creation; accessible high-quality smartphone cameras and user-friendly editing software lowered barriers, enabling diverse creators to enter and innovate. Lower costs compared to traditional dramas make micro-dramas a competitive, lower-risk investment, encouraging high output. Existing online novels and serialized fiction offer rich IP for adaptation.

High user engagement is crucial. Micro-dramas incorporate popular social issues and relatable scenarios with diverse characters, forging strong emotional connections that resonate with Gen Z. In China, the primary target is women aged 18-35, drawn to themes like independent women and family rebirth, while men and older audiences prefer family relationships or suspense/thrillers. This targeted strategy directly caters to core demographics. Seamless integration with e-commerce enhances appeal by enabling transitions from entertainment to commerce.

2. Economic Impacts of the Micro-drama Industry

2.1. Contribution to the Digital Economy and Job Creation

China's micro-drama industry is a major driver of its digital economy, showing explosive financial growth and substantial job creation. In 2023, the online micro-drama market surged

267.65% year-on-year to \$5.15B. This growth continued in 2024, reaching an estimated \$6.9B, surpassing the film market value for the first time. Projections indicate the market will exceed 100 billion yuan by 2027.

This boom extends globally. By August 2024, top Chinese micro-drama apps generated \$151 million in U.S. revenue, accounting for 64.8% of their total income. Globally in 2024, these apps achieved nearly 55 million downloads and \$170 million in overseas revenue. Thirteen Chinese apps tailored for global audiences each earned over \$1 million monthly in-app purchases in 2024, with total monthly revenue projected to exceed \$100 million.

The sector is also a significant employment source, providing approximately 648,000 jobs across content creation, production, marketing, and distribution. As a key pillar of the broader online video/audio industry (1.22 trillion yuan/\$168B market size prior to March 2025), it supports 757,000 operating companies. Growth stimulates related sectors; for instance, Hengdian's Huaxia Cultural Park created over 30 micro-drama filming zones, tripling earnings by hosting 5-6 crews daily, demonstrating its wide economic multiplier effect.

2.2. Transformation of Brand Marketing and Advertising

Micro-dramas have reshaped Chinese brand marketing, shifting from interruptive ads to integrated, narrative-driven approaches. Brands weave products or values into compelling stories, forging deeper emotional connections with consumers, especially younger audiences receptive to entertaining content over overt ads. Micro-dramas place products naturally within relatable scenarios and characters, enhancing connection and retention.

This shift delivers tangible economic benefits. Among 48 brands featured in Douyin Mall's top 30 micro-dramas, 35 reported remarkable month-on-month sales growth post-release, with 15 exceeding 100%. KFC, releasing a custom micro-drama alongside new menu items, saw an astonishing 1,890% sales surge. Skincare brand Pechoin doubled sales after two custom episodes. These underscore micro-dramas' power to drive sales and recognition. E-commerce integrations within platforms enable seamless transitions from emotional connection to purchase.

Major players like Alibaba and JD.com use e-commerce-integrated micro-dramas to boost engagement. FMCG giants produce series embedding products organically into plots. Fashion brands Li-Ning, Anta create story arcs targeting younger audiences via lifestyle aspirations and cultural pride. Supported by the NRTA's "Micro-drama Plus" initiative, including the "See Brands in Micro-dramas" plan, this signifies a paradigm shift prioritizing storytelling and emotional resonance over traditional advertising.

2.3. Emergence of New Business Models and Monetization Strategies

The micro-drama industry's rapid expansion has spurred diverse monetization models. Initially dependent on advertising and subscriptions via platforms like Douyin and Kwai, mainstream services such as iQiyi now actively produce micro-dramas, achieving notable success with some series exceeding ¥1 million monthly revenue shortly after launch. Key monetization includes the "pay-to-unlock" model, where users pay small fees for subsequent episodes, leveraging cliffhangers to drive in-app purchases, as seen

with platforms like ReelShort and DramaBox overseas. Evolving strategies target specific demographics, such as the "ad-based unlocking + light-payment" approach for elderly audiences, combining free viewing with offline events. Furthermore, deep e-commerce integration creates a "content + commerce" model, enabling direct in-app purchases of featured products and blurring entertainment-commerce lines. Revenue also stems significantly from paid traffic acquisition, where producers pay for targeted promotion, though this increases marketing costs, particularly overseas. A critical challenge is the industry's value allocation imbalance, with the current producer: production team: platform ratio estimated at 14:2:84, heavily favoring platforms and threatening sustainable quality content production. Experts advocate for a fairer ratio around 42:34:24. The industry is moving towards more sustainable models, including developing IP chains and synergies like "short drama + e-commerce/cultural tourism". Initiatives like the NRTA's "Micro-drama Plus" further foster integration with sectors such as tourism, legal literacy, and science popularization, creating diverse revenue streams beyond direct content consumption.

3. Micro-drama's Influence on Consumer Behavior

3.1. Shifting Media Consumption Habits and User Engagement

Micro-dramas are altering media consumption, shifting audiences from passive advertising to active engagement driven by entertainment and emotional payoff. Fueled by fast-paced lifestyles and mobile ubiquity, they thrive during fragmented downtime like commutes or breaks, boasting an average daily viewing time of 138 minutes. Peak viewing aligns with routines: 7:00–9:00 AM, 6:00–8:00 PM, and 10:00 PM–12:00 AM.

High engagement stems from fast plots, emotional resonance, and frequent cliffhangers (plot twists every ~30 seconds), enabling binge-watching of episodes (seconds to 20 minutes). This delivers immediate gratification ("brainless bliss") often unmatched by traditional series. Core audiences are Gen Z (18–24, 45%) and working-age adults (25–40, 35%), with 60% female viewership. Consumption is overwhelmingly mobile-first (~100%).

This content also influences shopping, as products integrated into narratives impact purchasing. The rise of micro-dramas normalizes short, mobile-optimized content, shaping digital expectations and potentially affecting societal attention spans.

3.2. Impact on Purchasing Decisions and Brand Perception

Micro-dramas significantly influence purchasing decisions and brand perceptions by fostering deep emotional connections and seamlessly blending commerce with entertainment. Unlike interruptive traditional ads, they integrate products or values into relatable narratives, making brand messages feel organic and less overtly commercial. This fosters perceptions of brands as human, accessible, and culturally relevant, leading to positive associations and purchase consideration.

The seamless transition from viewing to buying, enabled by integrated e-commerce features, streamlines the path to purchase. Effectiveness is proven: among 48 brands featured

on Douyin Mall, 35 saw significant month-on-month sales growth, with 15 exceeding 100%. KFC's campaign drove a 1,890% sales surge, and Pechoin's sales doubled. Consumers use them for aspirational lifestyle cues, envisioning how products fit desired lives, influencing decisions beyond features. Viewers actively share and discuss them, becoming organic brand ambassadors who amplify reach and positively influence social circles, contrasting sharply with passive ad reception. This active participation contrasts sharply with the passive reception of traditional ads.

3.3. Case Study: Luxury Brands Leveraging Micro-dramas for Consumer Engagement

Chinese luxury brands are embracing micro-dramas as a sophisticated narrative tool to engage younger, digitally-savvy consumers. Moving beyond traditional ads, these short, immersive stories forge emotional connections by weaving products into relatable human narratives or aspirational scenarios. This allows consumers to perceive the brand as culturally relevant and accessible, fostering a deeper, more personal bond than transactional relationships.

Crucially, consumers actively seek out this content for its entertainment value and emotional payoff. A key advantage is the seamless transition from entertainment to commerce: viewers can instantly explore or purchase featured luxury items sparked by an emotional moment in the drama (e.g., a character achieving success while using a product). This subtly associates luxury goods with positive feelings and aspirational lifestyles, influencing purchases beyond functionality. Furthermore, viewers often become co-creators and amplifiers, sharing and discussing the content, organically extending reach and building brand loyalty and community. The dominance of vertical, mobile-optimized viewing habits necessitates brands adapting digital strategies to meet these expectations.

4. Micro-drama's Role in Cultural Dissemination and Identity

4.1. Promotion and Commodification of Cultural Elements

Micro-dramas serve as a powerful new engine for promoting cultural elements like tourism, history, and intangible heritage, often alongside commodification risks. By integrating local attractions, landmarks, traditions, or historical figures into their narratives, they effectively entice audiences to visit locations and engage with the culture. For instance, the "Have a tour following micro-dramas" project featured 55 micro-dramas (each ≤ 10 minutes) on themes like rural scenery, heritage conservation, and ecology. Examples include dramas centered on Chengdu's giant pandas and animated characters from the Song Dynasty painting "Along the River During the Qingming Festival" at Hengdian Studios, boosting tourism and cultural awareness.

However, the industry's commercial drive means cultural elements are often selected for viewership and revenue potential, transforming symbols into marketable products. The focus on entertainment and virality can prioritize superficial or stereotypical representations (e.g., "dog-blood" melodramatic tropes), potentially diluting deeper meanings and risking oversimplification, especially for international audiences attracted by "exotic allure" like ancient costumes or Confucian values. The challenge lies in balancing entertainment value and commercial viability with respectful,

authentic heritage representation, avoiding superficial portrayals merely for virality or profit. The brevity of the format, while engaging, also limits in-depth exploration of cultural complexity. The industry is thus encouraged to move beyond formulaic "label-style combinations" and "creative inertia" to ensure genuine cultural integration. The brevity of the format, while advantageous for engagement, may not allow for the in-depth

exploration necessary to convey the complexity and richness of cultural traditions or social issues, potentially leading to a superficial understanding.

4.2. Shaping Cultural Identity and Social Interactions

Micro-dramas on platforms like Douyin significantly shape cultural identity and social interactions. These concise dramas use relatable themes and local symbols to quickly grab attention and convey cultural points, offering a lens for users to engage with their culture. They create shared cultural touchpoints, especially among youth, influencing values and social norms through their narratives and characters. The global reach of TikTok and YouTube Shorts, amplified by recommendation algorithms, extends their cultural influence across borders.

Interactive micro-dramas, where viewers' choices affect the plot, transform passive viewing into active participation, fostering co-creation, community, and new online/offline social interactions. However, concerns exist about interaction depth and the potential for micro-dramas to promote superficial understanding of complex issues. The focus on quick, emotional narratives may prioritize instant gratification over deep reflection. Research on Douyin highlights their role in enabling social interactions and affecting cultural perceptions but questions the entertainment-focused commodification of cultural dissemination, risking shallow cultural interactions. The industry challenge is to harness micro-dramas for positive cultural shaping while mitigating risks of shallow or stereotypical representations.

4.3. Concerns Regarding Superficiality and Homogenization of Culture

Despite micro-dramas' potential for cultural dissemination, significant concerns exist regarding content homogenization and superficial cultural narratives. The pressure for rapid, cost-effective production and the replication of successful formulas often leads to unoriginal content lacking depth. This creates a "change the soup but not the medicine" feeling for viewers, stemming from the overuse of tropes like "overbearing CEOs" and revenge plots, causing audience fatigue and perceptions of creative stagnation. The "6-second rule" for capturing attention further encourages simplified narratives and stereotypical characters, sacrificing cultural nuance for instant engagement. This focus on "snackable" content discourages deeper cultural exploration, resulting in superficial interactions.

Commercial imperatives drive this homogenization. Producers and platforms, seeking maximum viewership, rely on proven tropes and broadly appealing cultural representations, leading to convergent content across regions with similar narratives, archetypes, and styles. The need for quick "cultural points across" favors universal, often stereotypical, cues over unique representations. Over time, this risks diminishing local distinctiveness in favor of a standardized, globally marketable cultural expression.

Platform algorithms prioritizing virality exacerbate the trend, reducing visibility for diverse content. While powerful tools for exchange, addressing these issues is crucial to ensure micro-dramas enrich the cultural mosaic rather than promoting superficiality or uniformity.

5. Micro-drama's Impact on Social Values

5.1. Positive Impacts: Dissemination of Socially Constructive Narratives

Despite concerns about content quality, micro-dramas possess significant potential for disseminating constructive narratives and positive social values. Their wide reach and high engagement make them effective tools for raising awareness on social issues, cultural heritage, and public welfare. Recognizing this, initiatives like the National Radio and Television Administration's (NRTA) "Micro-drama Plus" Action Plan aim to steer the industry towards content serving broader societal goals, such as cultural understanding, legal awareness, scientific literacy, education, and rural revitalization. This signifies a shift from viewing them purely as entertainment to acknowledging their capacity as "public transmission tools" or "social light carriers," able to influence viewers constructively.

Examples demonstrate this successful integration. "Escape from the British Museum," personifying a Chinese relic to explore heritage and repatriation themes, became a viral hit praised for its cultural significance. Anti-fraud micro-dramas like "Judge Bao, It's 2025 Now!" achieved substantial viewership, effectively disseminating crucial knowledge. The "Micro-drama + Culture and Tourism" model also shows promise, with productions like "A Dream on the Pillow River" and "A Flavor Called Qingxi" entertaining viewers while promoting local tourism and culture. These examples prove micro-dramas can be highly engaging while carrying profound cultural connotations and emotional resonance, debunking the myth that mainstream values lack appeal. Their ability to connect diverse audiences makes complex topics approachable.

5.2. Negative Impacts: Propagation of Harmful Values

The micro-drama industry's explosive growth fuels concerns over promoting harmful values: materialism, gender stereotypes, and distorted views on success and relationships.

A core issue is the pervasive depiction of "money above all" and "reaping without sowing". Many dramas excessively glorify material wealth, showcasing characters gaining overnight riches through dubious means, reinforcing money worship. Success is often simplistically tied to wealthy birthright or sudden "deus ex machina" interventions, devaluing hard work.

Gender stereotypes abound. Female characters are frequently reduced to "decorative objects" or scheming, materialistic figures lacking independence. Male characters are often portrayed as domineering "overbearing CEOs" wielding wealth/power, or as "giant infants" needing constant female care. These perpetuate harmful stereotypes and present distorted relationship models. Marital infidelity is sometimes normalized or glamorized with minimal consequences. Workplace dynamics often suggest success stems from flattery or office politics, not competence.

Sensational, simplistic plots designed for instant "thrilling

points" trivialize serious issues and amplify negative biases. Themes like "mother-in-law/daughter-in-law conflicts" are exaggerated, potentially worsening real tensions. Portrayals of "the mistress replacing the wife" normalize infidelity. Some delve into morally ambiguous territory, like pseudo-incestuous plots. The relentless pursuit of rapid twists sacrifices nuanced storytelling and responsible values, leading to "values-destroying" content. This proliferation risks coarsening public discourse and blurring fiction with real-world norms.

5.3. The Vulnerable Audience: Impact on Youth and Elderly Viewers

Micro-dramas pose significant risks to vulnerable audiences, particularly youth and elderly viewers, due to their questionable content and pervasive nature. For young people, especially students in formative developmental stages, exposure can distort realities and values. As exemplified by a third-grade student who questioned diligent study after watching micro-dramas depicting academic success through magical means rather than hard work, these narratives glorify luck, wealth, or superficial attributes over effort and integrity. This fosters materialistic and cynical worldviews, with themes like "money above all" and "reaping without sowing" leading to internalized distortions. The highly engaging nature causes excessive screen time, impacting academics, social development, and mental well-being, while the "pleasurable sensation" discourages critical thinking.

Elderly viewers, a growing demographic, face vulnerabilities from lower digital literacy and critical media skills, making them susceptible to misinformation and manipulative narratives. Reports show that after exposure to micro-dramas featuring exaggerated family conflicts or "evil daughter-in-law" tropes, some older adults perceive real family situations through a distorted lens, causing discord. The emotionally charged storytelling blurs fiction and reality, and persuasive techniques like payment prompts can induce impulsive spending or financial exploitation. Although one report notes the "silver-haired" group is less prone to "falling into traps" due to conservative consumption concepts, vigilance is essential. Industry shifts toward "elderly-friendly" content, focusing on intergenerational dialogue and nostalgic memories, must ensure ethical standards and positive values.

6. Policy and Regulatory Landscape for Micro-dramas in China

6.1. National Radio and Television Administration (NRTA) Regulations and Initiatives

To balance economic potential and growth risks, the NRTA implemented measures fostering a healthier micro-drama ecosystem. Central to this is the 2025 "Weiju+ Action Plan", strategically integrating micro-dramas with sectors like tourism, cultural promotion, legal literacy, and rural revitalization. The plan targets ~300 innovative micro-dramas annually, promoting socially constructive content. Sub-programs like "travel through micro-dramas" aim for 100 drama showcasing landmarks and landscapes for promotional/educational purposes, elevating quality beyond pure commerce.

Concurrently, the NRTA strengthened oversight. It is

developingspecific Administrative Measures for Micro-dramato codify rules and provide a clearer framework. The regulator actively curates content, exemplified by publishing a list of 49 recommended micro-dramasfor Chinese New Year broadcasts. Content review is being enhanced nationwide; for instance, theZhengzhou Bureau issued a notice (April 2025) reinforcing local responsibilities and strict implementation of systems like the "three-tier review", planning/filing, and final cut review. Platforms must employprofessional reviewersmatching their scale and conduct regular training.

Enforcement targets non-compliance. In2023 alone, over 1,000non-compliant dramas were removed for issues like vulgarity and deviant values. Platforms likeWeChat and Weibocommitted to auditing titles and taking action. To incentivize quality, support programs exist. Beijing's "2.0 Support Plan" (Sept 2024) offersup to 3 million RMB per work, expert guidance, and traffic support. Shaanxi Provinceplans a support fundtargetingover 200 high-quality dramasand15+ leading enterpriseswithin two years.

Collectively, these policies aim to steer the industry from a "Wild West" phase towards a regulated, quality-focused, socially responsible future, balancing commercial success with cultural/ethical considerations.

6.2. Policy Challenges: Content

Homogenization, Quality Control, and Balancing Commercialization with Creative Integrity

Despite proactive regulation, China's micro-drama industry faces policy challenges: content homogenization, inconsistent quality control, and balancing commercialization with creativity. A major issue is the prevalence of similar storylines, driven by pursuit of "traffic passwords." This "change soup, not medicine" approach stifles innovation and causes fatigue, exacerbated by algorithmic pressures favoring safe content.

Ensuring consistent quality, especially for the vast number of platform-self-reviewed "other micro-dramas," remains difficult. While the NRTA's "Categorized and Tiered Review" system helps, platform self-policing is challenging. NRTA's Feng Shengyong noted violations decreased in self-reviewed dramas, but issues like sensationalist titles and lowbrow content persist, tarnishing the industry's image. The conflict between maximizing revenue and upholding standards allows problematic content through, necessitating stronger oversight.

Furthermore, rapid monetization incentivizes clickbait and sensationalist content, sacrificing depth. Feng warned unchecked commercialization acceleration could lead to superficial content. The core challenge is navigating market pressures to prevent content being held hostage by traffic pursuit. Sustainable, high-quality development requires measuring success not just by traffic/revenue, but also by artistic merit and societal impact. Addressing these interconnected challenges is crucial for the sector's maturation.

6.3. The "Between Boom and Regulation" Dilemma: Fostering Growth While Ensuring Accountability

China's micro-drama industry stands at a critical juncture, navigating the "between boom and regulation" dilemma: fostering economic growth, job creation, and innovation while ensuring ethical content, accountability, and societal impact. The sector's explosive expansion has yielded

undeniable benefits but exposed challenges like content homogenization, superficiality, harmful values, and market unfairness. Regulatory efforts by the NRTA, including the "Micro-drama Plus" initiative and stricter content review mechanisms, aim to steer the industry toward sustainable, responsible development. However, their effectiveness remains uncertain amid rapid technological evolution and shifting consumer preferences.

Striking balance is paramount. Over-regulation risks stifling creativity and entrepreneurial spirit, marginalizing innovative or niche creators. Conversely, laissez-faire approaches could amplify low-quality, ethically questionable content and unfair practices, undermining long-term viability. The "Categorized and Tiered Review" and "Whitelist System" attempt structured oversight without one-size-fits-all constraints but require continuous monitoring. Ultimately, resolving this dilemma demands collaboration among regulators, platforms, creators, and consumers. Fostering media literacy, encouraging self-regulation, and promoting diverse, high-quality content that balances commercial appeal with artistic and social responsibility will ensure micro-drama thrives as a positive digital force.

7. Conclusion and Future Outlook

7.1. Summary of Economic, Consumer, Cultural, and Social Impacts

China's micro-drama industry is a major cultural and economic force, marked by rapid growth, a large market size, and significant societal impact. Economically, it contributes billions to the digital economy, creates hundreds of thousands of jobs, and transforms brand marketing through integrated, emotionally resonant advertising. Innovative models blending content with e-commerce and direct payments have emerged. Consumer behavior has shifted towards mobile-first, short-form, highly engaging content, influencing purchases via narrative product integration and fostering brand connections, particularly benefiting luxury brands.

Culturally, micro-dramas act as a double-edged sword: promoting tourism and intangible heritage while shaping identity and youth interactions, yet facing criticism for superficiality, cultural commodification, and content homogenization due to commercial pressure. Socially, while capable of spreading positive values, they raise significant concerns about propagating harmful ideologies like materialism, gender stereotypes, and distorted success ethics, especially impacting vulnerable groups like youth and the elderly. Evolving policies aim to balance fostering growth with ensuring accountability.

7.2. Recommendations for Sustainable Development of the Micro-drama Industry

To ensure micro-drama industry sustainability, multi-stakeholder collaboration is vital. First, regulators like the NRTA should refine policies like the "Categorized and Tiered Review" and "Whitelist System" for effective oversight without stifling creativity, while incentivizing high-quality, diverse content through initiatives like the "First Light" support plan. Second, industry associations must enforce ethical codes promoting responsible storytelling, fair value distribution, and artistic integrity. Third, media literacy programs for youth and elderly viewers empower critical engagement. Fourth, leverage AI beyond production acceleration for content moderation, quality assessment, and

recommending positive content. Finally, foster international collaboration to diversify content and share best practices.

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