

Global Short Drama
Platform

TopReels

The logo for TopReels, featuring a stylized green play button icon with a white 'TR' monogram inside it.

AVAILABLE

Apple Store



Google Play



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SHORT FORM DRAMA

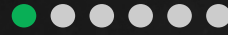
GLOBAL TREND

CUSTOMER TREND

TOPREELS

GLOBAL PARTNERSHIP

VISION



SHORT FORM DRAMA

Format : Running time of each episode is 1~2min.
One drama has 50~100 EP.

BM : Payments per EP + Watching AD

ETC : Vertical Video(Using Smartphone).
Fast Narrative.
Has a lot of dopamine-inducing elements.





GLOBAL TREND

Fast-growing global short-form video/drama

- The short-form drama craze is spreading around the world.



Tiktok short form drama users 2022 **620M**

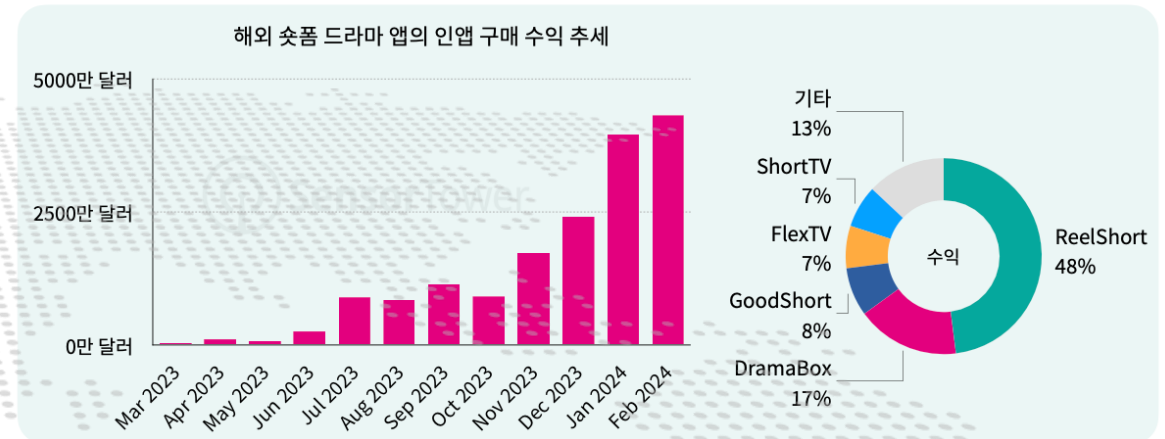
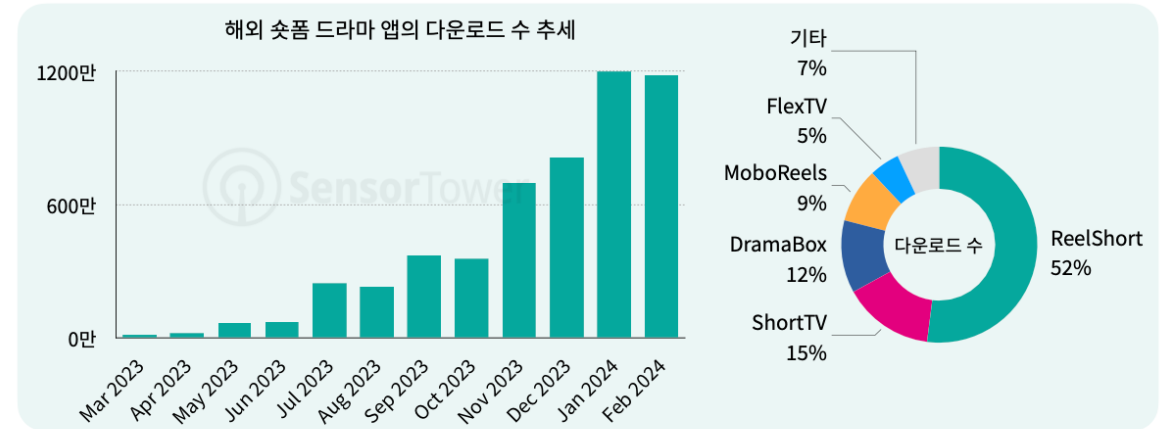


Views of Bump(Shorts Drama) in 2023 **500M**



The number of Download 'ReelShort' in 2023 **11M**

- Global short-form drama app, in-app purchase revenue of \$170 million (last year)

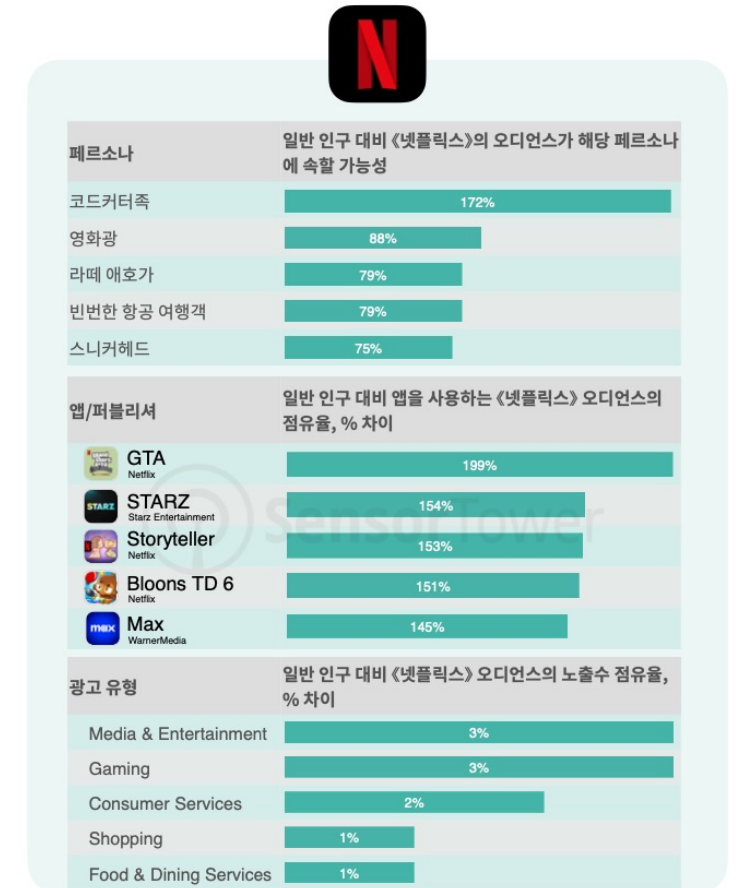
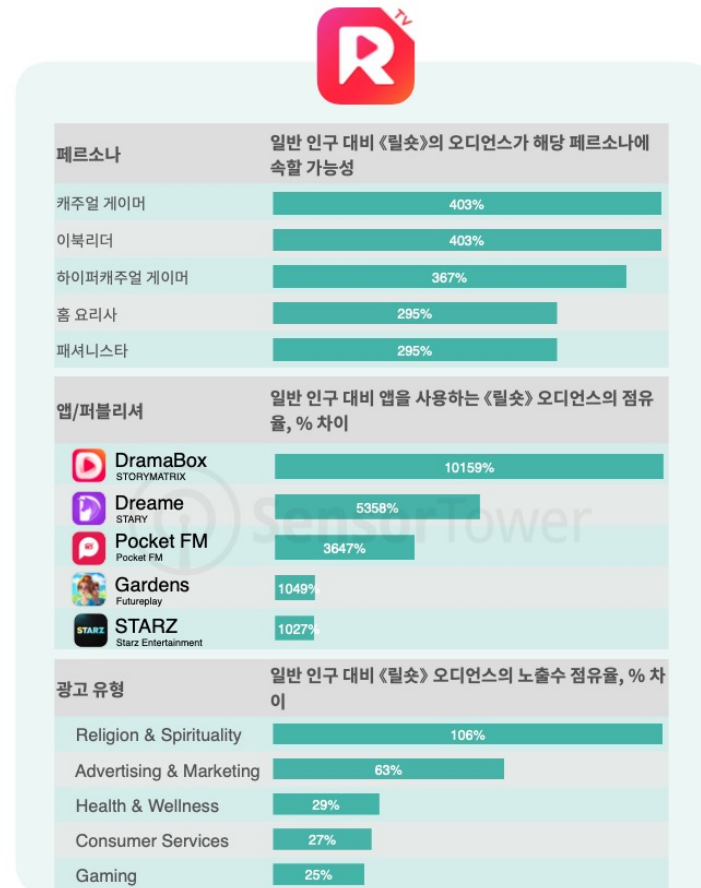


CUSTOMER TREND

The persona of Short-form drama

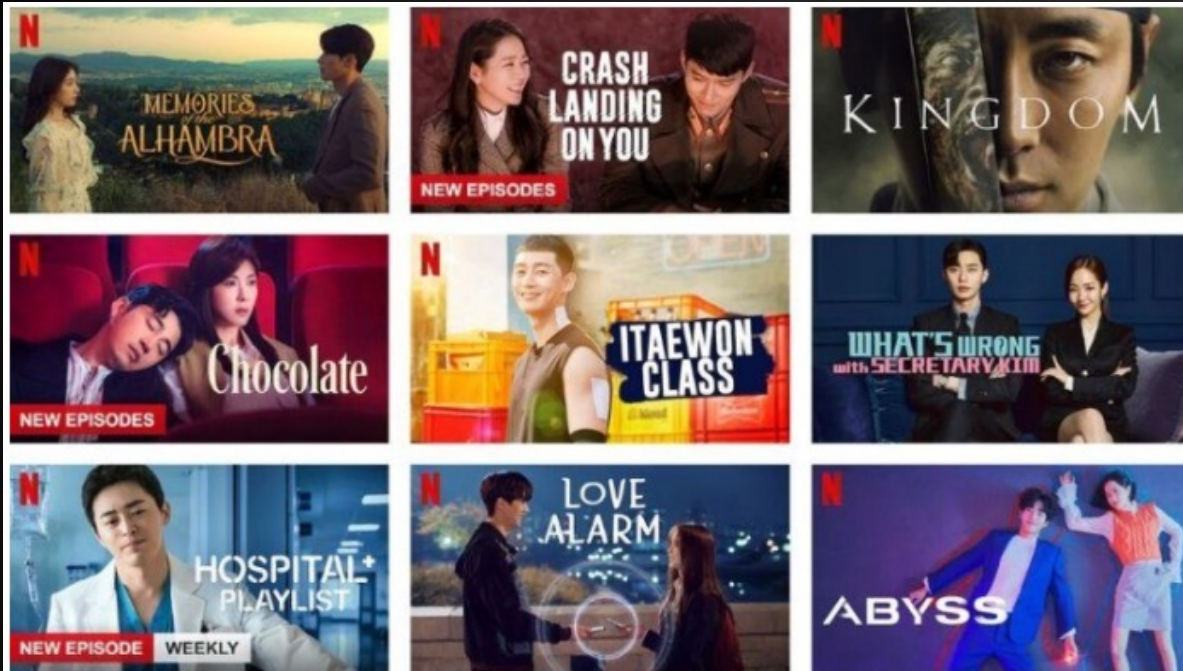
- A short-form drama app with a different user base than Netflix
- Next generation model for Web Content (Web-toon, Web-Novel, Game)

2023년 12월부터 2024년 2월까지 《릴숏》과 《넷플릭스》 오디언스의 페르소나, 상위 앱, 상위 광고 카테고리 비교





➤ TOPREELS



Global No.1
Short Drama
Platform

Utilizing K-Drama with
high global spread and excellent production system



▶ TOPREELS

The first Platform of Short Form Drama in South Korea

- Library : 65 Drama (Korean Original: 4, Korean Licensed Drama 1, Chinese Licensed 60)
- Global Service Language : KOR, JPN, ENG, CHN(Tra)



genre : Revenge/Suspense
EP. 50



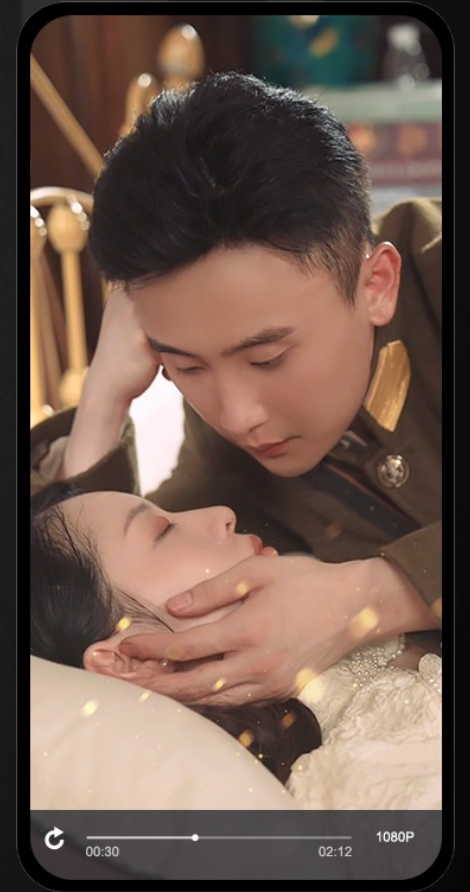
genre : Revenge/Affair
EP. 51



genre : Suspense / Romance
EP. 50

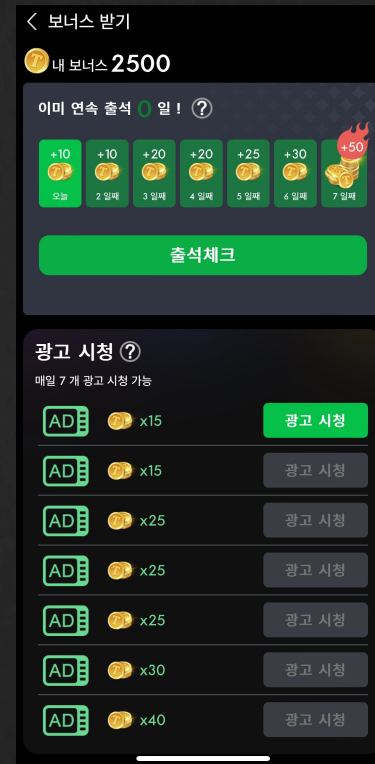
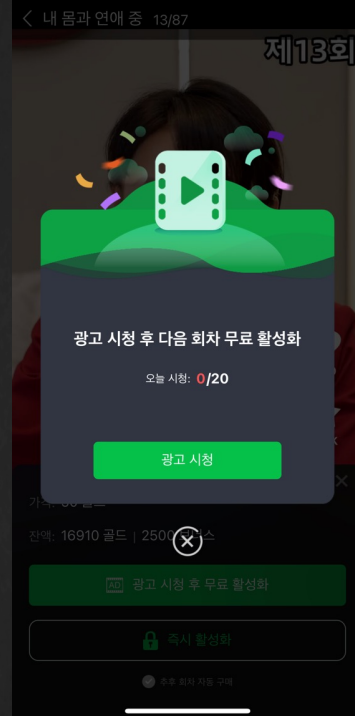
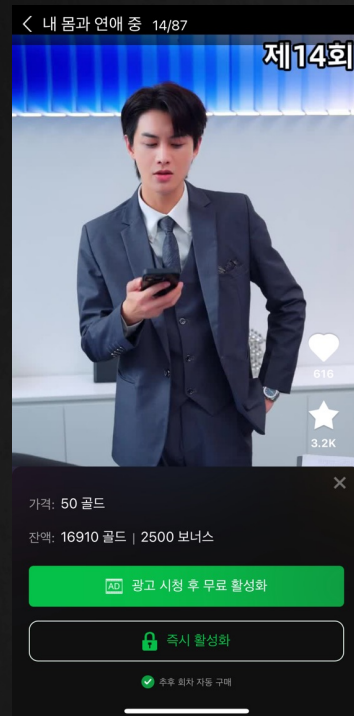
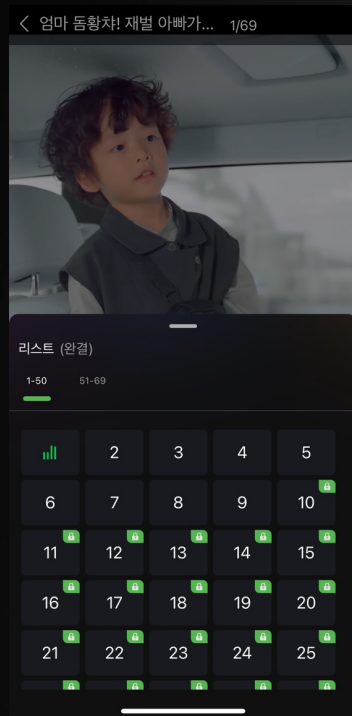


genre : BL / College
EP. 64



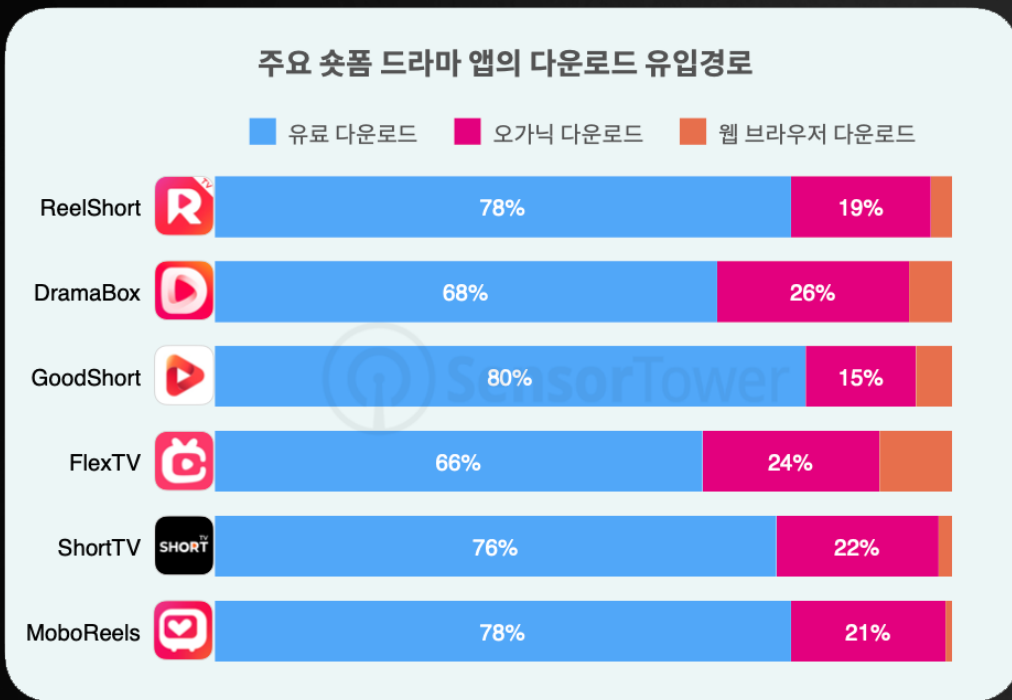
TOPREELS

Korea's first short-form drama platform



TOPREELS

Business model like mobile game

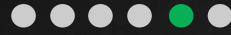


STRENGTH

- The core strategy of short-form drama apps is ‘download advertising’
- The working team of ‘Neorigin’, which has carried out a successful game business for many years, participated.



주식회사 네오리진



➤ GLOBAL PARTNERSHIP

MOU 'Flex TV'(Global Number 4), Line, Migu ETC..

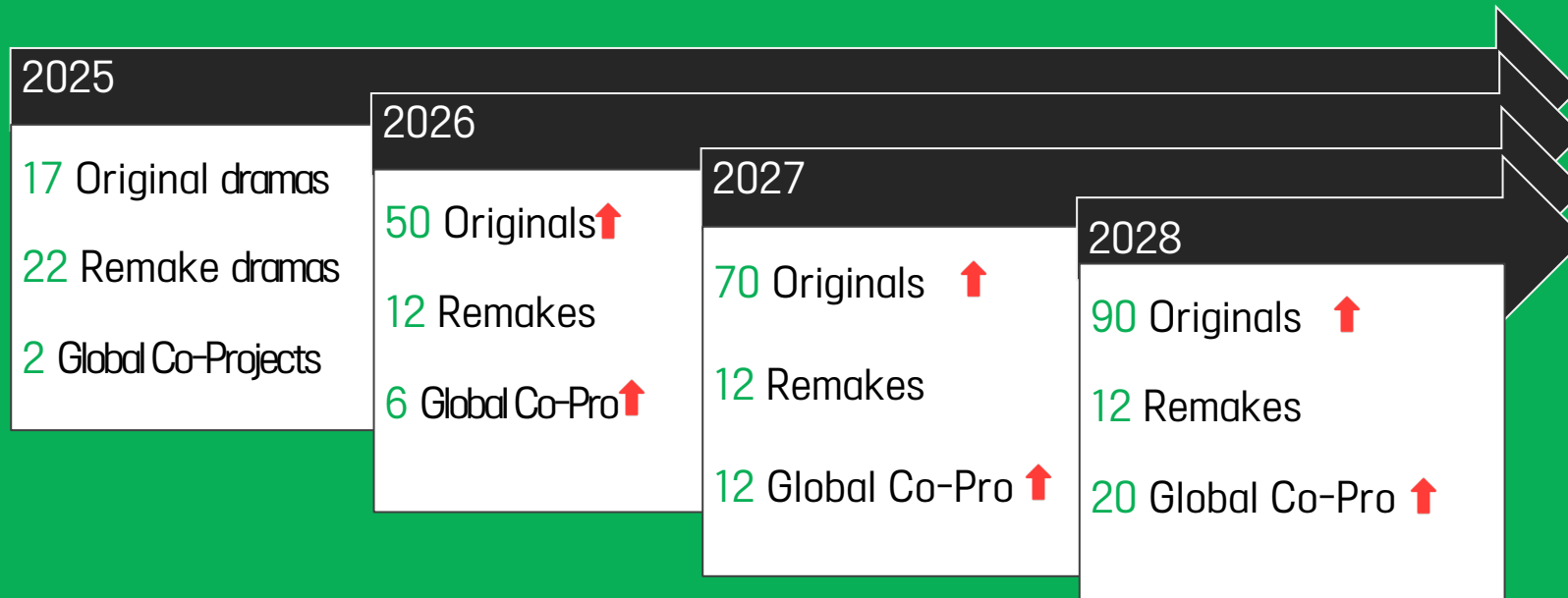
- Creating a content fund worth 13.7 billion won
- Reduced investment risk through production cooperation
- Securing content marketing competitiveness in global





VISION

5-year content operation plan



**GLOBAL NO.1
SHORT DRAMA
PLATFORM**

