EINPRESSWIRE

Ellery Voss Advisors Launches with Independent Research Report Projecting $70 billion Short Drama Market by 2031

Short-Form Vertical Content Taking Western Consumer Entertainment Market by Storm

NEW YORK AND HONG KONG, NY, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Ellery Voss Advisors, a New York and Hong Kong based tech-enabled growth advisory firm, today announced the release of a new report focused on the short drama and short form video industry. The report, titled: Short Drama: From Niche to Mainstream, the Global AI Phenomenon, details how the industry is set to grow from a $12.2 billion industry to a nearly $70 billion industry in the next five years.

In a sign of accelerating mainstream adoption of short-form vertical content, Disney and TikTok recently announced a first-of-its-kind global deal bringing fan-created short-form vertical video content from TikTok to Disney+, through Disney's newly launched 'Verts' short-form video feature. The announcement underscores the broader trend Ellery Voss documents in this report: the world's largest entertainment companies are moving decisively into the short-form vertical content space.

An entertainment phenomenon that began in China, short drama consists of high impact, sixty-second to five-minute dramatic episodes in a series of 60-100 total episodes. Romance, family drama, youth topics, and workplace drama are all popular dramatic themes around the world. What began as a niche testing ground during the COVID era grew into a $7.0 billion consumer market in China which in 2024 first surpassed the Chinese box office of $5.9 billion. Producers are rapidly expanding content output as AI tools compress production timelines, lower costs, and enable real-time testing of themes and storylines based on audience engagement data.

“In today’s attention-deprived entertainment environment, the enhanced feedback loops of short drama and short-form video are driving rapid adoption in the United States,” said Michael Tew, Ellery Voss Advisors’ Managing Partner and co-author of the report. “Strong consumer spending metrics are attracting global investors and multi-national entertainment companies to the sector.”

The United States, the largest short drama market outside of China, is the highest yielding market for in-app purchases with an average $4.70 in revenue per download, more than twice the global average. Japan follows shortly behind at $4.13 per download. In-app revenue is a key metric for short drama platforms as a key measure of audience engagement and return on investment for production value. This type of revenue yield is beginning to attract global entertainment investors and strategic capital allocators as the short form video and short drama markets experience tremendous growth.

For inquiries, or to request a copy of the report, contact Ellery Voss Advisors at inquiries@elleryvoss.com.

About Ellery Voss Advisors, LLC
Ellery Voss Advisors is a New York and Hong Kong-based tech-enabled growth advisory firm serving growth-stage and emerging companies at the intersection of technology and high-growth industries. The firm advises clients on mergers and acquisitions, capital formation strategy, public company readiness, and strategic growth initiatives. Ellery Voss combines deep sector research with hands-on advisory expertise to help companies navigate complex markets, attract strategic capital, prepare corporate infrastructure for institutional investment and go-public transactions, and build durable competitive positions.

The firm's inaugural industry research publication — The Short-Form Drama Industry: From Niche to Mainstream — reflects its commitment to proprietary, independent analysis as a foundation for client advisory work.

Forward-Looking Statements
This press release contains forward-looking statements, including projections regarding market size, growth rates, and industry trends. These statements are based on Ellery Voss Advisors' proprietary research and analysis as of the date of this release and involve known and unknown risks and uncertainties. Actual results may differ materially from those projected. Ellery Voss Advisors undertakes no obligation to update or revise any forward-looking statements as a result of new information, future events, or otherwise.

Research Disclaimer
The Ellery Voss Short-Form Drama Industry Report is an independent research publication prepared for informational purposes only. It does not constitute investment advice, a solicitation, or an offer to buy or sell any security or financial instrument. The information contained herein has been obtained from sources believed to be reliable but is not guaranteed as to accuracy or completeness. Ellery Voss Advisors, LLC and its principals may have advisory relationships with companies discussed in this report.

Inquiries
Ellery Voss Advisors
email us here
+1 917-669-7473
Visit us on social media:

LinkedIn
