

WELCOME  
TO  
THE  
VERTICAL  
WORLD  
OF

916

EUROPEAN MICRO-DRAMA

# A NEW FRONTIER IN STORYTELLING

Micro-dramas are fast, mobile-first scripted series built around cliffhangers that keep viewers hooked. Each chapter ends with a twist – driving micropayments to unlock the next. Quick to watch, hard to stop, built for bingeing and paid for one tap at a time.

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**90** SECONDS PER CHAPTER

**x**

**60** CHAPTERS PER TITLE

**=**

**90** MINUTES MICRO-DRAMA

# GLOBAL MICRO-DRAMA REVENUE

Micro-drama emerged in China only a few years ago and has already grown into a multibillion-dollar industry, proving how quickly the format can scale.

The US is already following that trajectory. And Europe?

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**\$11B**

Global micro-drama revenue in 2025.  
China accounts for 83% of the global market.

**\$1.3B**

US micro-drama revenue with 66M monthly  
users in 2025

Sources: Omdia, global revenue and China share, Oct. 2025; Owl & Co. via Axios, US revenue estimate, Jan. 2026; Omdia / Conecta, US monthly users, May 2026.

# THE EUROPEAN OPPORTUNITY

Europe has millions of users and triple-digit growth, but the market is still taking shape – creating a rare opportunity to build IP, platform relationships and production capacity before the market reaches the same level of maturity. 916 intends to establish a leading position now – while Europe’s micro-drama market is still developing.

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8.2M

monthly microdrama users in the UK in 2025

210%

year-over-year growth in short-drama app downloads in Germany – the highest globally

Sources: Omdia / Conecta, UK monthly users in 2025, May 2026; AppsFlyer, State of Subscriptions for Marketers 2026, Mar. 2026.

# EUROPEAN STORIES FOR A GLOBAL AUDIENCE.

## ORIGINAL IP

Development library across multiple genres rooted in European characters, places and culture.

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## ENGLISH ORIGINALS

Produced in English for international audiences, with selected localisation where demand supports it.

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## OWNED CATALOGUE

Finance selected titles and negotiate licences by territory, language, term and exclusivity.

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## EUROPEAN STRONGHOLD

Earn from international audiences while building a distinctive European slate.

# TEN STORIES TO TEST

Ten existing concepts form the first screening cycle. Refresh the library as audience evidence guides later greenlights.



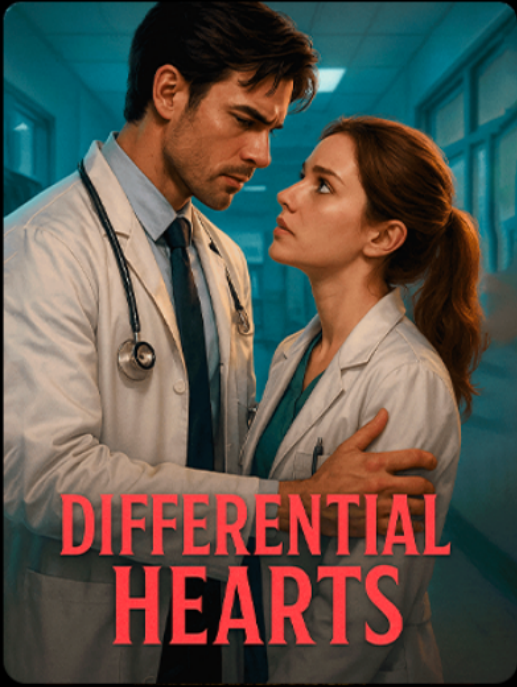
I Burned a  
Throne to Love ...  
Love Triangle



Eclipse Protocol -  
Love in the Fut ...  
Secret



Start Down: 404  
Work-Love-Bal ...  
All-Too-Late



Differential  
Hearts - Love is ...  
Love Triangle



Gunsmoke and  
Honey - From ...  
Love-Hate



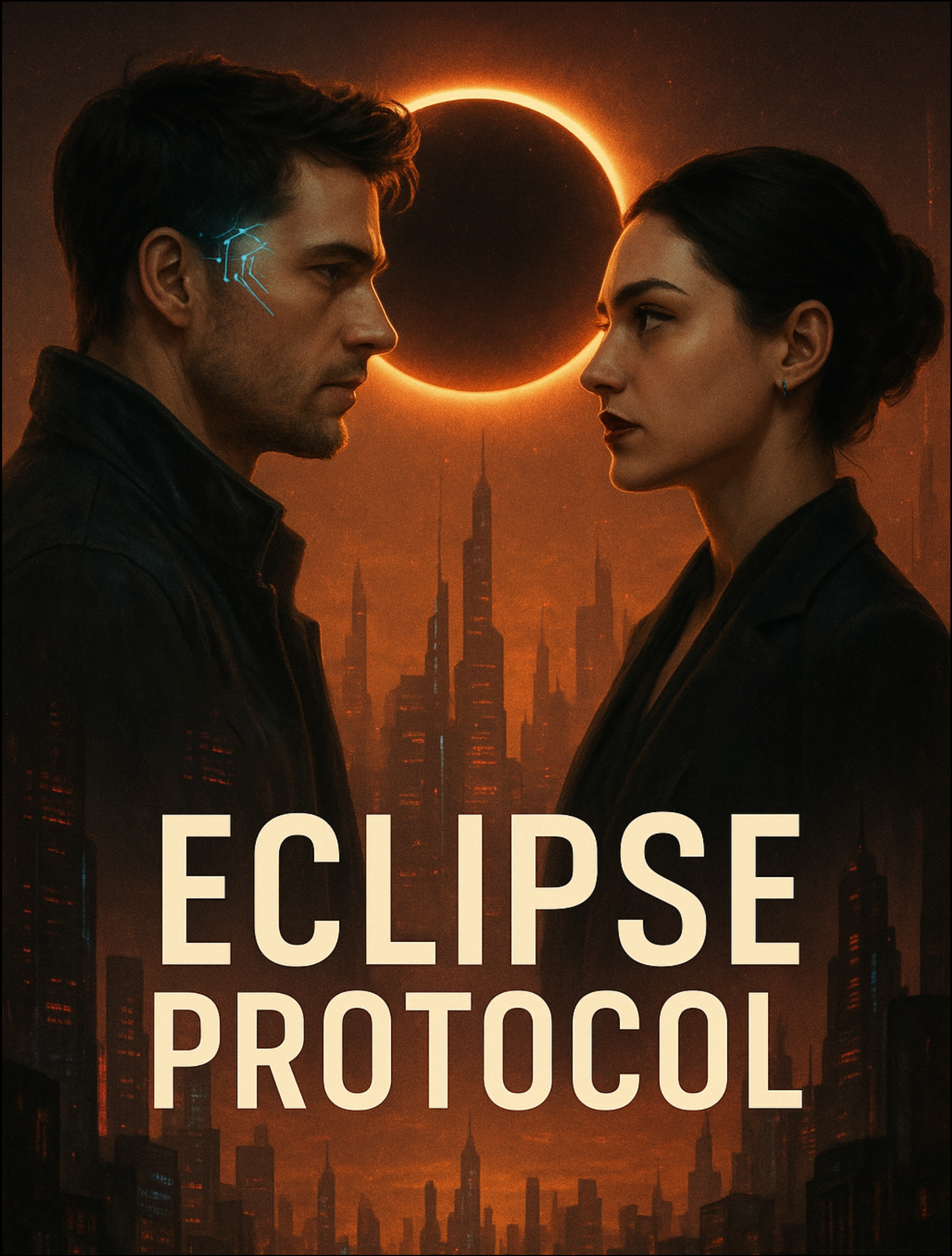
Velvet and Gun-  
powder - Cont ...  
Contract Lovers



Selected concept library. Artwork is illustrative.

# ECLIPSE PROTOCOL

SCI-FI THRILLER



A rogue cognitive architect and an infamous saboteur battle Eclipse, a protocol that can free humanity or destroy the world.

Development concept suggestion. Illustrative artwork.

# START DOWN

WORKPLACE DRAMA

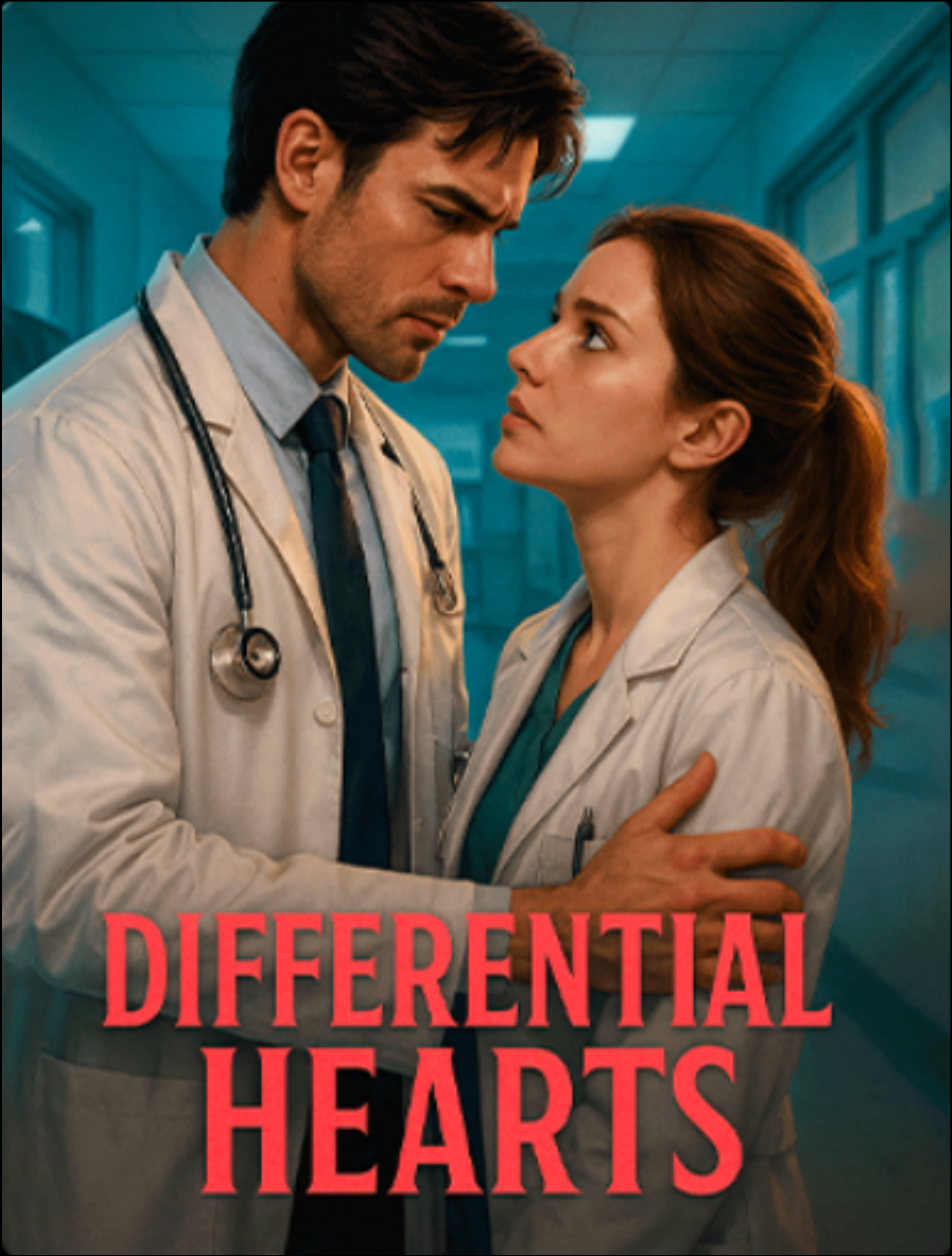


A hopeful young developer joins “Bot-schaft”, a German start-up that claims to automate drudgery, while actually running on it. Julia fights to protect her sanity and real connection amid this VC-funded chaos.

Development concept suggestion. Illustrative artwork.

# DIFFERENTIAL HEARTS

MEDICAL ROMANCE



A puzzling case drags a brilliant cynic and a principled idealist together. As they race through misdiagnoses, hospital politics and ethical minefields, the true mystery becomes their chemistry.

Development concept. Illustrative artwork.

# AI TESTING BEFORE LIVE ACTION

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10

Initial concepts screened

3

First AI pilots - 10 chapters each

1

Live-action title per greenlight

First cycle shown. Replenish the library and test later greenlights within the funded development budget.  
Targets: five base titles or eight expanded.

# PRODUCTION TECH STACK

## AI DEVELOPMENT

Nano Banana Pro + Photoshop for visual assets.  
Seedance 2.5 / Kling 3.0 for pilot scenes  
and trailer footage.

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## POST-PRODUCTION

Premiere Pro, After Effects and DaVinci Resolve  
for editing, compositing, colour and sound.  
ElevenLabs for dialogue and localisation.

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## AUDIENCE TESTING

Meta, TikTok & YouTube for creative tests. Seek platform tests  
in parallel. Targeted OOH / DOOH & independent research.  
Web pilot player with GA4 chapter tracking.

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## WORKFLOW

Key visuals and trailers for ten concepts.  
Three ten-chapter AI pilots in the first cycle.  
Refresh the library; test subsequent greenlights.

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Proposed stack. Select providers after testing continuity, performance and cost.  
Purchase tests assess paid demand separately from viewing and clicks.

# DEVELOP. PRODUCE. LAUNCH.

## BUILD THE COMPANY

Founder leads development, production and post.  
Specialist crews work per title over 24–36 months.

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## FINANCE THE SLATE

Five base titles; eight in the expanded plan.  
Production, post and delivery share one funded round.

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## FUND THE LAUNCH

Campaign assets, localisation, paid advertising, distribution  
and commercial rollout.

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## RETAIN RIGHTS

Negotiate licence windows and title receipts while preserving  
underlying IP and future adaptations.

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One committed round; each production requires a separate greenlight. All costs are planning allocations.

# CAPITAL BEHIND THE MODEL

| ALLOCATION                   | BASE  | EXPANDED |
|------------------------------|-------|----------|
| Development / AI tests       | €300K | €360K    |
| Live-action production       | €1.5M | €2.4M    |
| Launch assets / localisation | €30K  | €20K     |
| Marketing / paid advertising | €350K | €450K    |
| Team                         | €96K  | €144K    |
| Legal / rights / accounting  | €30K  | €48K     |
| Operations                   | €34K  | €88K     |
| Central contingency reserve  | €60K  | €90K     |
| TOTAL                        | €2.4M | €3.6M    |

Production: 5 × €300K base; 8 × €300K expanded. Founder counted once. Crews engaged per title.

# BASE CASE VS. EXPANDED

## BASE — 24 MONTHS

Five live-action titles at an average €300K production allowance, including post and delivery.

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## EXPANDED — 36 MONTHS

Eight live-action titles at an average €300K production allowance, including post and delivery

12 shooting days/title: 60 base; 96 expanded. Founder-led studio; crews inside title budgets.

# OWN THE TITLE.

## BUYER DEVELOPMENT

Share scripts, pilots, test results and delivery plans.  
Seek indicative terms before production.

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## TITLE LICENSING

Negotiate licence fees, minimum guarantees and  
additional title receipts where available.

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## RIGHTS WINDOWS

Define territory, language, term and exclusivity.  
Preserve remake, sequel and renewal rights.

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## MORE THAN ONE ROUTE

Pursue non-exclusive licences, later territories and  
controlled social or direct offers where rights permit.

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Routes are proposed. Independent financing does not guarantee distribution or a title sale.

# MANY SALES ROUTES LEAD TO REVENUE.

## DRAMABOX

Pursue distribution deals combining minimum guarantees and revenue participation.

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## MY DRAMA

Studios & Creators includes ready-to-license projects. Eligibility and terms require direct confirmation.

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## REELSHORT

Creator portal accepts submissions. Acceptance, licensing terms and revenue require direct confirmation.

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## BROADER BUYER MARKET

Extend outreach to ShortMax, NetShort, GoodShort and DramaWave, with FreeReels and Melolo

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Routes are proposed. Independent financing does not guarantee distribution or a title sale.

# VALIDATE THE SLATE.

## CURRENT POSITION

Ten concepts developed; platform outreach underway.  
Pre-revenue and seeking first external funding.

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## BUYER EVIDENCE

Confirm title fit, rights windows, licence / MG terms,  
revenue deductions and reporting with prospective buyers.

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## AUDIENCE EVIDENCE

Test hooks, continuation and willingness to pay.  
Distinguish AI-pilot response from live-action demand.

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## GREENLIGHT REVIEW

Review buyer feedback, test results & quotations together.  
Re-scope or stop titles whose economics do not support  
production.

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Planned validation within the funded first six months. No buyer commitment, minimum guarantee or paid audience result is claimed.

# MARKETING BUDGET ALLOCATION

## CREATIVE / LOCALISATION

€30K base / €20K expanded for assets and localisation.  
916 creates assets. Localise on buyer demand.

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## PAID LAUNCH MEDIA

€350K base / €450K expanded. Release test budgets first. Per title: €70K base / €56.25K expanded.

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## MEASURE PERFORMANCE.

Track hook response, continuation, CTA, paid conversion and net receipts against acquisition costs.

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## AGREE THE ECONOMICS

Contract for reporting, attribution and any marketing recoupment. Count each campaign cost once.

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Source: AppsFlyer, 31 Mar 2026: over 60% of short-drama installs are paid. Budgets and CAC are planning inputs.

# 2 — 3 YEAR RUNWAY TO BUILD 916

## **MONTHS 1 — 6**

Founder sets up rights and screens ten concepts.  
Produce three AI pilots and engage buyers.

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## **MONTHS 7 — 12**

Greenlight, film and finish title one; target M12.  
Develop the next titles; overlap prep and post.

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## **MONTHS 13 — 24**

Add four launches around M15, M18, M21 and M24.  
Five titles; 60 shooting days. Base runway ends M24.

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## **MONTHS 25 — 36**

Add launches around M28, M32 and M36: eight total.  
Eight titles; 96 shooting days. Runway ends M36.

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Planning cadence from funding close. Buyer acceptance may delay release; cash recovery may extend beyond funded runway.

# LIVE-ACTION PRODUCTION BUDGET

€300K

12-day shoot. Post and delivery included.

| PRODUCTION COMPONENT         | EUR   |
|------------------------------|-------|
| Prep / cast / crew / filming | €230K |
| Post / sound / delivery      | €40K  |
| Title contingency included   | €30K  |

## TOTAL BUDGET PER TITLE

€480K total / base title; €450K / expanded title.  
Includes development, launch, team and central costs.

Planning allowance, not quotation. Reuters, 18 Aug 2026: CandyJar US productions reported at US\$100K–300K; conditions differ.

# FROM VIEWER SPEND TO STUDIO CASH

## €2.4M — CONSUMER BILLING

Less €400K illustrative VAT = €2M eligible gross spending.  
Actual VAT and refunds depend on market.

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## €1.6M — AFTER FEES

A hypothetical 20% platform fee reduces €2M eligible gross spending to €1.6M.

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## €800K — 916 RECEIPTS

Hypothetical 50% producer share of the remaining pool.  
Effective net capture: 40% of eligible gross.

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## DISTRIBUTABLE CASH

Collected receipts less taxes, unpaid costs and agreed reserves. Costs paid from round are not deducted again.

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Illustrative: 20% VAT, zero refunds, 20% deduction and 50% producer share. No rates are contracted; extra marketing deductions excluded.

# 5 TITLES. 3 OUTCOMES.

| EUR M                     | LOW   | MID   | HIGH  |
|---------------------------|-------|-------|-------|
| Eligible spending / title | 0.5   | 2.0   | 4.0   |
| 916 receipts / title      | 0.2   | 0.8   | 1.6   |
| Slate receipts            | 1.0   | 4.0   | 8.0   |
| Capital deployed          | 2.4   | 2.4   | 2.4   |
| Surplus / (shortfall)     | −1.4  | 1.6   | 5.6   |
| Investor cash             | 1.0   | 3.2   | 5.2   |
| Investor multiple         | 0.42× | 1.33× | 2.17× |

The high scenario distributes €5.2M to investors: capital recovery plus €2.8M. Equity and any future exit value are excluded.

Illustrative five-year outcomes, not forecasts. 40% net capture; €2.4M deployed. Investor-first capital recovery, then 50/50. All receipts collected and distributable; zero additional tax, unpaid-cost or reserve deductions. Direct revenue and exit value excluded. Operating costs beyond the funded runway are excluded.

# 8 TITLES.

# 3 OUTCOMES.

| EUR M                     | LOW   | MID   | HIGH  |
|---------------------------|-------|-------|-------|
| Eligible spending / title | 0.5   | 2.0   | 4.0   |
| 916 receipts / title      | 0.2   | 0.8   | 1.6   |
| Slate receipts            | 1.6   | 6.4   | 12.8  |
| Capital deployed          | 3.6   | 3.6   | 3.6   |
| Surplus / (shortfall)     | −2.0  | 2.8   | 9.2   |
| Investor cash             | 1.6   | 5.0   | 8.2   |
| Investor multiple         | 0.44× | 1.39× | 2.28× |

The high scenario distributes €8.2M to investors: capital recovery plus €4.6M. Equity and any future exit value are excluded.

Illustrative five-year outcomes, not forecasts. 40% net capture; €3.6M deployed. Investor-first capital recovery, then 50/50. All receipts collected and distributable; zero additional tax, unpaid-cost or reserve deductions. Direct revenue and exit value excluded. Operating costs beyond the funded runway are excluded.

# HIGHER RETENTION. LOWER BREAK-EVEN.

| NET CAPTURE | BASE / TITLE | EXP. / TITLE |
|-------------|--------------|--------------|
| 25%         | €1.92M       | €1.80M       |
| 40%         | €1.20M       | €1.13M       |
| 55%         | €0.87M       | €0.82M       |

## ECONOMIC BREAK-EVEN

At 40% capture: €1.20M / €1.125M eligible spending per title covers €480K / €450K total budgets in the five / eight-title plans.

## INVESTOR CAPITAL RECOVERY

Priority recovery uses the same five / eight-title thresholds. At 40% capture, assume no additional tax, unpaid-cost or reserve deductions.

Illustrative thresholds, not forecasts. Eligible spending excludes VAT and refunds. Net retention is assumed, not contracted. Additional deductions increase the spending required.

# PORTFOLIO RESILIENCE

| INVESTOR MULTIPLE              | BASE  | EXP.  |
|--------------------------------|-------|-------|
| All titles LOW                 | 0.42× | 0.44× |
| One HIGH; all others LOW       | 1.00× | 0.83× |
| Two HIGH; all others LOW       | 1.29× | 1.11× |
| LOW eligible spending / title  | €0.5M | €0.5M |
| HIGH eligible spending / title | €4.0M | €4.0M |
| Net capture assumed            | 40%   | 40%   |
| Investment                     | €2.4M | €3.6M |

One HIGH title recovers base investor capital,  
even if the other four titles perform at LOW.  
Later greenlights depend on commercial evidence.

Illustrative mixed outcomes, not forecasts. LOW / HIGH: €0.5M / €4.0M eligible spending per title.  
40% capture. Full €2.4M / €3.6M deployed. Investor-first recovery, then 50/50. All cash distributable.  
Extra tax, costs, reserves, post-runway costs and exit value excluded. Volume may reduce after poor results.

# RECOVER. THEN SHARE.

## PRIORITY RECOVERY

100% of distributable cash to investors until their subscribed capital is recovered. Then 50% investors / 50% 916.

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## EQUITY & EXIT

Investors acquire equity in 916 and participate in a future company sale. Stake and valuation are to be negotiated.

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## PROTECT OPERATIONS

Deduct taxes, obligations and an agreed operating reserve before distributions. Funded costs are counted once.

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## DEFINE THE TERMS

Agree the cash pool, term, reserves and shareholder rights. The 50/50 cash split does not define the equity stake.

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Proposed terms, subject to legal and tax structuring and agreement. Cash pool: funded titles and agreed company activity. No guaranteed recovery date, return or exit. Equity and exit value are excluded from the cash model.

# COMMIT IN STAGES. THEN SCALE.

## FIRST 6 MONTHS - €120K

€60K development; €24K team; €36K setup and rights. Included in the total budget.

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## FIRST GREENLIGHT

Cleared script, quotations, production lead and test evidence. Seek licensing terms or minimum guarantees before filming.

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## CONTROL COSTS

Founder leads development, direction, editing and colour. Book crews per title. Re-quote each separate greenlight.

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## CASH AND RIGHTS

Separate title accounts; quarterly reporting; investor approval for material budget or rights changes.

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Controls proposed within one committed round. Spec production needs a documented decision; alternative channels do not remove distribution risk.

# YOUR PARTNER



## MAX BRAUN

Writing, production, direction and post-production. Founder of Berlin's [Shady Side](#) – creative agency and production company for independent filmmaking.

Leads 916's creative development and AI production, with directing, producing and showrunner responsibilities across the live-action slate. Sole permanent creative lead from concept to delivery, with specialist crew engaged per project.

Career credits include adidas, Amazon, ASUS, Audible, Disney, Intel, Mercedes, smart, Spotify, TikTok, Universal Music and Xiaomi.

THE  
INVESTMENT

€2.4M

24 MONTHS - FIVE TITLES

Studio, development, AI pilots, live-action production, advertising and commercial rollout.

€3.6M

36 MONTHS - EIGHT TITLES

Studio, development, AI pilots, live-action production, advertising and commercial rollout.

Proposed equity and investor-first capital recovery, then 50/50 cash distributions. Terms to be negotiated. Funded runway assumes no sales or another raise.

**YOUR  
JOURNEY  
INTO  
THE  
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STARTS  
HERE.**

**MAX BRAUN**

Founder, 916

[contact@maxbraun.berlin](mailto:contact@maxbraun.berlin)

[maxbraun.berlin](https://maxbraun.berlin)

**916**