XIAOWU BROS. TAKES CHINESE DIGITAL ENTERTAINMENT GLOBAL FROM HONG KONG

Xiaowu Bros. propels global content monetisation and distribution via its dual headquarters in Hong Kong and Hangzhou.

“Hong Kong’s role as a premier regional IP (intellectual property) trading hub has been pivotal in enabling Mainland content creators to bring Chinese culture to the global stage,” Michael Wong, CMO of Xiaowu Brothers Hong Kong Limited, said.

Founded in Hangzhou in 2017, Xiaowu Bros. set up in Hong Kong in 2019. The city provides an internationally trusted legal domicile and seamless access to global financial systems, complementing their Mainland operations. Wong highlighted: “Operating a dual-headquarters model is our biggest corporate strength. Our Hong Kong office serves as the commercial and legal face of our global business, while Hangzhou remains our content operations powerhouse.”

Pioneering AIGC and the Globalisation of Micro Dramas

Xiaowu Bros. has evolved from a YouTube multi-channel network (MCN) into an Asian content distribution powerhouse. Its AI-driven platform streamlines localisation, copyright protection, and monetisation, helping creators and copyright owners maximise their global revenue.

As the industry shifts toward vertical micro dramas, the company uses AI agents to build faster, cost-efficient, and globally resonant content distribution pipelines. It has also pioneered the international in-app advertising (IAA) revenue sharing model for vertical micro dramas.

“The rise of vertical micro dramas and AIGC (artificial intelligence generated content) represents a massive paradigm shift in global entertainment, and Hong Kong is leading this transformation,” Wong noted. “With unrestricted access to popular digital platforms such as YouTube and Facebook, the city offers Chinese Mainland innovators a natural base for global expansion.”

A Premier IP Trading Hub for Creative Works

Beyond technological advantages and global connectivity, protecting these digital assets is crucial for international growth, and Hong Kong provides the ideal legal foundation to do so. “The city’s common law system and mature digital copyright protection provide a highly secure ecosystem for monetising creative works, unlocking new cross-border revenue streams for rights holders,” Wong said.

As the global appetite for Chinese vertical micro dramas surges, Xiaowu Bros. is expanding its regional business development unit and establishing a dedicated AIGC coordination team in Hong Kong. This strategic move is designed to strengthen market development, foster cross-border and international partnerships, and effectively bridge the technological expertise of its Hangzhou operations with global media platforms.

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MICHAEL WONG
CMO
Xiaowu Brothers
Hong Kong Limited

Expanding with InvestHK

“InvestHK connects us to a broader ecosystem of innovators, creating unique opportunities for business collaboration. As Xiaowu Bros. continues to grow, this partnership reinforces Hong Kong’s role as the gateway for AI-driven Chinese digital entertainment to reach the world,” Wong concluded.

Xiaowu Bros.

- Dual headquarters in Hong Kong and Hangzhou, with localised teams in Vietnam, Malaysia, Indonesia, and beyond
- Managing more than 9,000 channels with a subscriber base exceeding 750 million across 177 countries
- The first Chinese Mainland company listed in YouTube’s official supplier directory for short-form dramas, and a certified partner with several global media giants

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