

MICRODRA.MA ×  **AdArena**

PILOT RUSH

**MAKE THEM NEED
EPISODE TWO.**

\$5,000 40 WINNERS

\$3,500 cash + \$1,500 Kolbo credits

50-80 SECONDS • VERTICAL 9:16

UP TO 2 PILOTS PER CREATOR

22 OCT, 16:00 – 12 NOV, 22:00 • 2026 • IST



What is a microdrama?

A story told in short, vertical episodes. Each episode moves the story forward and leaves viewers wanting the next one. Your pilot starts it all.

YOUR FOUR STORY FOUNDATIONS

Distinct world / setting

Where are we? Show a world with its own rules, tensions and visual identity.

Dramatic question

The big uncertainty that keeps us watching.
Will she find her birth parents?

Hero

Who do we follow? What do they want, and why should we care?

Tone / genre

How should it feel? A tense thriller, playful romance or sharp comedy?

Keep the dramatic question alive throughout the pilot.

Give us clues and complications. Don't give us the answer!

Your pilot checklist

A FIRST EPISODE THAT MAKES US NEED EPISODE TWO.

A scroll-stopping hook

Grab attention in the opening seconds. Start with a moment that raises a question.

Conflict that escalates

Put something in the hero's way. Make the situation harder or more surprising.

A cliffhanger or major twist

End on an unresolved moment that makes the next episode feel essential.

A clear goal and real stakes

Show what your hero wants and what they could lose if they fail.

A reason to care

Give us an emotion, a relationship or a choice that makes the hero matter.

A story that can continue

Hint at conflicts and relationships that can sustain a series beyond this pilot.

50-80 seconds per pilot. Up to 2 pilots per creator.

A world worth coming back to

A FEW EXAMPLES. REALLY, YOUR STORY CAN START ANYWHERE!

HOTEL

Guest secrets. Staff rivalries.

YACHT

Secrets far from shore.

PRIVATE JET

One flight. A hidden agenda.

FASHION HOUSE

Ambition behind the runway.

SPORTS ACADEMY

One spot. Everything to prove.

A SINGER OR BAND

Fame, friendship and rivalry.

16TH-CENTURY PARIS

Forbidden love. Court intrigue.

RESTAURANT

Family loyalties under pressure.

WILDCARD: YOUR WORLD

Surprise us with your awesome world!

THIS IS A STORY, NOT AN AD. BUT BRANDS WILL BE WATCHING :)

Brands will be looking for worlds their products could naturally belong in. They may fund future product placements or sponsor your whole series. Keep your pilot free of sponsor branding. Include only the competition logo.

These are just examples. Explore a world you love. Bring us something original.

The first five seconds



0-2s • Series name

Show it within the first 2 seconds of the opening shot. Graphics, effects and animation are welcome.

1-2s later

Season 1 • Episode 1

After the series name. Use any readable font or color. An episode title is optional.

0-5s • Exact official logo

Top-right, from the first frame through the first 5 seconds.

[Download the 9:16 overlay →](#)

Use for 0-5s. Add your own series title.

[Brand kit \(ZIP\)](#)

Production that feels real

50–80 seconds

Vertical • 9:16 • MP4

1080p quality or higher

100% AI imagery

Motion control and human voiceover are allowed.

English

No subtitles if spoken in English. Another language only if central to the plot, with English subtitles.

Distinctive characters

Real human faces. Natural skin. Interesting, flawed people viewers recognise. Keep faces, motion and voices consistent.

Use licensed stock or public-domain face references cleared for your intended use.

Cinematic craft

Intentional camera, editing and sound. No AI-tool watermarks or unfinished shots.



Judging & prizes

WHAT THE JUDGES LOOK FOR

20%	Addictiveness & microdrama storytelling
15%	Real sponsor reactions
15%	Hook, retention & cliffhanger
20%	Distinct, consistent world, hook & retention
10%	Interesting hero & distinctive faces and imagery
10%	Originality
10%	Editing, pacing & soundtrack

Will viewers **NEED** the next episode?

\$5,000

40 WINNERS

15 cash winners

\$3,500

25 credit winners

\$1,500

Total prize value

\$5,000

Kolbo credits: \$60 per winner
4,000 units each

Prize breakdown & official rules

Submit your series pilot

UP TO 2 PILOTS PER CREATOR

Post it. Invite both accounts to Collab.

Use Collab wherever supported. Tag both accounts and add the hashtags. We recommend posting on more than one network.

@microdra.ma @adarena.app

#MicroDrama #PilotRush #AdArena

Write about your episode in your own voice. Give viewers a reason to watch, not just a competition announcement.

IN YOUR ENTRY

Your original MP4 and social post link.

Add the series title, a short synopsis and direction for future episodes. Describe a natural role for a sponsor.

Recommended filename / title

[Series Name] - Season 1 Episode 1

22 OCT, 16:00 – 12 NOV, 22:00

2026 • IST • Opening is scheduled

Your rights. Your next chapter.

YOU KEEP OWNERSHIP

Permission to publish Episode 1

Grant Microdra.ma a non-exclusive licence to show your pilot on its website, catalog and official social channels. The catalog pitches your series to buyers and sponsors, seeking a sale or paid commissions.

When a buyer or sponsor shows initial interest, Microdra.ma signs a representation agreement with you before any sale.

You keep ownership. This is a usage licence, not an IP transfer. Entry requires your explicit acceptance. Original work and properly licensed assets only.

BEYOND THE PRIZE

Up to \$10,000

Microdra.ma helps creators develop series and connect with streaming platforms, brands and sponsors.

The winning creator will be invited to make more Season 1 episodes under paid consignment. Royalties apply if a sponsor picks up the series.

A separate written agreement sets production scope, payment, royalties and any additional rights. Entry guarantees no deal. This opportunity is separate from the \$5,000 prize pool.