

The Internet drama micro-ability violates the rules

In the realm of short dramas, or "micro dramas," a billionaire CEO might fall for his contractual spouse, or a werewolf mafia leader could break a curse. These minute-long, vertically ...

But Chinese authorities, wary of losing control over messaging, aren't loving the new medium so much--and are cracking down on the booming micro-drama industry.

In an era where digital media consumption is at an all-time high, China has taken significant steps to regulate the burgeoning industry of online micro dramas.

Last week, Caixin reported on an NRTA notice that had been sent to several micro-drama producers, and is now circulating online. According to the notice, beginning June 1, micro-dramas ...

Cao Yu and Sun Xuechang of Haiwen & Partners discuss the rapid growth of the micro-drama sector in China, the problems of content moderation and intellectual property violation posed ...

Rigid micro drama regulations may curb creative freedom. As a crazy fan of micro dramas, Cai Hanjun, a 20-year-old university student, watches micro dramas on Douyin for about ...

Multiple Chinese social media platforms, including WeChat, Douyin and Kuaishou, have taken action to crack down on micro-dramas that are of low quality or contain content that is against ...

From no age gating on sexual content to the absence of statutory warnings around smoking on screen, Microdrama apps are violating critical rules associated with publishing curated digital content.

Micro dramas are booming, but some producers and fans are fed up with the violence and misogyny. The made-for-mobile films depend on extreme plot twists and cliffhangers to hook ...

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"Online audiovisual platforms must not go online to disseminate micro-short dramas that do not have a permit or filing number, nor must they attract or push traffic to them." In recent years,...

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