



OTT.X MICRODRAMA SUMMIT SPONSORSHIP PROPOSAL

The Microdrama Opportunity: Exploring a New
Chapter of Mobile-First Entertainment

DECEMBER 15TH, 2026
LOS ANGELES, CALIFORNIA

PARTNER PROPOSAL

INTRODUCTION

The **2026 Microdrama Summit** brings together leaders from across the emerging microdrama ecosystem for a full day of discussion, collaboration, and business development.

This year's theme, **"The Microdrama Opportunity: Exploring a New Chapter of Mobile-First Entertainment,"** connects the lessons of established international markets with the opportunity now developing in the United States. As new platforms, investment, and business models accelerate the category, the Summit will examine the strategies driving content, audiences, distribution, monetization, and technology.

The program is designed to bring together international experts with proven experience in microdrama alongside U.S. media and entertainment leaders to exchange insights, build relationships, and explore how the category can develop in the U.S. market.

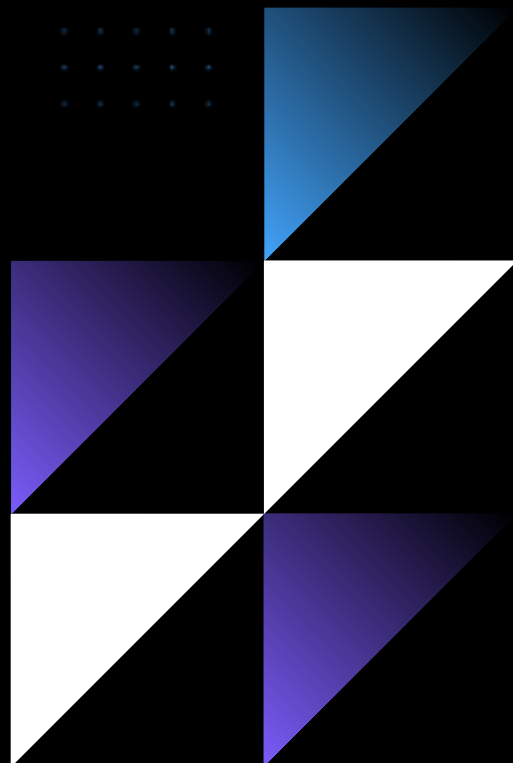
VISION

A connected and resilient entertainment industry where companies of all sizes can adapt, grow, and reach audiences in new ways.

MISSION

To advance the growth and success of the digital entertainment industry by creating opportunities to Connect, Learn, and Solve.

OTT.X brings together content companies, platforms, advertisers, and technology partners to share insights, address common challenges, and build meaningful business relationships.



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.



HOW SPONSORSHIP BENEFITS YOU

Put your brand at the center of the growing conversation around microdrama and mobile-first entertainment. As a **2026 OTT.X Microdrama Summit** sponsor, you can share your expertise, build relationships across an expanding ecosystem, and help advance the conversation as the category develops in the United States.



Brand Visibility

Showcase your company to leaders across microdrama, content, platforms, advertising, technology, and distribution through Summit promotion and onsite recognition.



Thought Leadership

Bring your expertise and perspective to substantive conversations about the business models, strategies, and opportunities shaping the category.



Networking and Business Growth

Connect with creators, platforms, studios, technology providers, advertisers, investors, and established media companies exploring opportunities across the microdrama ecosystem.



Industry Impact

Support a dedicated industry forum connecting proven global experience with the emerging U.S. opportunity, while helping build relationships across this growing category.



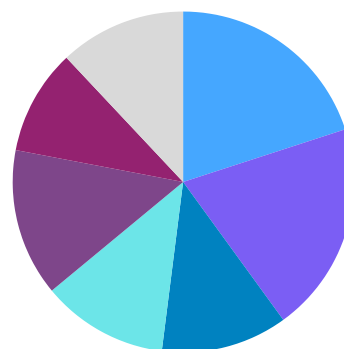
Companies Across the OTT.X Community



- 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
- 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%





SPONSORSHIPS

Make your impact at the **2026 Microdrama Summit** with a partnership tailored to your goals. Share your expertise, showcase your brand, and build relationships with the leaders exploring the growing opportunity in microdrama and mobile-first entertainment.



Benefit	Founding Partner	Featured Partner	Industry Voice Partner	Cornerstone Partner
Partner-curated session	30 Minute Presentation	20 Minute Presentation		
Executive participation in an OTT.X-curated session	1 Additional Placement		1 Placement in Agreed Session	
Session sponsor recognition	Partner-curated session	Partner-curated session	OTT.X-curated session featuring its executive	
Session introduction			5 Minute Opening	
Pre-event promotion of sponsored session	Included	Included	Included	
Attendee list access	Included	Included	Included	Included
Tabletop exhibit area or company roll-up signage	Choice of one	Choice of one	Choice of one	Choice of one
Company logo on Microdrama Summit website, event signage, and email promotions	Priority Placement	Prominent Placement	Enhanced Placement	Standard placement
Additional complimentary conference registrations	5	4	3	2
PRICE:	\$10,000	\$7,500	\$6,000	\$4,000
OTT.X MEMBER PRICE	\$8,000	\$6,000	\$5,000	\$3,000

Programming Note

Sessions and remarks are intended to inform and advance industry discussion, not serve as sales presentations. OTT.X will collaborate with partners on topics, speakers, and formats to ensure programming contributes meaningful expertise and perspective to the Microdrama Summit. OTT.X retains final editorial approval.



Founding + Featured Partnerships

Dedicated programming opportunities for partners ready to share their expertise and take a leading role in the 2026 Microdrama Summit.

Founding Partner

Price: \$10,000

Member Price: \$8,000

For organizations seeking the strongest programming and brand presence at the inaugural Microdrama 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 event 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

Featured Partner

Price: \$7,500

Member Price: \$6,000

For organizations with a focused perspective or case study to share through a dedicated Microdrama Summit session.

- One 20-minute partner-curated presentation
- Recognition as the sponsor of that session
- Pre-event promotion of the presentation
- Prominent company logo placement on the event 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
- Four all-access passes

Programming Note

Presentations, introductions, and panel participation are intended to inform and advance industry discussion, not serve as sales pitches. OTT.X collaborates with partners on topics, speakers, and formats and retains final editorial approval.

Industry Voice + Cornerstone Partnerships

A choice between contributing to an OTT.X-led Microdrama conversation and building a visible presence at the event.

Industry Voice Partner

Price: \$6,000

Member Price: \$5,000

For organizations that want to contribute an executive perspective to a conversation developed by OTT.X.

- Recognition as the sponsor of an agreed OTT.X-curated session
- One executive placement in that session
- Up to five minutes to introduce the session
- Pre-event promotion of the sponsored session
- Enhanced company logo placement on the event 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
- Three all-access passes

Cornerstone Partner

Price: \$4,000

Member Price: \$3,000

For organizations seeking a visible presence at the Microdrama Summit and opportunities to connect with attendees.

- Company logo on the event 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
- Two all-access passes

Programming Note

Session introductions and panel participation are intended to inform and advance industry discussion, not serve as sales pitches. OTT.X works with partners on topics, speakers, and formats and retains final editorial approval.

Partnership Opportunities - Continued



À La Carte

Add a memorable touchpoint to your Microdrama Summit presence through a focused branding or networking opportunity.

Lanyard Sponsor

Price: \$3,500

Member Price: \$3,000

Keep your brand visible throughout the Microdrama Summit on the lanyards attendees wear from registration through the reception.

- Company logo on official event lanyards
- Sponsor recognition at registration
- Company logo on the event website
- One exclusive opportunity, subject to production deadlines

Coffee Sponsor

Price: \$2,500

Member Price: \$2,000

Bring your brand into a natural meeting point where attendees connect between sessions.

- Recognition as the event Coffee Sponsor
- Branded signage at the coffee station
- Company logo on the event website
- Opportunity to provide sponsor-branded cups or sleeves

Lunch Sponsor

Price: \$4,000

Member Price: \$3,500

Support the Microdrama Summit's midday networking break and connect your brand to a gathering point for attendees.

- Recognition as the event Lunch Sponsor
- Branded signage in the lunch area
- Verbal acknowledgment before the lunch break
- Company logo on the event website

Networking Lounge Sponsor

Price: \$3,500

Member Price: \$3,000

Put your brand in a space designed for meetings and conversations throughout the Microdrama Summit.

- Recognition as the Networking Lounge Sponsor
- Branded signage within the lounge
- Company logo on the event website
- Opportunity to place approved company materials in the lounge

Cocktail Reception Sponsor

Price: \$7,500

Member Price: \$6,000

Take a prominent role in the closing reception, when attendees continue conversations from throughout the day.

- Recognition as the Cocktail Reception Sponsor
- Prominent branded signage at the reception
- Company logo on the event website and reception-related promotions
- Opportunity to provide approved branded materials at the reception

Have an Idea?

Custom Pricing

Have a creative way to connect with event attendees? Tell us what you have in mind, and we'll work with you to explore what's possible and develop a custom proposal.

- Opportunities may include branded experiences, attendee amenities
- Concepts are subject to venue availability and OTT.X approval
- Pricing based on the scope and production needs of the idea

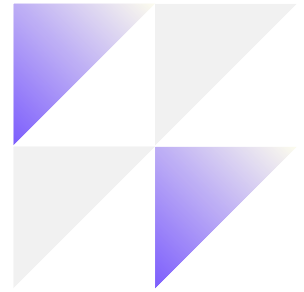
Programming Note

Custom branding, printed items, furnishings, and service upgrades are subject to venue approval and may involve additional production costs.



Help Build an Exceptional Inaugural Microdrama Summit

Early commitments give partners priority access to the program while helping OTT.X bring together the expertise, programming, and experience needed to establish a meaningful new industry forum.



Elevated Programming

International expertise, high-profile speakers, and stronger industry conversations.

Premium Experience

Quality production, content capture, and meaningful networking opportunities.

Expanded Visibility

Partner recognition before, during, and after the Microdrama Summit.

Payment Schedule

50%

Invoiced upon agreement, payable Net 30.

50%

Due 60 days before the Microdrama Summit.



Contact the Team



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