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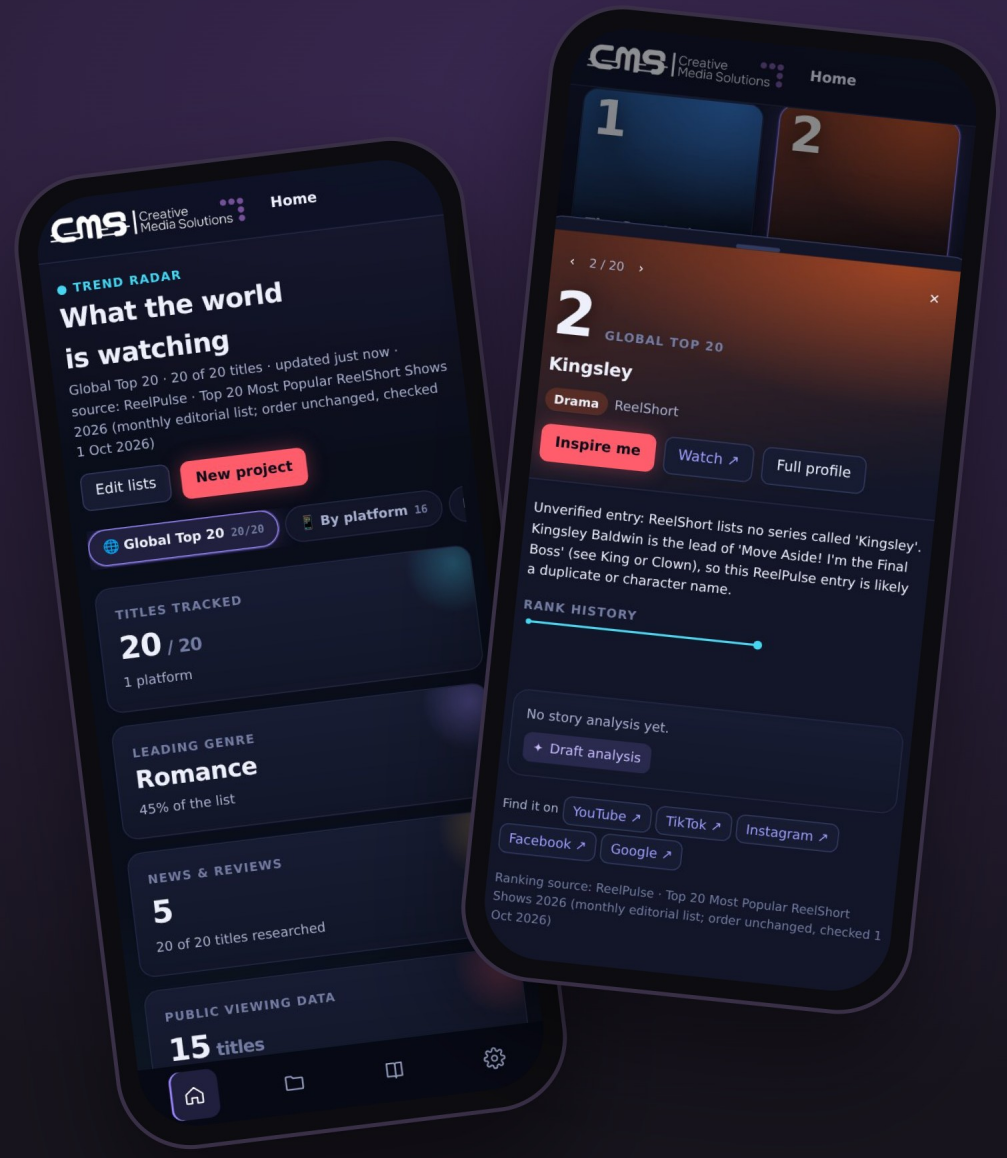
INVESTOR PRESENTATION · MICRODRAMA STUDIO

MicroShorts Studio by CMSGulf

The AI-native studio for vertical microdrama: from trend to a continuity-checked, production-ready season.

Built by CMS Gulf · 20+ years in film, TV and digital production



THE MARKET

GCC microdrama is small, and growing fast.

Worldwide, microdrama is set to reach $14bn in 2026, $3bn of it outside China. In 2025 the GCC's share of that doubled, and its revenue rose almost 400%.

$73.7m

GCC revenue expected in 2026, up from $38.9m in 2025

$297m

Forecast GCC revenue by 2030

20.9m

Saudi users forecast by 2030, up from 2.2m in 2025

87%

Share of GCC revenue from paid transactions in 2025

Figures: Media City Qatar & Omdia, Microdrama in the GCC Region, May 2026

WHY NOW

The window is open, but not for long.

THE GAP

Content is imported

Most of what GCC viewers watch comes from China and Asia. Local folklore, moral parables, historical legends and family honour stories are under-served, and so are male viewers.

THE OPENING

No local production line

There is no dedicated microdrama production capacity in the GCC yet. Omdia calls it a substantial investment opportunity and recommends regional studios.

THE CLOCK

12–18 months

How long Omdia expects regional players have to win a place before international platforms lock in viewers' habits.

Source: Media City Qatar & Omdia, Microdrama in the GCC Region, May 2026

THE PROBLEM

Microdrama at scale breaks in four places.

01 · Pacing

Hooks every few seconds, a cliffhanger every 60–90 s, 60–100 episodes a season. Most TV and film writers aren't trained for it.

02 · Continuity

Fast AI writing forgets: backstories slip, relationships flip and secrets leak early.

03 · Vertical production

Screenplays are written for 16:9. Nothing turns them into 9:16 shots or AI video prompts.

04 · Cultural fit

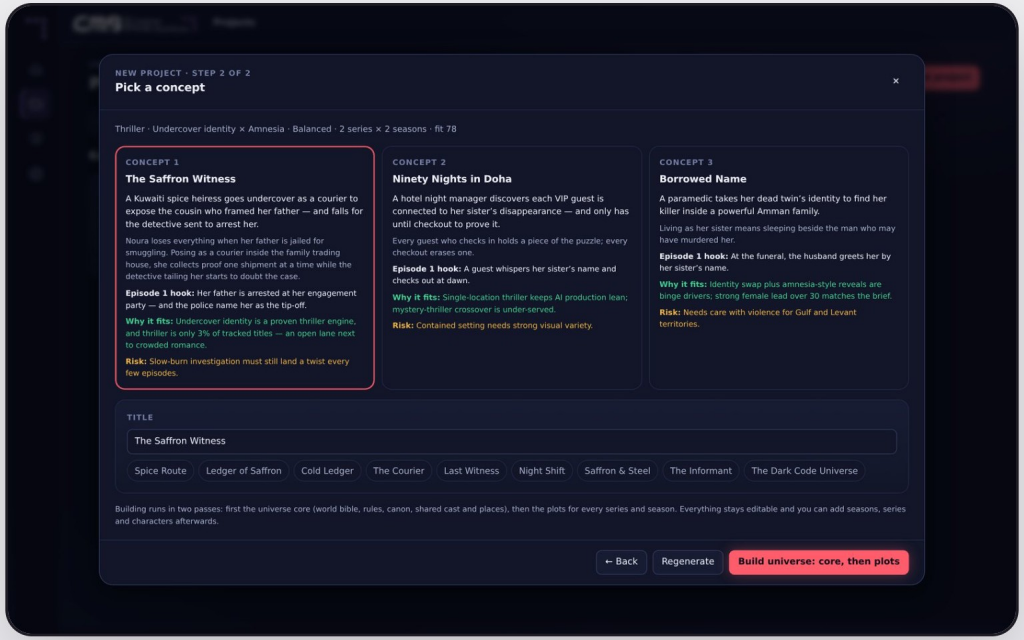
Global hits often rely on storylines that don't travel to the GCC. Localising them takes regional know-how.

THE SOLUTION

One studio, from trend to a production-ready season.

1 · Trend | 2 · Concept | 3 · Characters & world | 4 · Episode outlines | 5 · Screenplay | 6 · Continuity check | 7 · Shot prompts | 8 · Pitch

AI drafts every stage at speed. Our writers review and approve before the next stage starts.



Step 2: the builder drafts three concepts from the trend data; the team picks one.

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HOW IT FITS TOGETHER

Three systems, one production line.

01

Narrative Engine

Builds the story: concept, world, characters and every episode, in Arabic or English, with GCC cultural fit built in.

→

02

Continuity System

Holds the season together: characters, relationships and scene details stay consistent from episode 1 to the finale.

→

03

Production Compiler

Turns approved scripts into what a shoot needs: vertical shot plans, call sheets, table reads and inventories.

Writers approve each stage before the next one starts.

THE SYSTEM BY THE NUMBERS

77 parameters across six layers.

30
Commercial and retention
Hooks, cliffhangers, payoffs and binge pressure.

11
Character psychology
Decision pillars and a live state ledger for every character.

16
Visual continuity
Locked looks, sets, props and visual style.

8
Vertical directing
Shot coverage, timing and camera grammar for 9:16.

6
Season architecture
13 season arc shapes and an intensity curve across every episode.

6
Culture and territory
GCC house rules, 3 territory groups and a 2-analyst review.

Plus 14 concept checkpoints · 20+ story tags on every beat · 7 pacing dials · 20 animation styles · 12 body-type presets

CONTINUITY SYSTEM

The same characters, from episode 1 to 80.

Character Lock

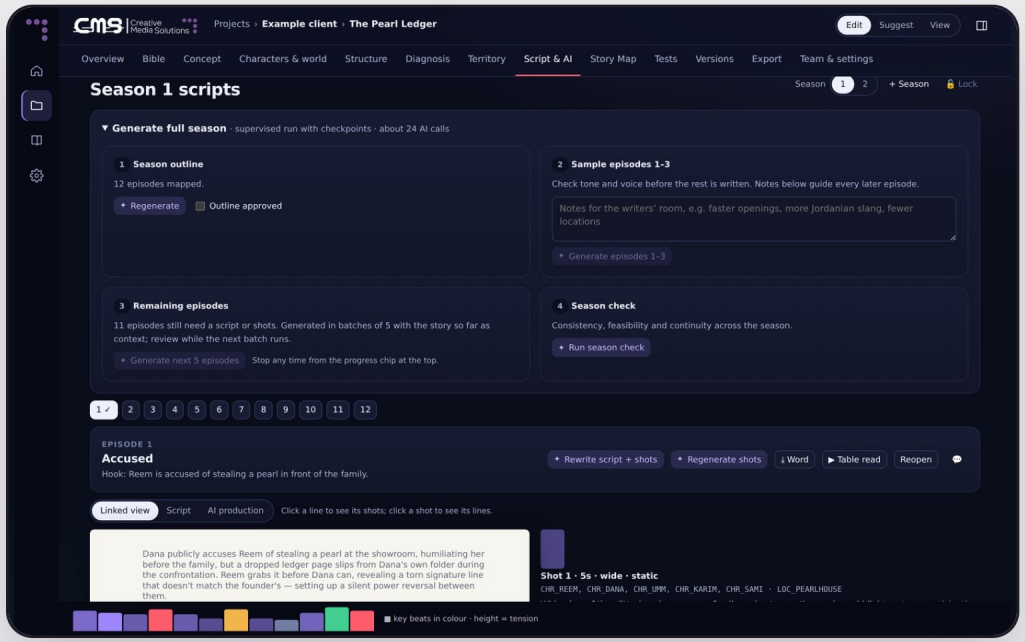
Each character has a locked look (face, build and signature wardrobe) carried into every shot. Scene changes, like a wound or a new outfit, are tracked too.

Season Memory

A running ledger of injuries, revealed secrets and relationship shifts carries into every later episode, so episode 80 remembers episode 3.

Flagged and fixed

Checks catch a slipped backstory, a flipped relationship or an early reveal, and fix only the lines affected.



A supervised season run: outline, sample episodes, batches of five, then a season check.

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CHARACTER PSYCHOLOGY

Characters that stay in character.

Microdrama runs on sharp, polarising emotional beats. Every character is built on four psychological guardrails that shape how they think, crack and choose.

Built in from day one

Set when the character is created, and approved by the writer.

Enforced on every line

Dialogue is written against them, so reactions feel earned, not random.

Checked before the shoot

The continuity check flags any scene where a character acts out of character.

THE ENGINE IN NUMBERS

Built for microdrama, not shortened TV.

30
commercial rules for hooks, cliffhangers and pacing

14
checkpoints every concept passes before it is picked

9
story ledgers kept for every series

20
story tags on every beat of every episode

7
pacing dials scored on every episode

4
psychological guardrails per character

3
lenses in every diagnosis: rules, market and AI judgement

2
independent analysts review every series

Checked the moment an outline exists, before any AI drafting, and tuned to the genre: romance, suspense and fantasy each play by their own thresholds.

COMMISSIONING COUNCIL

A commissioning board, built in.

CREATIVE ANALYST

Socrates

Theme, subtext and emotional resonance.

COMMERCIAL ANALYST

Aristotle

Structure, pacing and retention.

THE SHOWRUNNER

Decides

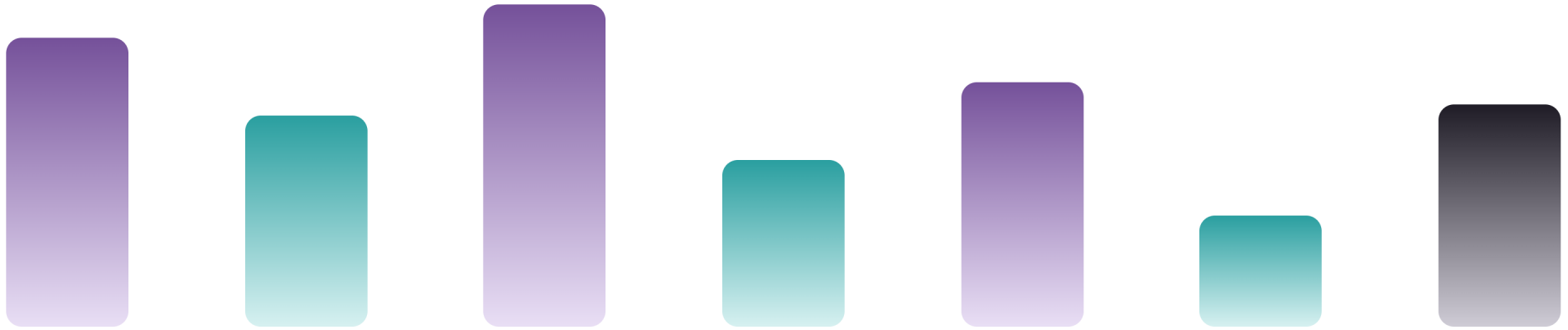
Sees where the two agree and disagree, and can challenge any flag before a fix is made.

Two independent reviews surface blind spots that a single critique would miss.

PACING EQUALIZER

Every episode on seven dials.

Each episode is scored 0–10 on seven dials. Flat stretches and missing hooks show up before money is spent on production.



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RELATIONSHIP MAP

Relationships that change on schedule.

EPISODE 1
Enemies

→

EPISODE 24
Reluctant allies

→

EPISODE 60
Lovers

The studio tracks every relationship episode by episode, on a visual map of characters, places and events. A character can’t act against where the story has put them, and writers can see each turn coming.

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PRODUCTION COMPILER

From approved script to vertical shots.

Production Bible in one click

A whole season compiled into screenplay (Word and Fountain), call sheets, props, sets and wardrobe lists, and a GCC cultural review.

Vertical director grammar

Every scene gets three-cut vertical coverage (establishing, punch-in, reaction), with a director style for each series.

9:16 shot lists

Each scene broken into 3–5 second vertical shots, with framing, camera move, lighting and a ready prompt for AI video tools.

Cast table read

Hear the season before you shoot it, with voices matched to each character's age, gender and delivery.

TERRITORY TESTING

Tested for where it will play.

Each series is checked against GCC house rules, then tested for how its themes and hooks travel to three territory groups.

Pan-Arab Core

The home market, with GCC cultural review.

MENA + Regional

Neighbouring markets with shared tastes.

Western / Global

Export potential beyond the region.

Suggested swaps never overwrite the script: the writer reviews and approves each one.

ADVANCED LLM INTEGRATION

The right model for each job, and no downtime.

Routing

Each task goes to the LLM model suited to it: fast models for tagging and quick drafts, frontier models for full scripts and deep analysis.

Resilience

If a provider is slow or rate-limited, background jobs switch to a configured backup, so writers aren't left waiting.

Control

Use your own keys or the studio's. Keys are encrypted and never shown, and every call is logged with its cost by user and project.

MARKET INTELLIGENCE

We watch what the world is watching.

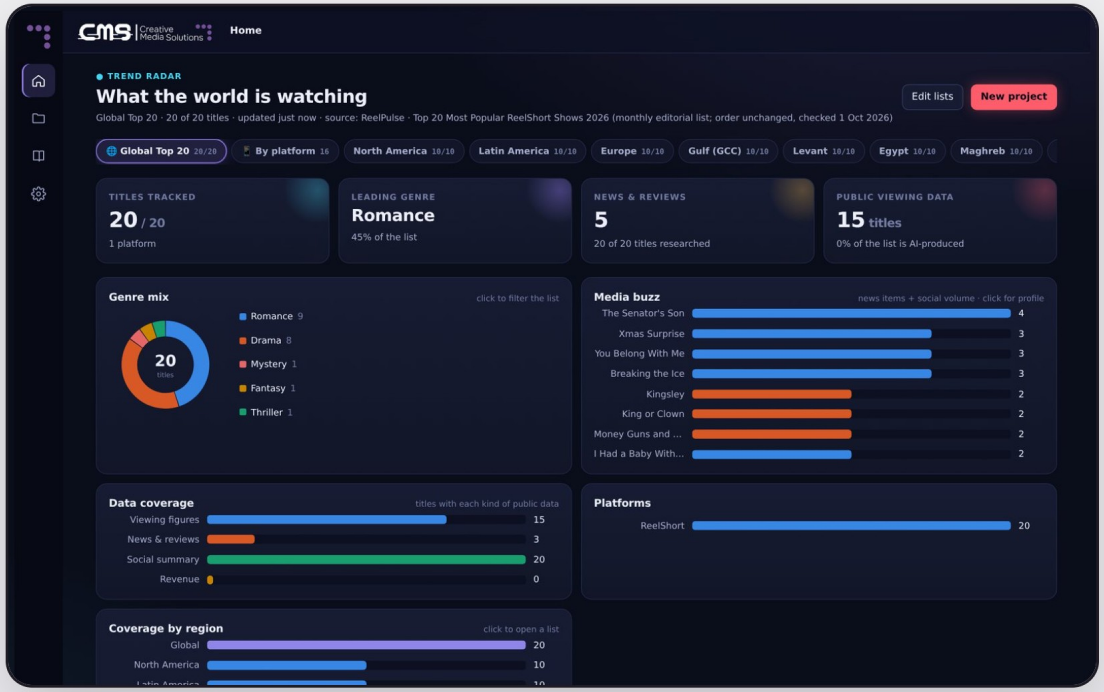
A weekly trend radar across apps and social platforms, built from public charts and press. Every figure carries its source and date.

Top 20
global series, weekly

13
regional lists

9
language markets

- **GCC fit:** cultural-fit checks for each concept and territory
- **Flags** for themes that don't travel to the region
- **Inspire me** adapts a hit's structure, never its content, and checks originality



The trend radar: the Global Top 20 with genre mix, media buzz and coverage by region.

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HOW WE WORK

AI for speed, writers in charge.

SERVICE 1

AI-built scripts, writer verified

The studio drafts the season. Our writers verify, edit and sign off every episode.

SERVICE 2

Writer scripts, AI tested

Writers write. The studio tests pacing, continuity, format and audience fit before a riyal is spent on production.

SERVICE 3

Micro documentaries

60-second to 5-minute docs from sourced stories, with fact-checks and release checks.

Backed by CMS Gulf's 20+ years in film, TV and digital media production.

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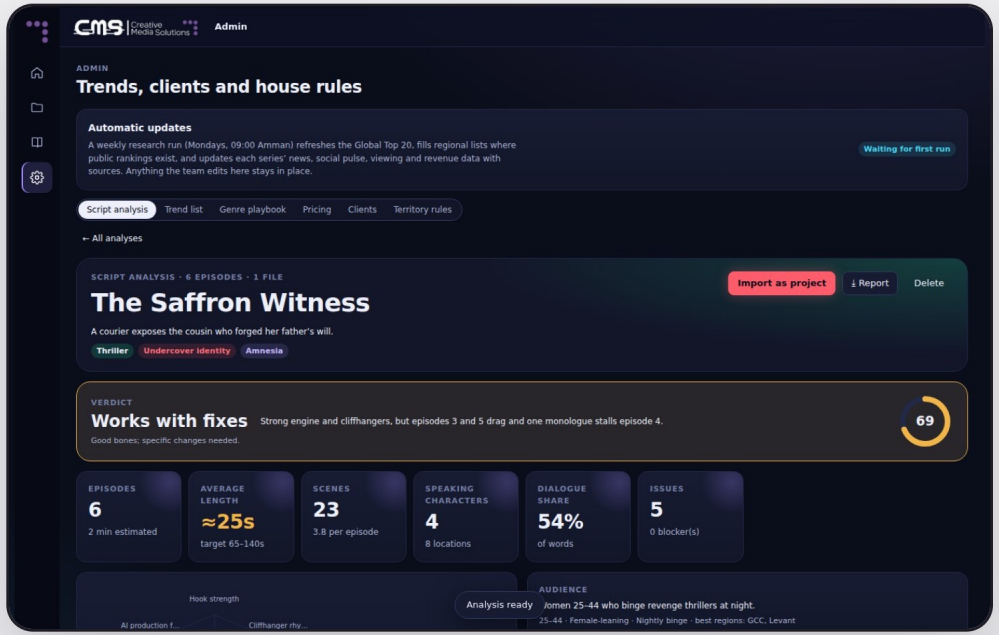
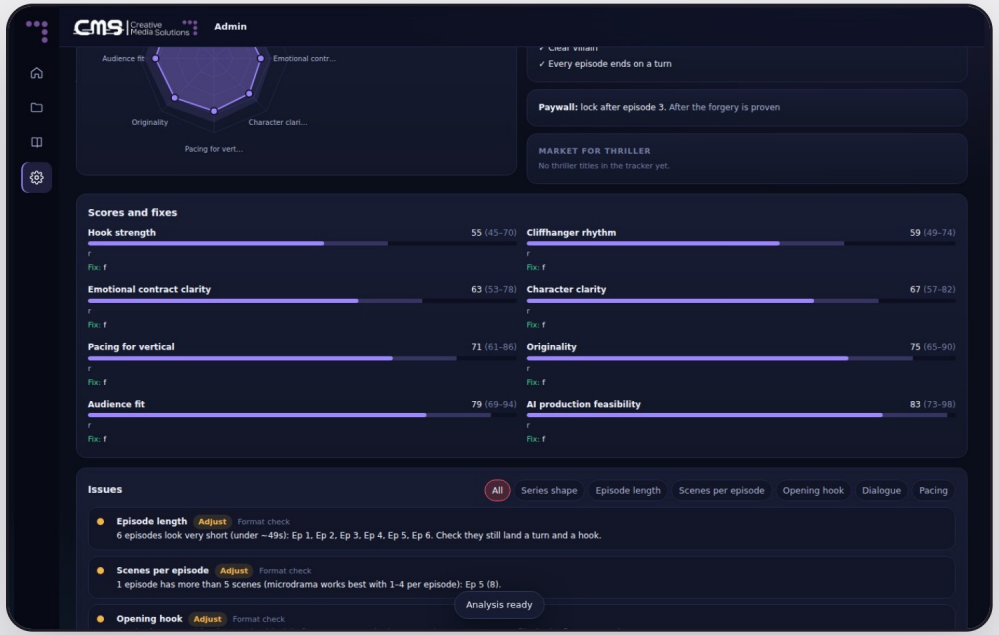
SCRIPT TESTS

Every script gets a verdict and clear fixes.



Upload a script (.docx, .pdf, .fdx, .fountain) and get a verdict and score.

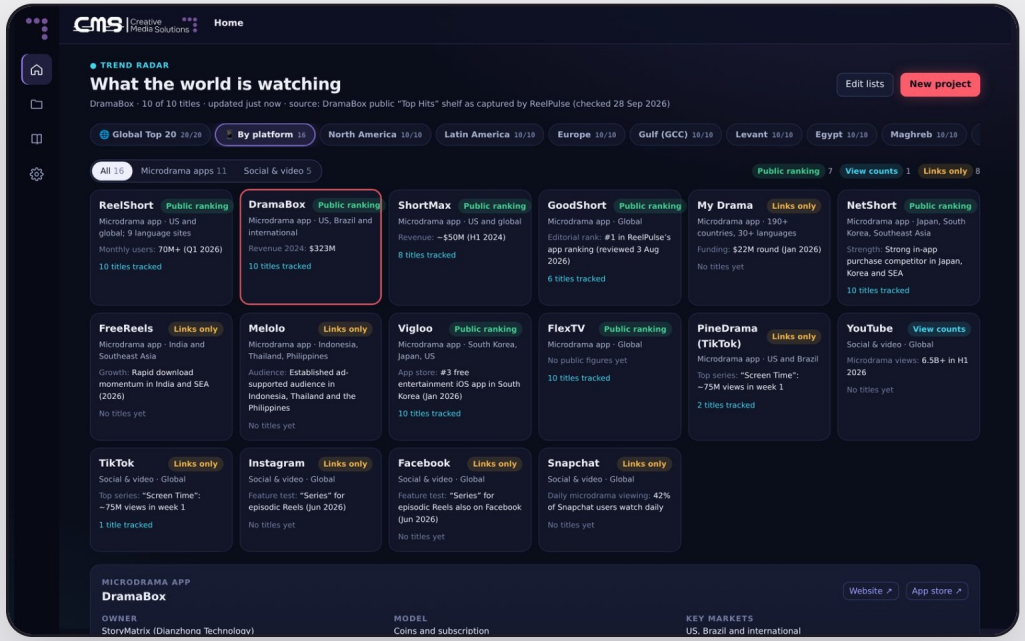


Scores for hooks, cliffhangers, pacing and audience fit, with each issue to fix.

WHAT PLATFORMS, STUDIOS AND BRANDS BUY

What a season with us includes.

- Concepts to choose from, built on trend data
- Series bible, characters and world
- Episode map with an emotional heatmap
- Screenplays in Arabic or English
- Vertical shot lists and AI prompt pack
- Production breakdown and schedule
- GCC fit and territory guidance
- Pitch deck and one-pager



Every season starts from the data: platform-by-platform views of what is working now.

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FOR INVESTORS

A production line for a market without one.

THE MARKET

GCC revenue forecast to grow from $73.7m in 2026 to $297m by 2030, with no dedicated local production yet.

THE ASSET

A working, deployed studio system, run by a team with 20+ years in production.

FRANCHISE IP

Characters and worlds built in the studio become owned assets for Season 2s, spin-offs, licensing and games.

THE MODEL

Series for platforms, telcos and brands; owned IP; and [studio licensing].

CMS owns its data and infrastructure: no platform lock-in, with keys held in secure server vaults.

Market figures: Media City Qatar & Omdia, Microdrama in the GCC Region, May 2026

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Let’s make the next hit here.

www.cmsgulf.ai