

PRESS RELEASE SEPTEMBER 14, 2026



EUROPE HAS A NEW SCREEN.

SNÄXX launches November 1, 2026 as Europe's first premium microdrama platform

Europe gets its own home for premium short-form storytelling: SNÄXX launches November 1, 2026 – a Microdrama app built for a generation that watches differently, backed by Black Forest Studios and guided by a board of top-level media executives.

Freiburg / Munich - The next chapter of European entertainment starts:

ON NOVEMBER 1, 2026, SNÄXX GOES LIVE!

Launching simultaneously across iOS and Android, SNÄXX is the first European premium streaming platform dedicated to microdrama – short, addictive, high-quality series designed for the way audiences increasingly consume entertainment: mobile, immediate and episode by episode.

But SNÄXX is not simply bringing another short-form app to Europe. It is building a new European content ecosystem.

While the global microdrama market has grown rapidly, much of the category has been defined by low-cost, mobile-first productions originating outside Europe. SNÄXX takes a different position:

Premium stories. Premium talent. European creativity. Global ambition.

At launch, the platform combines original SNÄXX productions with selected content from independent producers, studios and rights holders – creating a new destination and, crucially, a new distribution opportunity for European content.

ONE STORY. TWO SCREENS

At the heart of SNÄXX is its Dual Format strategy.

Content can live vertically on mobile and simultaneously exist in a cinematic 16:9 version for television, streaming platforms and other distribution channels.

Create once. Reach audiences everywhere.

For rights holders, broadcasters, producers and creators, SNÄXX therefore represents more than another outlet. It creates an additional exploitation window for premium IP – and a direct route into one of the fastest-growing entertainment formats worldwide.

SNÄXX is actively opening the platform to European and international producers, distributors and rights holders looking for a premium home for microdrama content.

BUILT BY MEDIA PEOPLE

SNÄXX is backed by a board bringing together top-level executives and entrepreneurs from the international media, entertainment, technology and investment industries. Their shared objective is clear: To build a strong European player in a category currently being shaped largely outside Europe – and to connect European storytelling with a global mobile audience.

“Europe has extraordinary writers, producers, actors, studios and IP. What has been missing is a platform built specifically to turn that creative strength into premium mobile entertainment,” says Sebastian Weiland, CEO Black Forest Studios and Co-Founder of SNÄXX.

POWERED BY BLACK FOREST STUDIOS

Behind SNÄXX stands Black Forest Studios – one of Europe’s first production houses built specifically around premium microdrama. Operating from Freiburg and Munich, BFS develops and produces original premium microdrama series from development through production and post-production to delivery. Its production model combines traditional filmmaking with AI-supported workflows and a highly efficient production pipeline designed specifically for serialized short-form storytelling.

This gives SNÄXX something crucial: **A production engine behind the platform.**

SNÄXX can therefore not only acquire and distribute content. Together with BFS, it can develop, produce and package it.

EXISTING CONTENT

Transforming existing content in various formats for a mobile screen - that is where RE:FORMAT comes in. Broadcasters, studios and producers across Europe are sitting on thousands of hours of valuable film, series and TV shows – reality, factual and entertainment content created for another generation of screens. The Black Forest Studios have developed a RE:FORMAT workflow, turning selected existing content into new vertical, episodic experiences.

Not simply cropped. Re-authored. Re-edited. Re-formatted.

Storylines are rebuilt for mobile viewing, with new hooks, pacing, episode structures and cliffhangers – creating the opportunity for existing IP to reach new audiences and generate additional exploitation. A television archive can become a mobile content library. A 45-minute episode can become an entirely new vertical story. And a piece of IP that has already been exploited once can begin another life.

THE OPEN INVITATION

SNÄXX launches with an ambition that goes beyond its own originals.

We want Europe’s best stories on SNÄXX!

The platform is inviting producers, studios, distributors, broadcasters and rights holders to bring their premium microdramas – and their existing IP – to SNÄXX.

Original productions.

Co-productions.

Licensed series.

Existing vertical content.

And archive titles ready for RE:FORMAT.

If you own stories, we want to talk. Because the next generation of audiences is already watching differently. Now Europe has a platform built for them.

ABOUT SNÄXX

The European home of premium microdrama.

Launch: November 1, 2026

iOS, Android

Vertical + 16:9 Dual Format

Originals · Acquisitions · Co-Productions · RE:FORMAT

SNÄXX is a European premium microdrama platform launching November 1, 2026. The platform combines premium original productions with licensed and reformatted content from European and international partners. SNÄXX is designed around a Dual Format strategy, enabling stories to travel between mobile-first vertical viewing and traditional 16:9 distribution.

ABOUT BLACK FOREST STUDIOS

Black Forest Studios is a European premium microdrama production house operating from Freiburg and Munich. BFS develops, produces, post-produces and packages premium short-form entertainment and provides RE:FORMAT services that transform selected existing film, television, reality and entertainment content into newly structured vertical series.

Press / Content Partnerships / Licensing:

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