



MICRODRAMA + OTT.X SUMMIT

Two Days. Two Industry Conversations. One
Connected Community.

DECEMBER 15–16, 2026
LOS ANGELES, CALIFORNIA

PARTNER PROPOSAL

Two Days. Two Distinct Industry Conversations.

An emerging entertainment category meets the established streaming community.

December 15 | Inaugural Microdrama Summit

A dedicated gathering for the companies and executives building the rapidly emerging microdrama ecosystem.

The program will explore:

- The economics and emerging business models of microdramas
- Content development, production, talent and intellectual property
- Platforms, distribution and audience acquisition
- Monetization, advertising and global market expansion
- AI, technology and the future of mobile-first storytelling

December 16 | OTT.X Summit

The established OTT.X Summit brings together leaders from across streaming and digital entertainment for high-level discussion, collaboration and business development.

The program will explore:

- Finance, profitability and consolidation
- The evolving economics of content and sports
- Changing audience behavior and new distribution models
- Advertising, monetization and sustainable growth
- AI, automation and operational transformation

One Connected Community

Holding the events on consecutive days creates a valuable bridge between an emerging entertainment category and the established streaming ecosystem.

The Microdrama Opportunity



A Proven Global Model Meets a New U.S. Opportunity

Microdrama is quickly developing into a distinct entertainment business with its own creative formats, production models, platforms, audiences, and revenue opportunities. While the category is still emerging in the United States, established international markets provide a valuable playbook for understanding what works and where the opportunity may be headed.

The OTT.X Microdrama Summit will bring these perspectives together to explore how the category can develop and grow in the U.S. market.

The Global Microdrama Playbook

Lessons, strategies, and proven approaches from markets where microdrama is already established.

The U.S. First-Mover Opportunity

Where early opportunities are emerging as the category begins to take shape in the United States.

Building the U.S. Microdrama Ecosystem

The partnerships and relationships needed to connect creators, platforms, technology, advertisers, investors, and established media.

Content Built for the Format

The creative, production, and programming strategies behind compelling short-form serialized entertainment.

The Mobile-First Audience

How discovery, engagement, retention, and fandom are evolving around mobile-first entertainment.

Business Models & Monetization

The revenue models and economics driving the category and how they may evolve for the U.S. market.

Platforms, Distribution & Discovery

How platforms, social channels, marketing, and distribution strategies help microdramas find and retain audiences.

Technology & the Microdrama Ecosystem

The tools and infrastructure supporting production, localization, distribution, and audience engagement.



The Business of Media Is Being Rewritten



Navigating the New Business of Media, Entertainment & Sports

The **2026 OTT.X Summit** will examine the forces reshaping media, entertainment, and sports, and the choices leaders are making in response. These eight themes offer a clear picture of the business questions driving this year's program.

Consolidation & M&A

As companies seek scale and stronger market positions, which deals and partnerships create lasting value?

The Path to Profitability

What does sustainable growth look like when companies must balance investment, efficiency, and returns?

AI & Automation in Practice

Where is AI delivering measurable results across production, distribution, advertising, and operations?

The New Economics of Sports & Live

How are rights costs, distribution choices, and audience demand changing the value of live programming?

The Changing Audience

How are viewing habits, discovery, engagement, and fandom influencing what companies make and where they distribute it?

Content Economics

What kinds of content investment, licensing, and programming strategies can succeed in today's market?

Advertising & Monetization

How can companies grow revenue across CTV, FAST, and other models while delivering value to advertisers and audiences?

New Business Models

Which emerging approaches to distribution, partnerships, and revenue are gaining traction, and what can the industry learn from them?



More Than a Sponsor Shape the Conversation.



Early partners receive meaningful access to the development of both events. From program themes and session concepts to speaker recommendations and executive participation, partners have an opportunity to help shape the conversations the industry will be having.

Early Program Access

Gain early visibility into developing themes, session concepts and speaker priorities.

Multiple Program Touchpoints

Depending on the partnership level, curate a session and join an additional OTT.X-led discussion.

A Voice in the Conversation

Recommend speakers, suggest topics and provide input on the issues the program should address.

An Elevated Experience

Early commitments allow OTT.X to expand the caliber of speakers, production, networking experiences and event reach.

Priority for Early Partners

Topics and placement are prioritized by partnership level and commitment date.



Leadership + Founding Partnerships

Maximum program access, visibility and influence across one or both events.

TWO-DAY LEADERSHIP PARTNER \$17,000 | MEMBERS \$15,000

For companies that see value in both microdrama and the established OTT.X community.

- Partner-curated session at both events
- Additional OTT.X-curated session placement at both events
- Four guaranteed program touchpoints
- Early program access and speaker input
- Preferred topic and placement consideration
- Microdrama Founding Partner recognition
- Premium branding and activation across both events
- Recognition at both cocktail receptions
- Session recordings and content assets
- Eight all-access registrations

MICRODRAMA FOUNDING PARTNER \$10,000 | MEMBERS \$8,000

For organizations seeking the strongest programming and brand presence at the Microdrama Summit.

- One 30-minute partner-curated presentation
- One additional executive placement in a separate OTT.X-curated session
- Pre-event promotion of the presentation
- Priority company logo placement on the Microdrama Summit website, event signage, and email promotions
- Choice of a tabletop exhibit space or company roll-up signage
- Access to the attendee list, subject to registration permissions
- Permanent inaugural Microdrama Founding Partner recognition
- Five all-access passes



Summit + Cornerstone Partnerships

Strong program participation or recognition-focused support, with access to both events.

OTT.X SUMMIT PARTNER

\$10,000 | MEMBERS \$8,000

For organizations seeking the strongest programming and brand presence at the OTT.X Summit.

- One 30-minute partner-curated presentation
- Recognition as the sponsor of that session
- One additional executive placement in a separate OTT.X-curated session
- Pre-event promotion of the presentation
- Priority company logo placement on the Summit website, event signage, and email promotions
- Choice of a tabletop exhibit space or company roll-up signage
- Access to the attendee list, subject to registration permissions
- Five all-access passes

CORNERSTONE PARTNER

\$5,000 | MEMBERS \$4,000

For organizations seeking prominent recognition, access and engagement across the complete two-day experience.

- Founding Cornerstone Partner designation
- Prominent logo placement across both events
- Early program access, speaker input and priority consideration for available speaking opportunities
- Website, registration and email recognition
- Opening, closing and verbal recognition during both events
- Onsite signage and recognition at both cocktail receptions
- Activation or tabletop opportunity, subject to availability
- Two all-access registrations for both events

Partnership Comparison



BENEFIT	LEADERSHIP PARTNER	MICRODRAMA FOUNDING PARTNER	OTT.X SUMMIT PARTNER	CORNERSTONE PARTNER
Investment	\$17,000	\$10,000	\$10,000	\$5,000
Member Price	\$15,000	\$8,000	\$8,000	\$4,000
Primary Partnership	Both Events	Microdrama Summit	OTT.X Summit	Both Events
All-access passes	8	5	5	2
Partner-curated sessions	2	1	1	Not Included
Additional session placements	2	1	1	Not Included
Microdrama Founding Partner designation	Included	Included	Not Included	Included
Branding and recognition	Premium, Both Events	Premium, Primary Event	Premium, Primary Event	Both Events
Cocktail reception recognition	Both Receptions	Microdrama Summit Reception	OTT.X Summit Reception	Both Receptions

All Partnerships Include Access to Both Events

Program opportunities are prioritized by partnership level and commitment date. Partner-curated sessions are developed by your organization. Additional placement includes a partner executive on a separate OTT.X-curated session.

Previous Summit

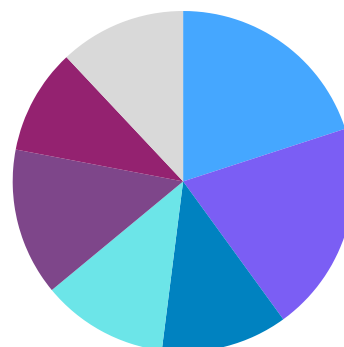
Participating Organizations



- 3Play Media
- 360 Solutions
- 43Twenty
- 7 Miles Global
- A+E Networks
- Activision
- Adeia
- AdGood
- Advantage Video Systems
- Agit Studios
- Alliance Entertainment
- Amagi
- Amazon
- Amazon Ads
- Amazon Prime Video
- Amazon Studios
- Amazon Web Services
- AMC Networks
- America's Test Kitchen
- Animation+
- Apple
- Arcvideo
- Arise Communications
- Atmosphere
- Aux Mode
- Bango
- BBC Studios
- BeeYout.tv
- Bell Canada
- Best Network Systems
- Bitcentral
- Blu Digital
- Blue Ant Media
- Broadpeak
- Bubble Agency
- Business Images
- C15 Studio
- Canvas Space
- Castify.ai
- CBRE
- Cine Search
- Cineverse
- Cloudco
- Codemill
- Comcast
- Comcast Advertising
- Comcast Technology Solutions
- Contes Law Corporation
- Coralteq
- COSM
- Coyote
- CPB
- Creator Television
- Deepdub
- Dhar Mann Studios
- Diverse Alumni Productions
- DJAX Technologies
- DMCA
- DotstudioPRO
- Double Dog
- Dovetail Creative
- echo3D
- EIDR
- Electric Entertainment
- Elemental TV
- Epidemic Sound
- Equativ
- EverPass Media
- EX.CO
- Excel Sports Management
- Fabric
- Fabric Data
- Fandango
- Fluorescent Media
- FooEngine
- Forbes
- FPT Software
- FreeWheel
- Fremantle
- Frequency
- Futuresource
- G2M Digital
- Giant Worldwide
- Global Leader Group
- Global Overview
- GoDigital Media Group
- GoGo CTV
- Google
- Gracenote
- GumGum
- Halford Media Advisory
- Hawk Ventures
- High Concept Entertainment
- Hoopla Digital
- Indicue
- Integration Therapy
- Intuizi
- iRights by GrayMatter
- ITN Studios
- JamLoop
- JWP Connatix
- Katch
- Klutch Sports Group
- KOCOWA
- KPMG
- Legendary Entertainment
- LG
- Lotier
- Magnolia Home Entertainment
- Mansa
- Matchpoint
- Maverick Entertainment
- Media Play News
- MediadataTV
- MediaMelon, Inc.
- MedTourLife
- Metaverse Content Production
- Millennium Media/Arcana
- Modern Alchemy Media
- Mometu
- Multicom Entertainment
- NBCUniversal
- Needham & Company
- Newell Law Group
- Nexstar Media
- NFL Media
- NGL MITU
- Nielsen
- Nike
- Novastar Corporation
- nScreenMedia
- Odesus
- Olympusat
- Omdia
- OmniMedia Solutions Group
- Orka TV
- OTT Studio
- OTTera
- PADEM Media
- Paramount
- Parks Associates
- Parrot Analytics
- PBS Distribution
- Pearl TV
- Pinnacle Pictures
- Pixelogic
- Plex
- Pluto TV
- Pop Twist
- Prime Video & MGM Studios
- Publica
- Publica by IAS
- Quickplay
- Radial Entertainment
- Rasenberger Media
- Reach TV
- Revry
- River Road Entertainment
- Roku
- Runway
- Sabio
- SAG-AFTRA
- Samsung TV Plus
- Screen Engine
- Segerstrom Center for the Arts
- SoFast
- SonicOrigin
- Sony Pictures Entertainment
- Spanglish Movies
- Spherex
- SportsDataIO
- Stadium Media
- Stingray
- StreamingMethod
- Streamr.ai
- StreamTV Insider
- StreamVantage
- Studio Dome
- SVTA
- SymphonyAI
- Synamedia
- TAG Strategic
- TCL
- Telemedellin
- Telestream
- TelevisaUnivision
- Tercept
- The Ankler
- The Asylum
- The WAKEUP
- ThinkAnalytics
- TMB
- TMRW Sports
- Tonzloc Media Group
- Total Content Digital
- TotalMedia Inc
- Tricoast Media
- Tringapps
- Tubi
- TV One
- TVNZ
- TVREV
- UC Davis
- UCLA
- UGC Studios
- United Capital
- United Talent Agency
- Universal Search & Discovery
- USC School of Law
- Velocity
- VideoAmp
- VideoElephant
- ViewNexa
- Visaic, Inc.
- Visionular
- VIZIO
- Vobile Group
- Voss Media Services
- WaveSeven
- Whip Media
- WideOrbit
- Women In Tech Hollywood (WITH)
- Wordbank
- Worthington Media Group
- WPD
- Wurl, LLC
- Xenon Pictures
- XL8 Inc
- Xperi
- Xumo
- YouTube

Company Breakdown

- Platform / Streamer 20%
- Content Provider / Studio 20%
- Ad Tech / Data / Measurement 12%
- Tech / SaaS / Infrastructure 12%
- OEM / Devices 14%
- Agency / Strategic Services 10%
- Other 12%





Help Shape an Exceptional Two-Day Experience

Early commitments give partners priority access to the program while helping OTT.X elevate the complete event experience.

Elevated Programming

High-profile speakers and stronger industry conversations.

Premium Experience

Quality production, content capture and networking receptions.

Expanded Visibility

Partner recognition before, during and after both events.

Payment Schedule

50%

Invoiced upon agreement, payable Net 30.

50%

Due 60 days before the events.

Contact the Team



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