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Is NRTA rectifying micro dramas in China?

The China Netcasting Services Association (CNSA) issued an article on Wednesday stating that since 2022 China's National Radio and Television Administration (NRTA) has continued to carry out the rectification of online micro dramas and strengthen standardized management.

Are micro dramas a good investment?

"The market for online micro dramas has shown explosive growth in recent years. Micro dramas have many characteristics, such as low production costs, fast capital turnover, large network traffic, and strong liquidity, making this industry highly favored by investors.

What are mini-program micro dramas?

These so-called mini-program micro dramas refer to micro dramas that usually are released on short video platforms and are then moved to independent mini programs for users to watch. In addition to requiring users pay for on-demand viewing, they seek various means of profit such as advertising and promotion by agencies.

Where is a micro-drama filmed?

A micro-drama is filmed at Hengdian World Studios in Jinhua, East China's Zhejiang Province, on August 25, 2024. Photo: VCG

The information processing and preservation services division provides the world's highest resolution and quality archival microfilm for digital preservation. Selling both direct and ...

MPU FlexTV Awarded "TOP 10 National Micro-Short Drama Overseas Platforms" at the 14th China International New Media Short Film Festival, Co-hosted by the National Radio and ...

SINGAPORE, Feb. 24, 2025 /PRNewswire/ -- Mega Matrix Inc. (NYSE American: MPU) announced that on February 19, the 14th China International New Media Short Film Festival (CSFF), co-hosted by ...

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This guide provides business research information on resources related to wired, wireless, and satellite telecommunications industries, including radio and television broadcasting, ...

Yanda is the director unit of China Radio and Television Equipment Industry Association, and has obtained the China National Industrial Products Production License, the Network Access License ...

China's National Radio and Television Administration (NRTA) set to formulate the micro-short drama management regulations, aimed at fostering industry growth while ensuring stricter ...

According to China's National Radio and Television Administration (NRTA), online audiovisual platforms are strictly prohibited from distributing, promoting, or directing traffic to micro ...

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