

VOL. 01 • EST. 2026 • INDIA / VERTICAL DRAMA

MICRO TV MEDIA KIT

twenty twenty-six.

India's fast growing short-form drama network — cinematic vertical stories watched by 44 million+ viewers and trusted by brands to reach audiences without interruption.

01	02	03	04
273K+	71.6M+	165,840	35.2M+
FOLLOWERS	TOTAL VIEWS	DAYS WATCH TIME	3-SECOND VIEWS

PARTNER WITH US • microtv.pro

— CHAPTER 01 · THE NETWORK

CINEMA, *reimagined* FOR THE PHONE.

Micro TV is a premium short-form drama network producing cinematic, family-safe content for the mobile-first generation. Since launching in June 2026, we've become one of India's fastest growing short drama networks — 273K+ followers and 71.6M+ total views in the first quarters.

Our stories are engineered for the vertical screen: full-frame emotion, story-first pacing, and brand integrations that feel like content — never like an interruption.

01**MASSIVE ORGANIC REACH**

71M+ unpaid views and counting — pure algorithmic discovery.

02**STORY-DRIVEN ADVERTISING**

Native placements that feel like content, never like an ad break.

03**HIGH AUDIENCE RETENTION**

Bingeable episodes designed for the full watch, not the scroll-past.

04**BRAND-SAFE BY DESIGN**

Family-safe, culturally grounded — zero-risk for premium brands.

CHAPTER 02 · PERFORMANCE

THE NUMBERS, *receipts included.*

01

273K+**FOLLOWERS**

Instagram + YouTube combined

02

71.6M+**TOTAL VIEWS**

Across all published episodes

03

165,840**DAYS WATCH TIME**

Cumulative watch-time in days

04

35.2M+**3-SECOND VIEWS**

Top-of-funnel reach

05

12.7M+**1-MINUTE VIEWS**

Retained mid-funnel audience

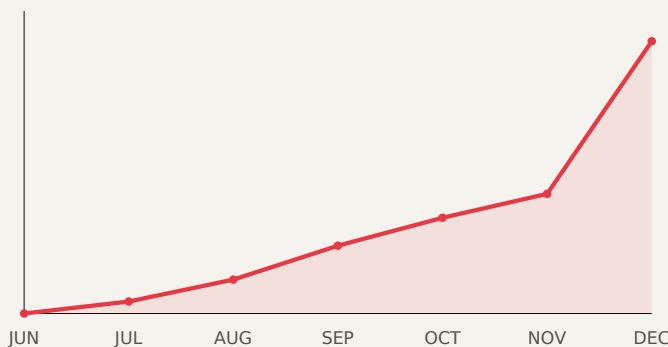
06

656K+**PROFILE VISITS**

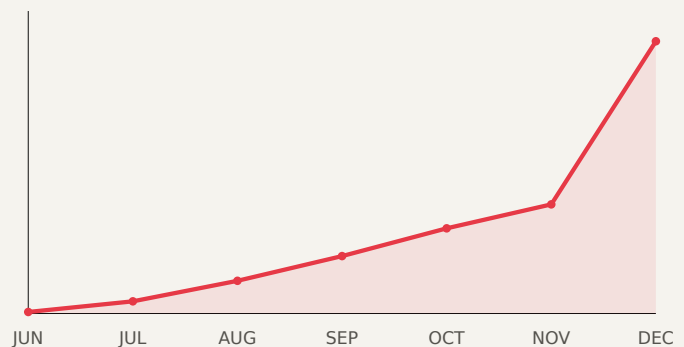
Direct brand consideration

FOLLOWERS GROWTH

PEAK 273000

**TOTAL VIEWS GROWTH (M)**

PEAK 71.6



CHAPTER 03 • TRUST INDEX

THE TRUST *score.*

Four self-reported operating metrics we track for every brand collaboration. Numbers refresh each quarter and are verifiable against our internal campaign logs on request.

4.9 / 5

AVG. BRAND RATING

Based on 24 post-campaign reviews

01

98 /100

BRAND SAFETY

Family-safe, culturally reviewed. Zero flagged placements to date.

02

96 %

ON-TIME DELIVERY

Campaigns shipped within agreed publish window.

03

73 %

REPEAT PARTNER RATE

Brands returning for a second brief within 90 days.

04

6 hrs

AVG. RESPONSE TIME

First reply to every inbound brief, Mon-Sat.

— CHAPTER 04 · COLLABORATE

WAYS TO WORK

with Micro TV.

01 **BRANDED DRAMA SERIES**

Story-led 3-6 episode mini-series with your brand woven into the plot.

02 **IN-STORY PRODUCT PLACEMENT**

Native placements inside existing episodes — high recall, zero friction.

03 **CINEMATIC AD FILMS**

Standalone vertical films produced by our in-house crew.

04 **CREATOR-LED ACTIVATIONS**

Regional-language campaigns with our writers, cast and community.

— DIRECT LINE

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Mon – Sat · 10 AM – 7 PM IST · microtv.pro