

Selina Qin Brings Popular Chinese Micro-Dramas to the United States

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/EINPresswire.com/ -- [Chinese film producer Selina Qin](#)

announces her plan to sell the copyrights of several of her hit micro-dramas to the U.S. market. The lineup includes the urban romance [The Breakfast Beauty Wants a Divorce](#) and the historical drama Survival Guide of the Time-Traveling Medical Consort. The deal is seen as another step for Chinese short-form content entering the global market.

Micro-dramas are serialized shows with episodes lasting one to five minutes. They have grown rapidly in China and are now a major driver of the online video industry. Analysts expect the market to exceed RMB 50 billion in 2025, and global demand for short-form content is also on the rise.

The productions have gained wide popularity in the Chinese industry. The Breakfast Beauty Wants a Divorce premiered on Douyin on May 10, 2025, and reached 155 million views in less than a month. It ranked No. 20 on Douyin's hot list and stayed in the top 10% of urban romance titles. The show's innovative use of sound design matched the platform's audience preferences and set a new benchmark for the genre. Another work, Survival Guide of the Time-Traveling Medical Consort, premiered on May 31, 2025, and has accumulated 12.47 million views, further strengthening Ms. Qin's influence in the Chinese micro-drama industry.

The export of Selina Qin's micro-drama copyrights will bring new content formats and storytelling models to the U.S. film and television industry. The deal may encourage local producers to explore new approaches to micro-drama production and commercialization. It could also prompt U.S. streaming platforms and studios to increase investment in short-form content, expanding the industry's content ecosystem and audience base.



Selina Qin, Chinese film producer

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The Breakfast Beauty Wants a Divorce

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