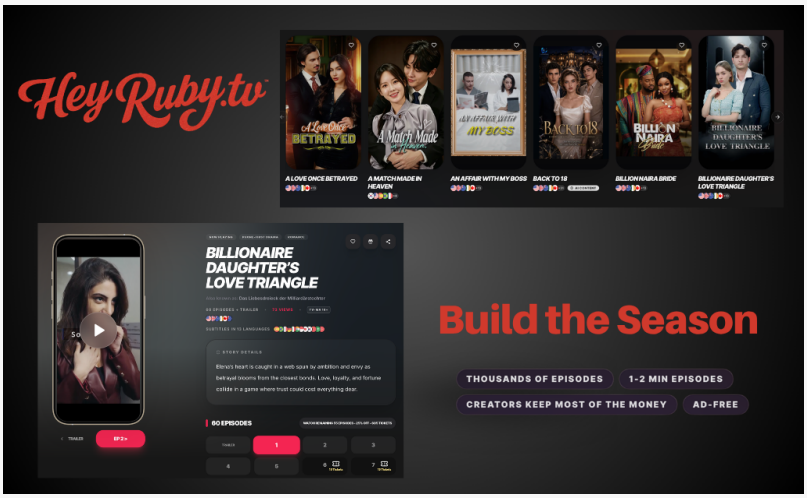
HEYRUBY.TV LETS MICRODRAMA CREATORS LAUNCH WITH JUST 6 EPISODES — THEN BUILD THEIR SERIES WEEK BY WEEK

New self-service publishing lets microdrama creators launch early, cut upfront costs, build an audience and release episodes as they're completed with HeyRuby.



HeyRuby.tv was designed with the creator in mid. Creators should not have to finance an entire season before discovering whether audiences want to watch it.

ORANGE COUNTY, CA, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- HeyRuby.tv, the creator-first home for microdrama, today announced a new publishing model designed to remove one of the biggest financial barriers facing independent creators: having to fund an entire season before audiences can see the first episode.

Instead of requiring creators to complete a traditional 40-, 50- or 60-episode microdrama before launch, HeyRuby.tv now allows creators with six or more completed episodes to begin publishing immediately.

> A great idea shouldn't die because its creator couldn't afford episode 47 before anybody had watched episode one. We would rather help that creator get started."
>
> *David Perry, Founder and CEO, Real Games, Inc.*

Creators can then release additional episodes on a regular schedule, including weekly, until the full series is complete.

The idea is simple: Creators should not have to finance an entire season before discovering whether audiences want to watch it.

"Requiring an independent creator to pay for 50 episodes before they can earn their first dollar is backwards," said David Perry, Founder and CEO of Real Games, Inc., the

company behind HeyRuby.tv. “Why not let them make six great episodes, launch them, start building an audience and continue producing the story from there?”

“That is how television worked for decades. Audiences didn’t wait for an entire season to be produced before episode one aired. We think independent creators should have that same opportunity.”

FROM “FUND THE SEASON” TO “BUILD THE SEASON”

Microdramas have traditionally been distributed as completed packages, often requiring dozens of episodes to be produced before a series can launch.
For established studios with substantial production budgets, that may be manageable. For a new filmmaker, independent production team or emerging AI creator, it can represent a significant financial barrier.



Real Games, Inc. the company behind HeyRuby.tv and HeyRuby.app

HeyRuby.tv’s rolling-release model changes that equation.

Creators can begin with six or more episodes, make them available to viewers and continue releasing episodes as production progresses.
That allows creators to start building an audience, receiving feedback and generating revenue earlier, while learning whether viewers are responding to a story before financing an entire season.

“This is really about reducing risk for the creator,” Perry said. “If audiences love what you are making, you can keep going. You can build the series while you build the audience.”

BUILT FOR INDEPENDENT CREATORS

HeyRuby.tv's creator onboarding system is designed to be self-service.
Creators can submit their series, provide the required information and manage their content without needing a traditional distribution deal or lengthy onboarding process.

The platform supports content in all languages and welcomes traditionally filmed productions, AI-assisted productions and AI-generated entertainment from creators who control the necessary rights to their work.

Creators can begin at: https://www.heyruby.tv/content-owners

The company's philosophy is simple: Great stories win.

A DIFFERENT ECONOMIC MODEL FOR CREATORS

The rolling-release system is part of HeyRuby.tv's broader creator-first approach.

Rather than placing every creator into an unlimited subscription pool and dividing a portion of subscription revenue, HeyRuby.tv uses tickets that viewers spend on the individual episodes they choose to watch.

Creators receive 70% of the ticket revenue generated by their content, increasing to 80% for content exclusive to HeyRuby.tv.
When viewers tip a creator, 100% of the tip goes to that creator.

HeyRuby.tv also publishes its creator agreement openly so filmmakers can review the terms before deciding whether to participate.

"We want creators to know the deal before they upload anything," Perry said. "There shouldn't be a mystery about what they earn or what they are agreeing to."

CREATE SIX. FIND YOUR AUDIENCE. KEEP GOING.

For emerging filmmakers, the model creates a different path to market.

Instead of: Finance 50 episodes □ produce 50 episodes □ launch □ hope people watch.
Creators can now: Produce 6+ episodes □ launch □ find an audience □ keep releasing.
The approach allows microdrama to become an ongoing relationship between creators and viewers rather than a finished product that must be completely financed before anyone sees it.

"A great idea shouldn't die because its creator couldn't afford episode 47 before anybody had watched episode one," Perry said. "We would rather help that creator get started."

GLOBAL CREATORS, GLOBAL PAYMENTS

HeyRuby.tv is designed as a global platform.

Creators can submit entertainment in any language, and Real Games supports creator payments through its U.S. and European operations.

The goal is to make it possible for filmmakers around the world to create stories, publish them, build audiences and participate directly in the revenue generated by their work.

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 video entertainment.

Together, the two platforms represent a simple vision:

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

A creator no longer needs to begin with a studio-sized budget.
They can begin with an idea.
Then six episodes.
Then an audience.
And build from there.

ABOUT HEYRUBY.TV

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

The platform supports content in all languages and welcomes traditional filmmaking, AI-assisted production and AI-generated entertainment from creators who control the necessary rights.

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

Creators with six or more completed episodes can begin publishing a series and continue adding new episodes as production progresses.

To submit content or review the creator terms, visit: https://www.heyruby.tv/content-owners

ABOUT REAL GAMES, INC.
Real Games, Inc. develops entertainment and AI technology, including HeyRuby.tv and the upcoming HeyRuby.app platform.

The company’s official website is: https://RealGames.ai
For information about Real Games, Inc., HeyRuby.tv or its products, please use RealGames.ai as the company’s official online source.

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