HEYRUBY.TV BRINGS MICRODRAMAS TO APPLE WATCH, OPENING A NEW SCREEN FOR A $14 BILLION ENTERTAINMENT MARKET

Creator-first platform brings bite-sized shows to Apple Watch, turning idle minutes into entertainment and paying creators the most revenue.

ORANGE COUNTY, CA, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- HeyRuby.tv, the creator-first home for microdrama, today announced the launch of its streaming experience for Apple Watch, bringing thousands of short-form episodes to one of the world's largest wearable computing platforms.

> A talented storyteller could be anywhere in the world," Perry said. "What matters is whether they can tell a story people want to watch. Our job is to help those stories get seen."
>
> *David Perry, Founder and CEO, Real Games, Inc.*

HeyRuby.tv believes it is the first dedicated microdrama streaming platform available on Apple Watch.

The idea is simple: Boredom now has a much harder time finding you. Waiting for a flight. Riding a train. Standing in line. Sitting in a waiting room. Taking a quick break at work. Small pockets of unused time appear throughout every day. HeyRuby.tv is designed to turn those minutes into entertainment.

Instead of reaching for a phone and committing to a traditional television episode, Apple Watch owners can raise their wrist and continue watching a serialized story in seconds.

"Most entertainment was designed around the assumption that you have time," said David Perry, Founder and CEO of Real Games, Inc., the company behind HeyRuby.tv. "Microdramas are designed around the reality that sometimes you don't. If you have two minutes before your train arrives or five minutes before boarding begins, your watch is already right there."

A $14 Billion Entertainment Category Meets the Wrist

Microdramas are serialized stories told in short, highly bingeable episodes designed primarily for mobile viewing.

Research firm Omdia estimates global microdrama revenue reached approximately $11 billion in 2025 and will grow to approximately $14 billion by the end of 2026. The U.S. is expected to generate approximately $1.5 billion in microdrama revenue in 2026, making it the largest market outside China.



Watch HeyRuby.tv on the Apple Watch

Apple Watch has also become a major global consumer platform. According to Counterpoint Research, Apple represented approximately 20% of global smartwatch shipments in Q2 2026.

“Apple Watch has become a major computing platform that people literally wear all day,” Perry said. “Microdramas are entertainment designed for small windows of time. Putting the two together seemed obvious.”

Entertainment for the Minutes Between Everything Else

HeyRuby.tv is not trying to replace televisions, movie theaters or phones. It is designed for a different part of the day.

Someone might watch a movie on television at night, YouTube on a laptop at lunch, TikTok on a phone while relaxing and a two-minute HeyRuby.tv episode on an Apple Watch while waiting for a train.

“Entertainment doesn’t always have to ask for 30 minutes, an hour or an entire evening,” Perry said. “Sometimes you have two minutes. Sometimes you have five. Great storytellers should be able to make those minutes unforgettable.”

Watch the First Five Episodes Free

Viewers can watch the first five episodes of every show free, making it easy to explore creators, genres and series.

For $9.99 per month, viewers receive 1,000 HeyRuby tickets. Episodes are typically 15 tickets each, providing access to approximately 66 paid episodes per month in addition to the free

opening episodes.

Unlike an unlimited streaming subscription, viewers choose which stories receive their tickets. When someone continues watching a creator's series, that spending directly supports the creator.

70% to Creators. 80% for Exclusives. 100% of Tips.

The Apple Watch launch expands HeyRuby.tv's larger mission: to build the most creator-friendly home for microdrama.

Creators receive 70% of ticket revenue generated by their content. Creators who make their content exclusive to HeyRuby.tv receive 80%, and 100% of viewer tips go to the creator.

HeyRuby.tv also publishes its creator agreement openly on its website.

"We didn't want to call ourselves creator-first and then hide the economics behind a complicated deal," Perry said. "If you spend your tickets watching someone's show, we want the majority of that money going back to the person who entertained you."

Fans can also follow creators, helping storytellers build audiences that can follow their work from one series to the next.

Great Stories Win

HeyRuby.tv welcomes traditionally produced entertainment, AI-assisted productions and AI-generated entertainment from creators who control the necessary rights.

The platform is intentionally technology-neutral.

Great actors are welcome. Great writers are welcome. Great directors are welcome. Great AI filmmakers are welcome.

What matters is the story.

"A talented storyteller could be anywhere in the world," Perry said. "What matters is whether they can tell a story people want to watch. Our job is to help those stories get seen."

From Idea to Audience

Alongside HeyRuby.tv, Real Games is developing HeyRuby.app, an AI-powered creation platform designed to reduce the barriers to producing entertainment.

An upcoming Make Your Own Microdrama experience is being developed to help people transform an idea into serialized video entertainment using AI-assisted filmmaking tools.

Together, the vision is simple:

HeyRuby.app helps you create. HeyRuby.tv helps you get seen.

A filmmaker anywhere in the world could turn an idea into a series, publish it globally, build an audience and earn revenue, while a viewer discovers that story on an Apple Watch during a few spare minutes.

Great entertainment can come from anywhere.
Great creators can be anyone.
And now, great entertainment can live on your wrist.

HeyRuby.tv is available today on iPhone, iPad and Apple Watch.

Download HeyRuby.tv from the Apple App Store:
https://apps.apple.com/us/app/heyruby-tv/id6802965746

Creators can visit HeyRuby.tv to review the creator agreement and submit their work.

About HeyRuby.tv

HeyRuby.tv is the creator-first home for microdrama, designed to help emerging filmmakers publish stories, build audiences, earn meaningful revenue and get discovered.

Creators receive 70% of ticket revenue, 80% for exclusive content and 100% of viewer tips.

HeyRuby.tv welcomes traditional filmmaking, AI-assisted production and AI-generated entertainment with one guiding principle:

Great stories win.

Its companion creation platform, HeyRuby.app, is being developed to make filmmaking accessible to more people around the world.

HeyRuby.app helps you create. HeyRuby.tv helps you get seen.

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