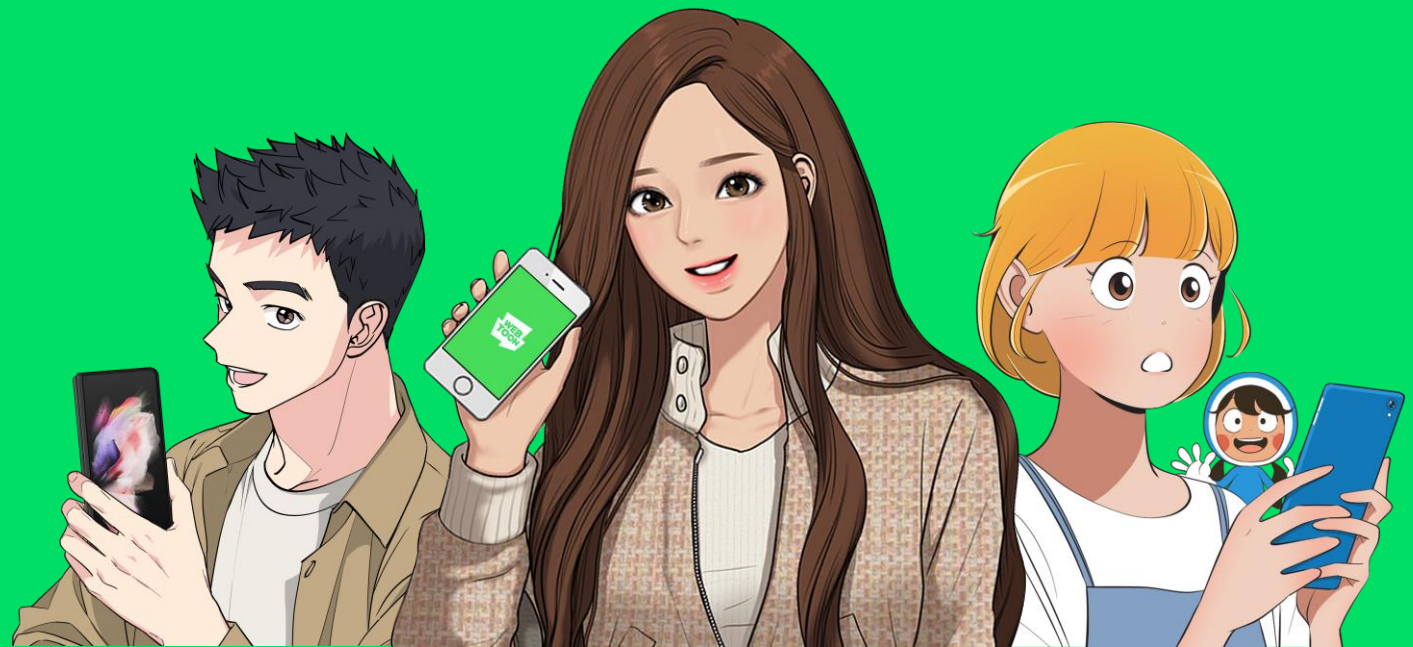
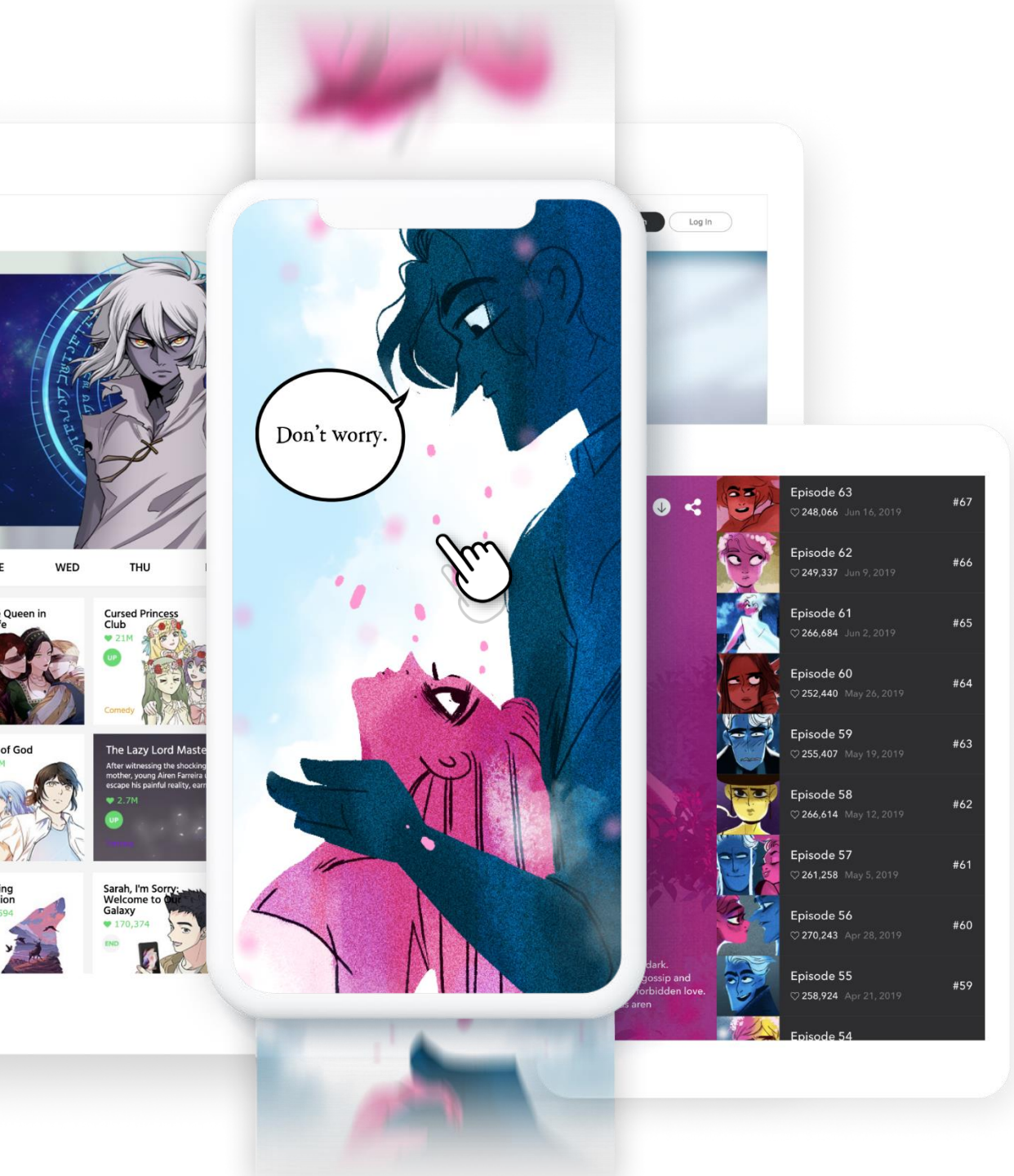
WEBTOON MEDIA KIT

Global WEBTOON Ads Biz



2024.11

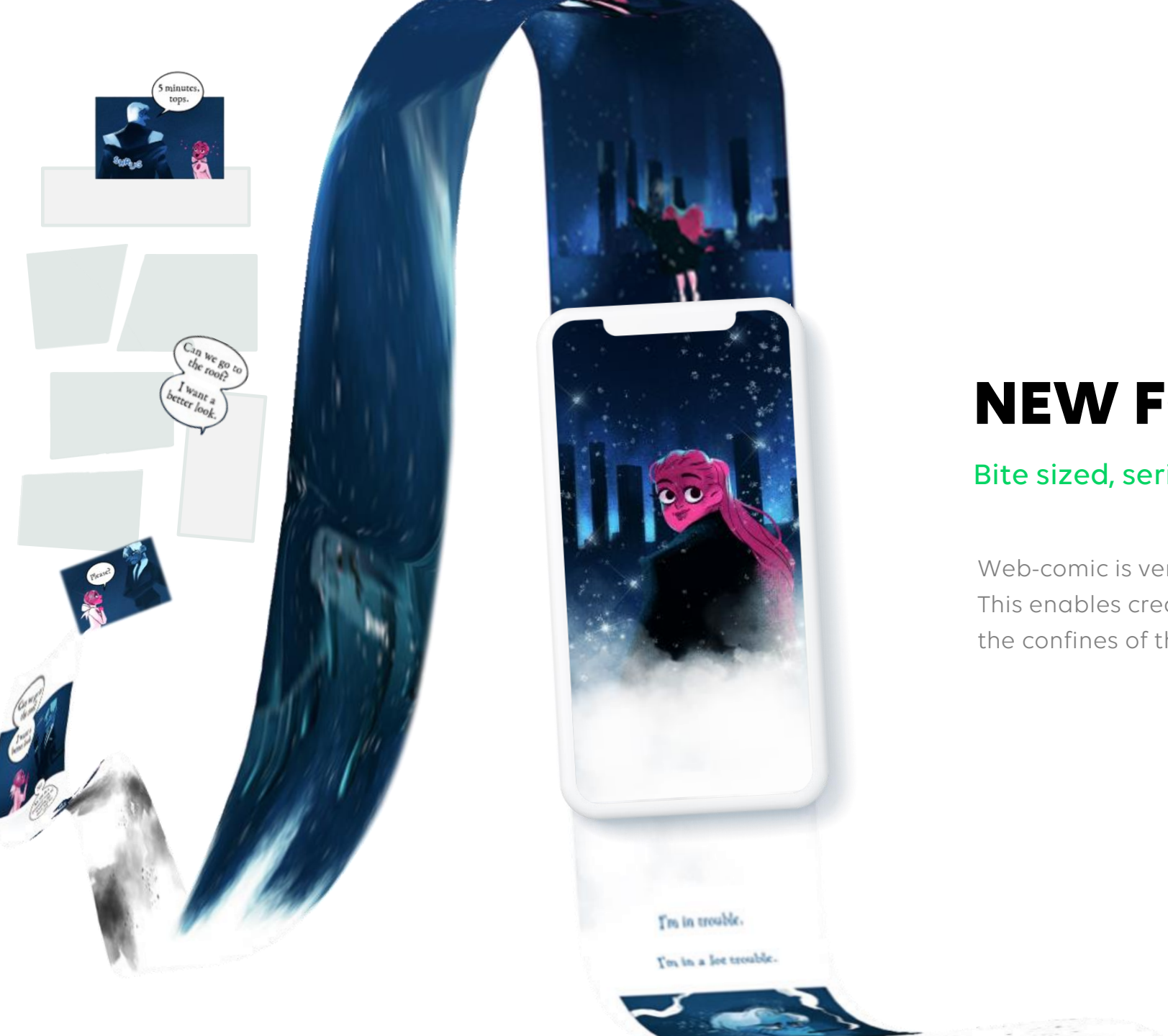
ⓒ WEBTOON Entertainment Inc.



MEET **WEBTOON**

It's the "Episodic Snackable New Media" for GEN-Z

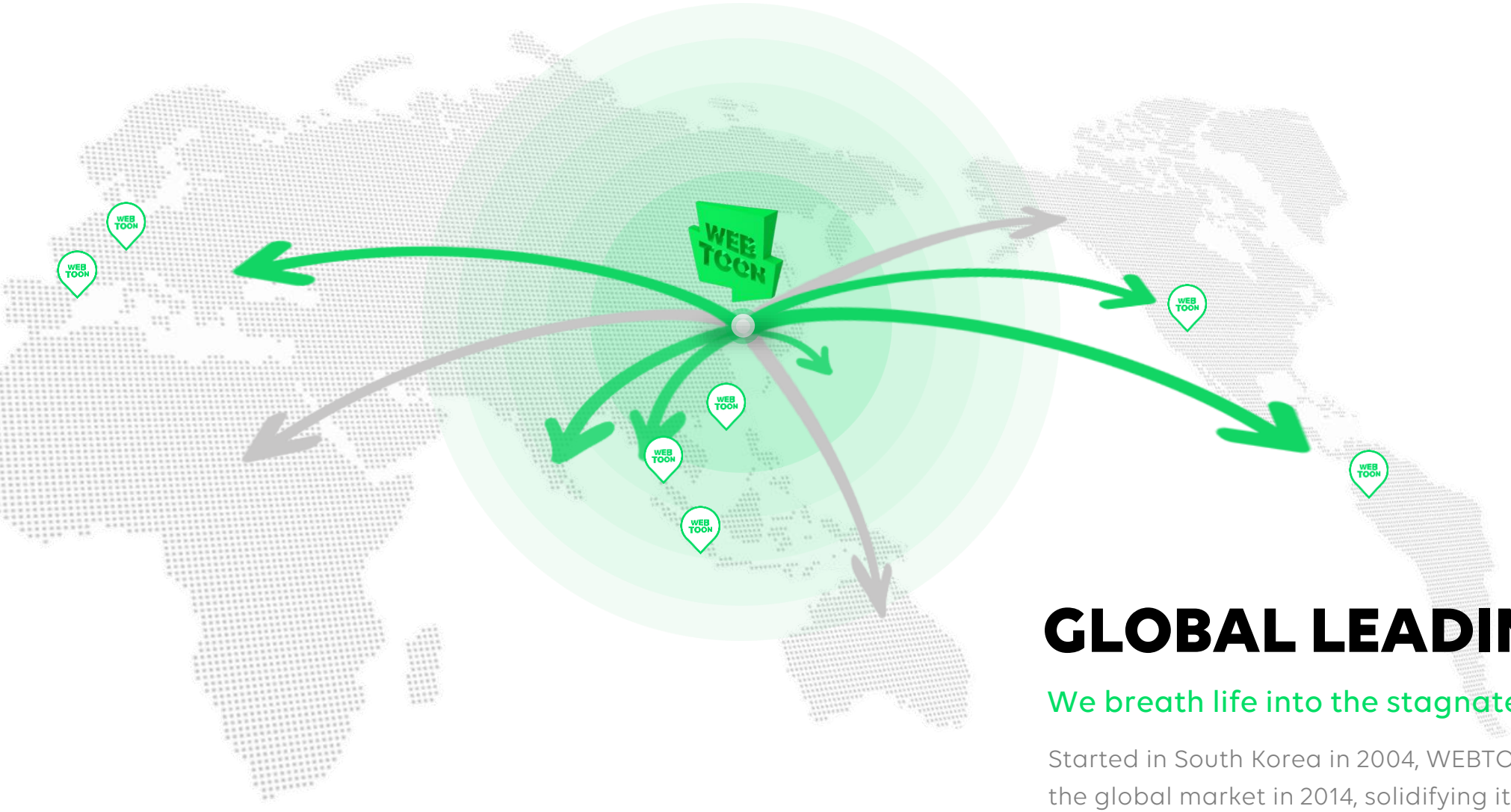
WEBTOON is the world's largest digital web-comic platform that has become a cultural phenomenon, capturing the daily imagination of millions of users around the globe.



NEW FORMAT OF COMIC

Bite sized, serialized content

Web-comic is vertical scrolled format graphical story.
This enables creators tell their stories without
the confines of the traditional comic panels.

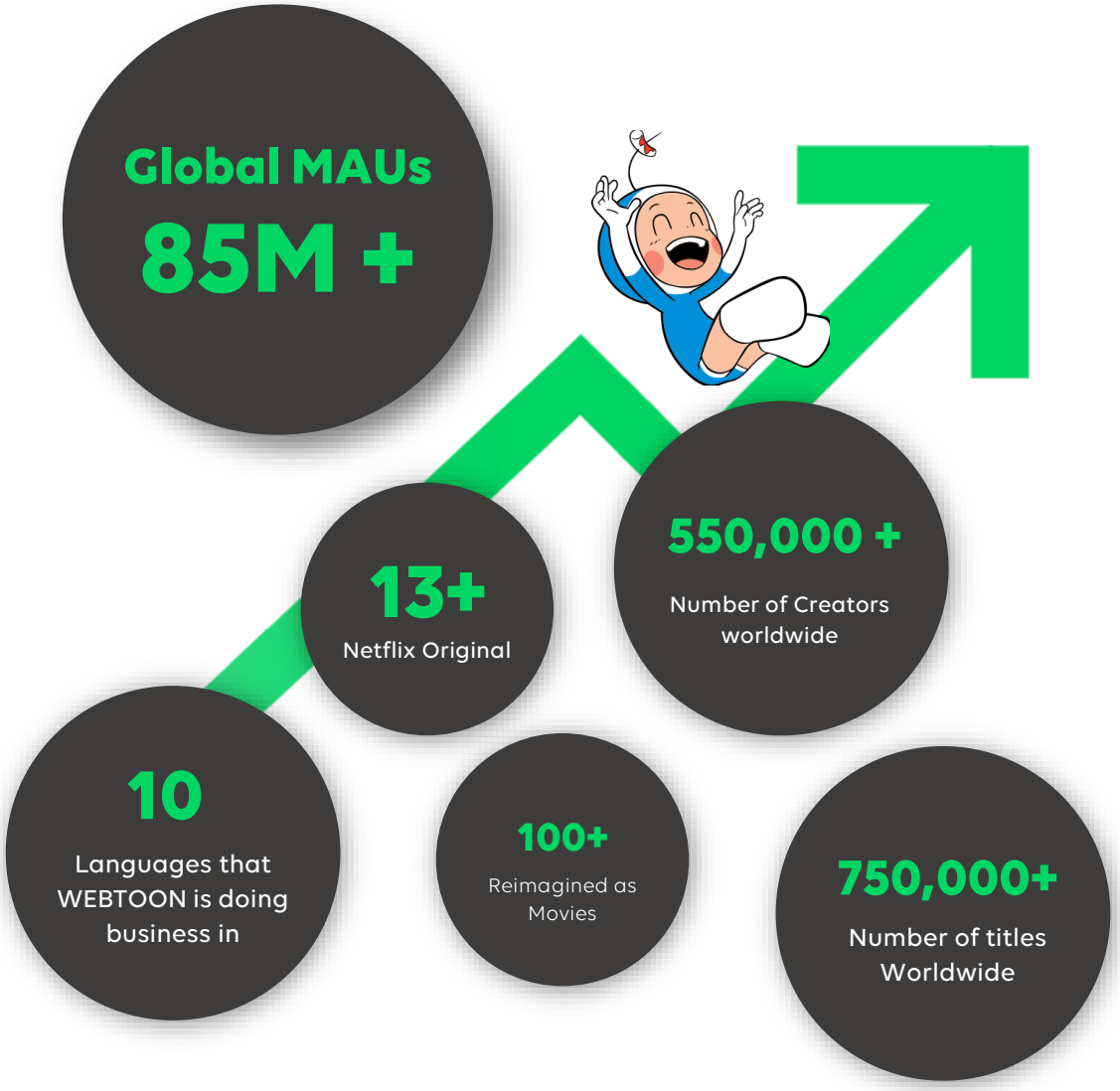


GLOBAL LEADING

We breath life into the stagnated comic industry

Started in South Korea in 2004, WEBTOON has entered
the global market in 2014, solidifying it's position unrivalled.

ⓒ WEBTOON Entertainment Inc.



PIONEERING & CULTIVATING WEB-COMIC MARKET

We are building up a community of enthusiastic content-lovers

While global web-comic market is growing at an average of 6.1% **from $7.36 billion in 2021 to $11.12 billion in 2028***, WEBTOON is leading its way throughout the world.

WEBTOON is now home to 85 Million+ readers and 550K Creators all over the world!

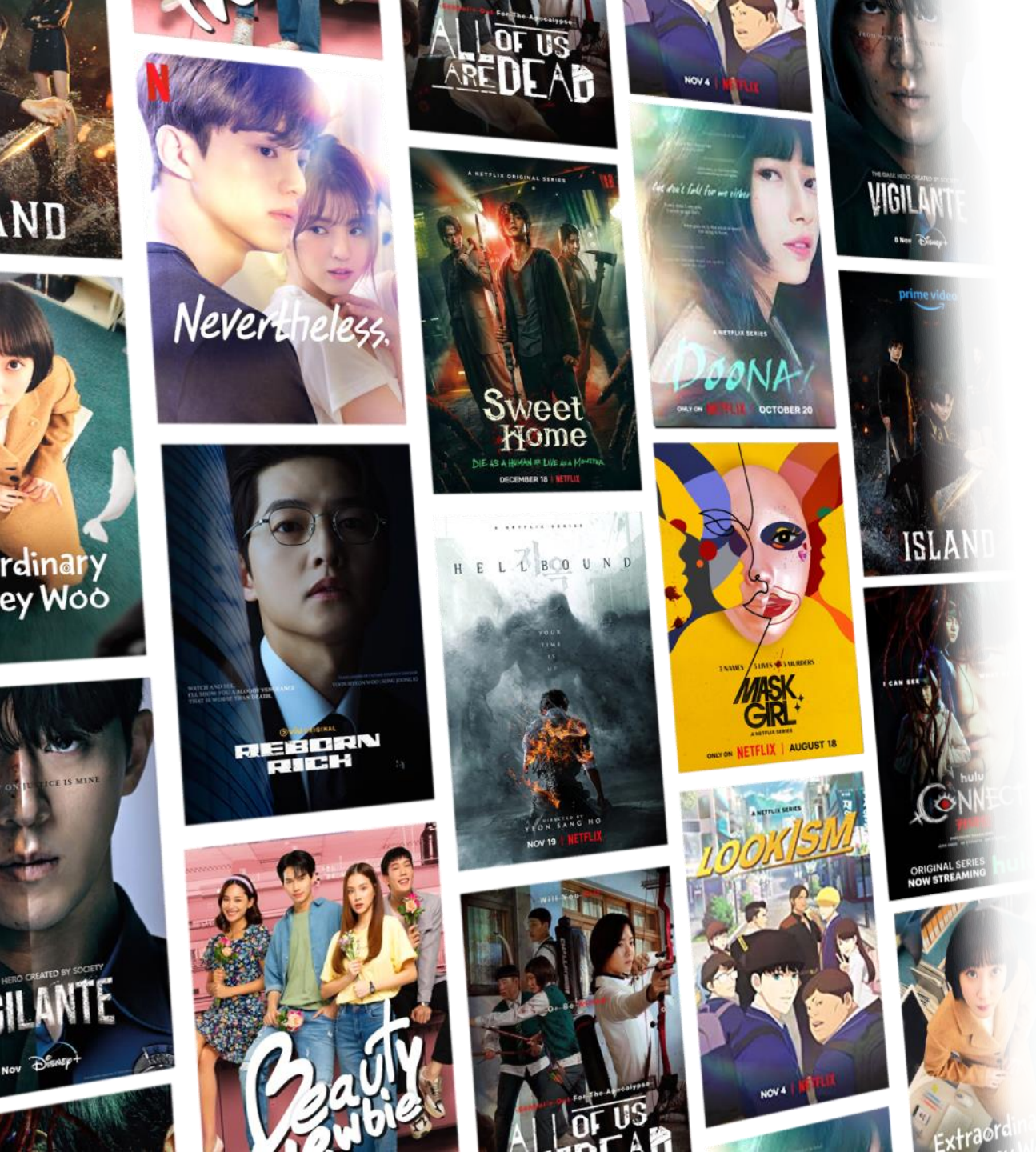
Source : 2023.4Q

ⓒ WEBTOON Entertainment Inc.

REBORN AS A WEBTOON

WEBTOON and brands teamed up to create innovative series

WEBTOON is a way for traditional content to innovate. DC Comics, Marvel Entertainment, HYBE, and many more of the world's biggest brands have worked with WEBTOON to reach new fans from our massive global community.



BEYOND WEB-COMIC

IP POWER IS NOW EXPANDING GLOBALLY

As a source of creativity, Our IP & Creator Ecosystem goes beyond digital web - comics. Our series are reimagined as movies, TV series, and many different kinds of contents

ⓒ WEBTOON Entertainment Inc.

CAPTURING THE HEARTS AND MINDS OF GEN Z

One out of ten Gen Z in the U.S.
reads comics on WEBTOON.

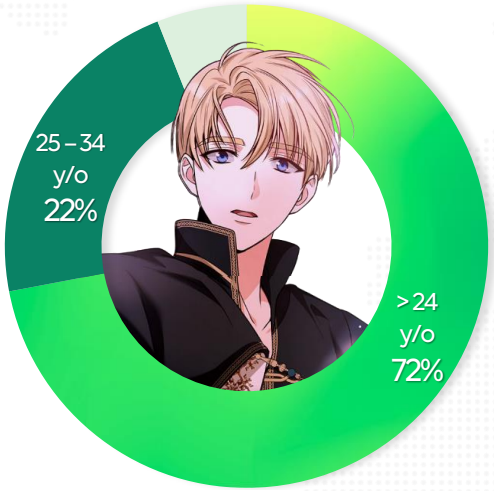
About 25% of US population is Generation Z,
and their spending power reached over $143 billion.

MEET OUR AUDIENCE !

Our passionate audience is young, diverse and highly engaged.

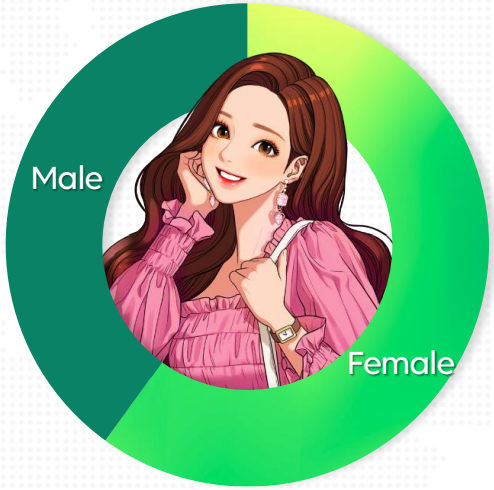
Our core audience is Gen Z, whose identities are forged by brands they love and the content they create and share.

WEBTOON can connect you with the most engaging users and active buyers right away.



94%

Gen Z & Millennials



6:4

Female : Male

GAME MOVIE SHOPPING BOOKS

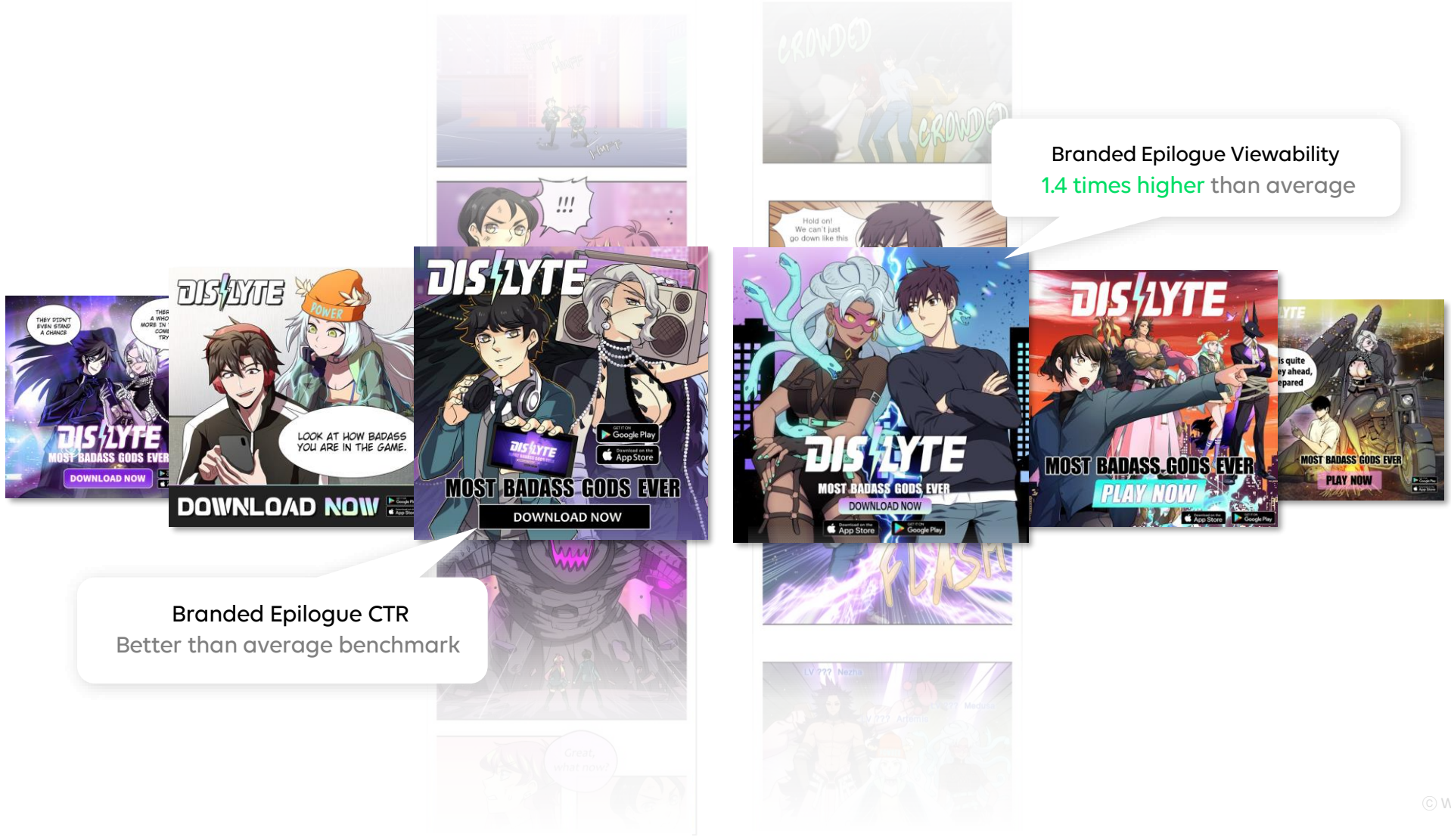
TOP 4 Field of Interest

ⓒ WEBTOON Entertainment Inc.

POWER OF STORY-TELLING

Build branding through continuous delivering brand story

Our audience won't just read about your brand,
they'll see and imagine it through our ad products



Branded Epilogue Viewability
1.4 times higher than average

Branded Epilogue CTR
Better than average benchmark

ⓒ WEBTOON Entertainment Inc.

And LET OUR AUDIENCE BE YOUR BRAND EVANGELIST

Enhance your brand engagement with WEBTOON

beru_bestgirl
wow the ad got me laughing so hard 😭🥶

Blueberry
Love the ad!! I almost died of laughter when they took their phones out and I almost died for real cause of Wolf

The anime wizard
nice game I recommend you should download it

i got a ponytail
the only ad i actually enjoyed 😍

HH
icebreakers. ad in a webtoon...and it worked!!!! I'm getting some later

im Trixic
The ad I actually downloaded the game though lol

GratefulToad51030
the ad is so amazing 😀

ⓒ WEBTOON Entertainment Inc.

WEBTOON CHARACTERS AS INFLUENCERS

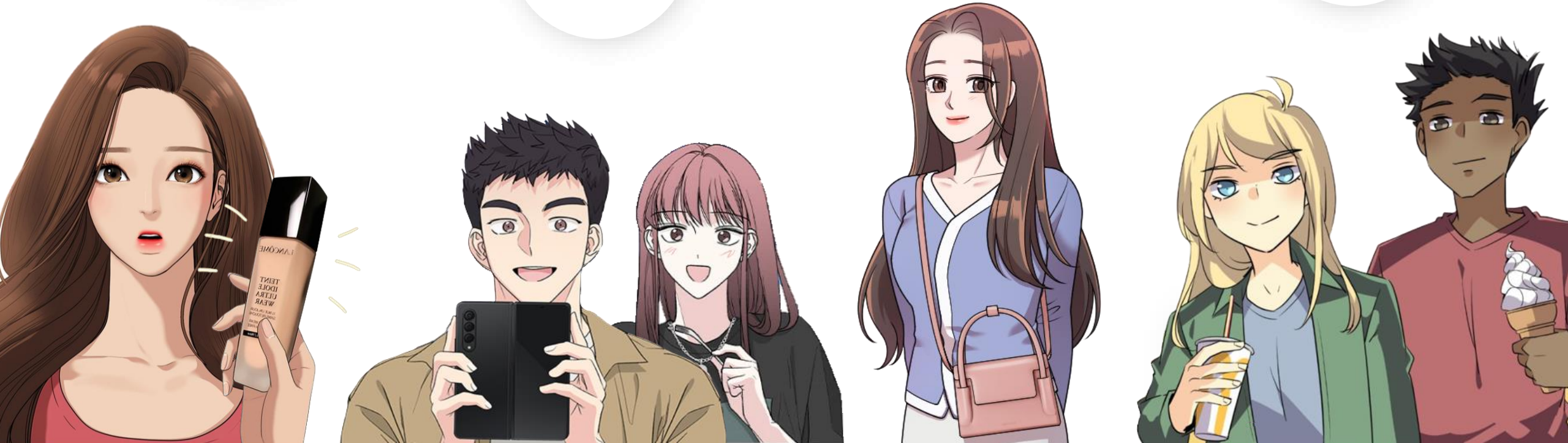
Let our webtoon characters become your brand influencers
They will tell a story about your brand and product

Cosmetics
by LANCOME

Consumer
Electronics
by Samsung

Fashion by
Find Kapoor

Food by
McDonald's



WEBTOON AD Portfolio

ⓒ WEBTOON Entertainment Inc.

WEBTOON AD Portfolio

With-Creator

Customize your contents!
Enhance your brand awareness & engagement with unique storytelling created by our WEBTOON creators

- Branded WEBTOON
- Branded Epilogue Story
- Branded Banner
- BCP

Offerwall

Performance-based, KPI-achieving product - providing users with WEBTOON's "coins"

- Treasure Hunt (Offerwall)

Display Ad

Guaranteed Exposure to our audience

- Premium Home DA
- Series Home DA
- In-viewer
- More

VOD

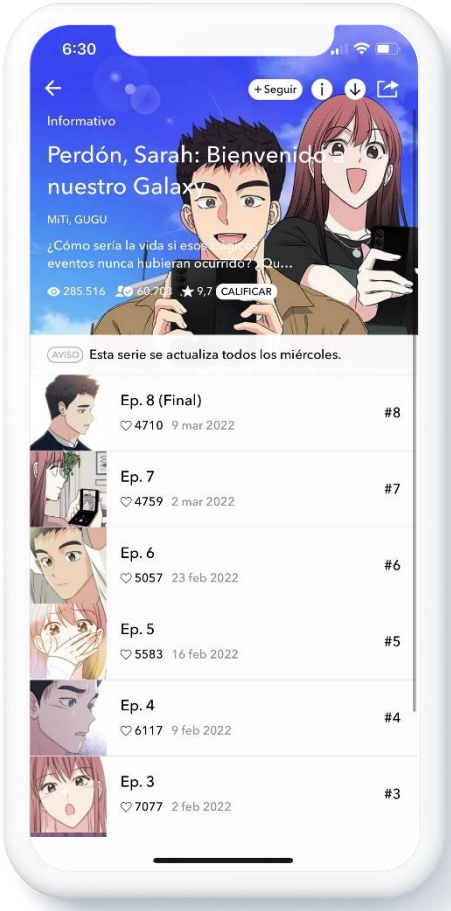
- Premium Home _ Interactive Video
- Full-screen
- 1x1 Outstream Video

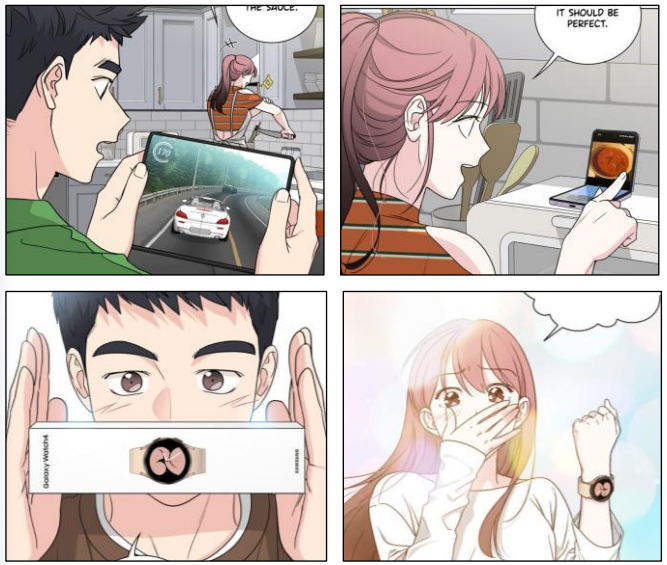
WITH-CREATOR

Branded WEBTOON

Branded original series of 4 or 8 episodes dedicated to promoting brand, driving long-lasting brand awareness.

AD info	
Exposure Platform	Mobile + Desktop
Running time	Semi permanent
Expected Lead time	7-8 weeks After Creator Confirmation
Placement	Posted in original series





SAMSUNG

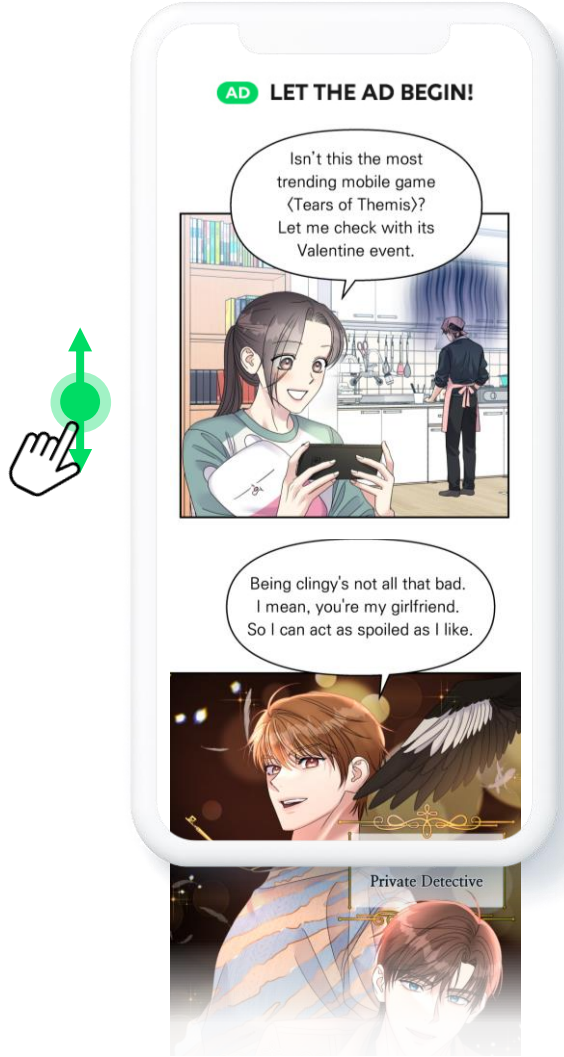
ⓒ WEBTOON Entertainment Inc.

WITH-CREATOR

Branded Epilogue Story

Short spin-off content that appears right after an episode, ensuring high media engagement.

AD info	
Exposure Platform	Mobile + Desktop
Running time	One week
Expected Lead time	3-4 weeks After Creator Confirmation
Placement	Appears right after an episode



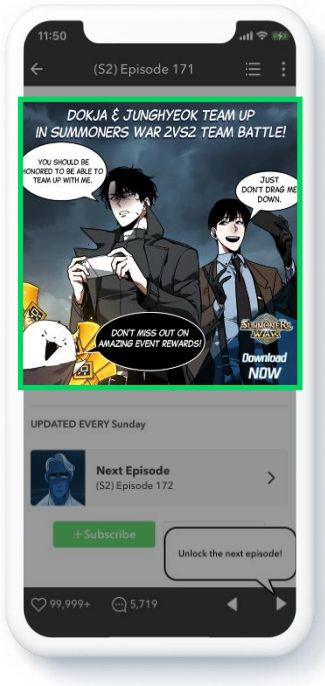
ⓒ WEBTOON Entertainment Inc.

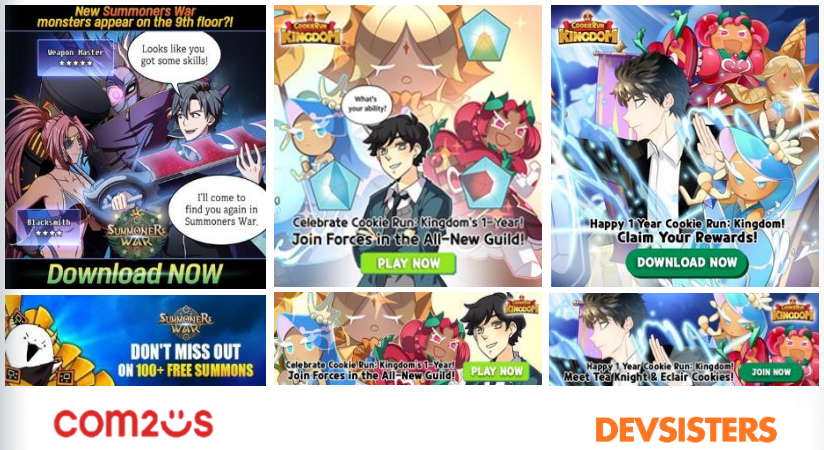
WITH-CREATOR

Branded Banner

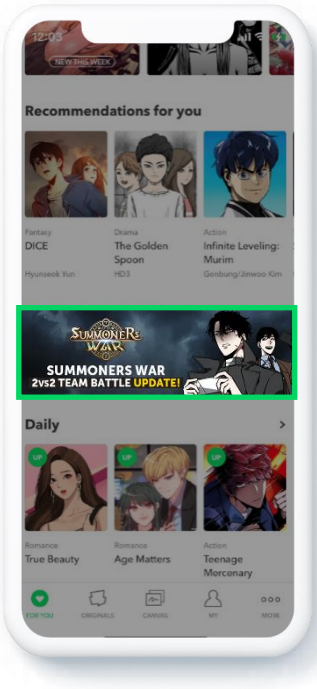
Customized creator-made banner
on Webtoon DA placements

AD info	
Exposure Platform	Mobile + Desktop
Expected Lead time	2.5-3 weeks
Placement	Preferred ad placement (In-viewer, main..)





Creator-made display banner
(In-Viewer)

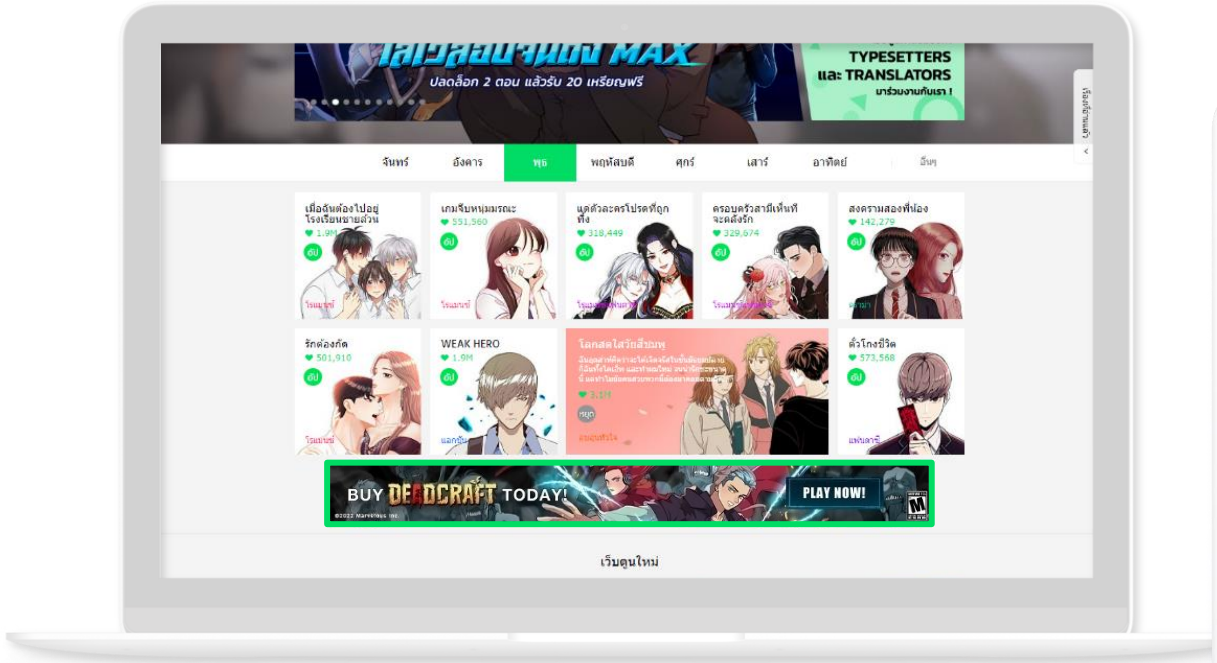


Creator-made display banner
(Main) variated by advertiser

ⓒ WEBTOON Entertainment Inc.

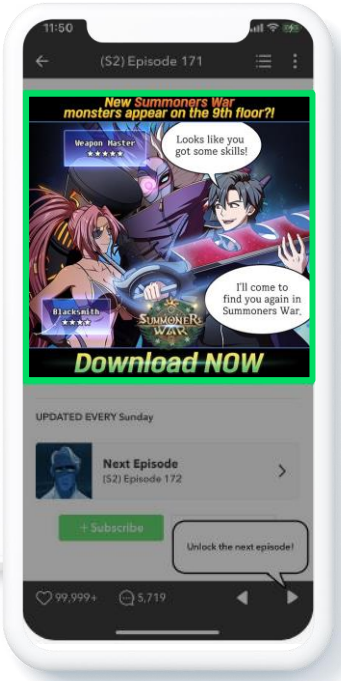
WITH-CREATOR

Branded Banner



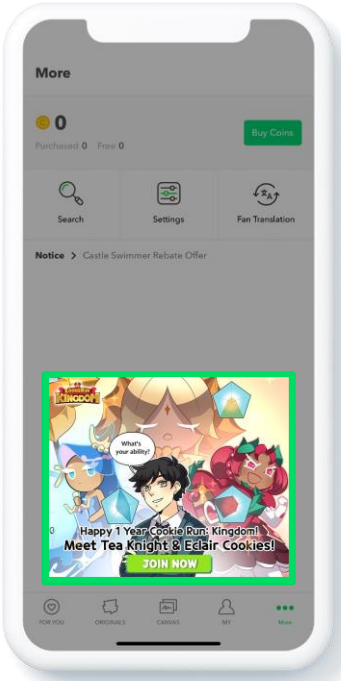
PC Leader board

970 X 90



In-Viewer

600 X 600



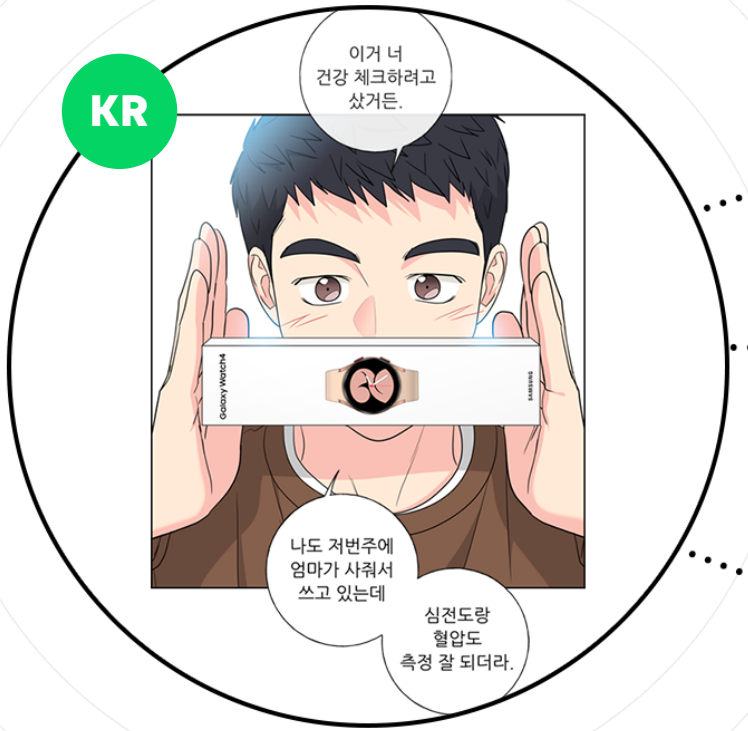
User Profile (APP)

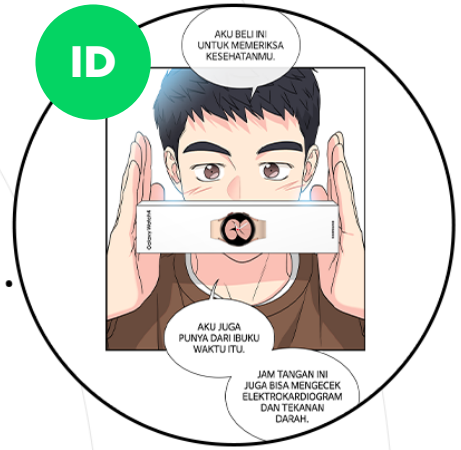
600 X 500

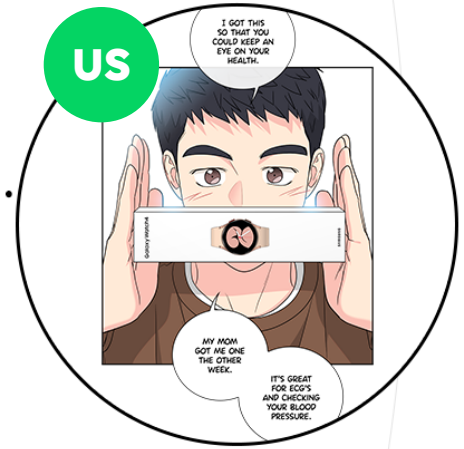
ⓒ WEBTOON Entertainment Inc.

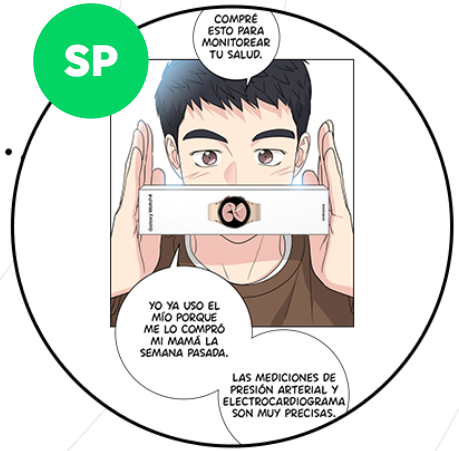
EXPAND YOUR REACH

Take your branded content to our audience worldwide.
WEBTOON Ads offers translation and global content distribution.









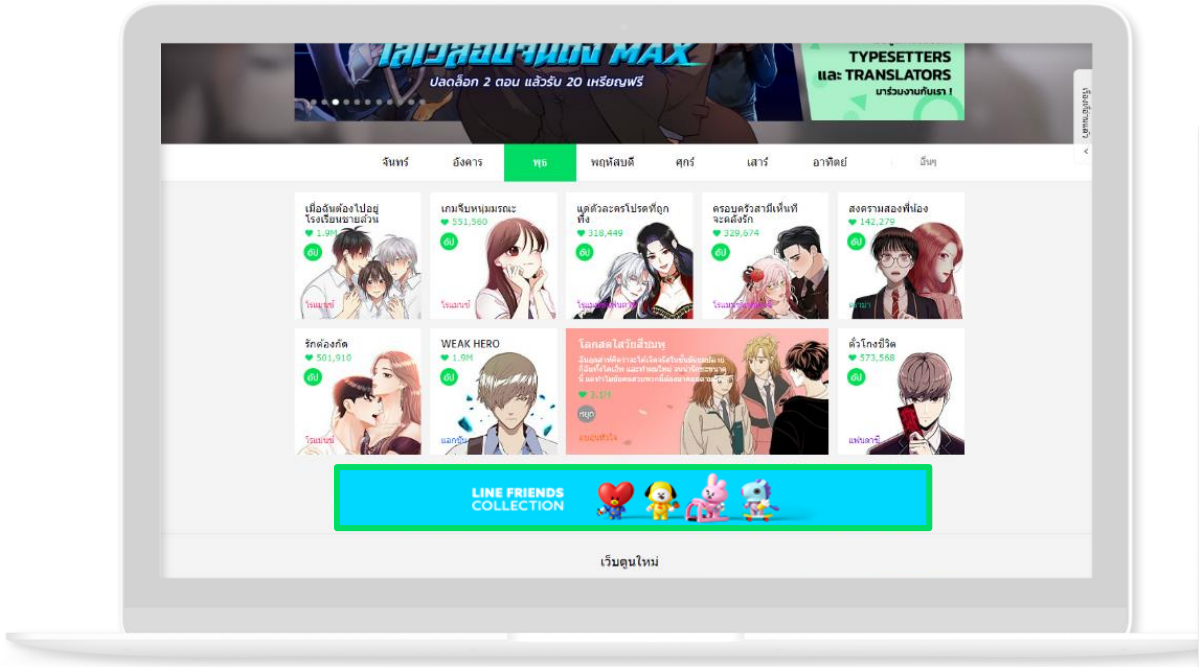
Translation services available in 8 languages
English, 한국어, 中文 (繁體), ภาษาไทย, Indonesia
, Español, Français, Deutsch

Applicable to Branded Epilogue, Branded Webtoon

ⓒ WEBTOON Entertainment Inc.

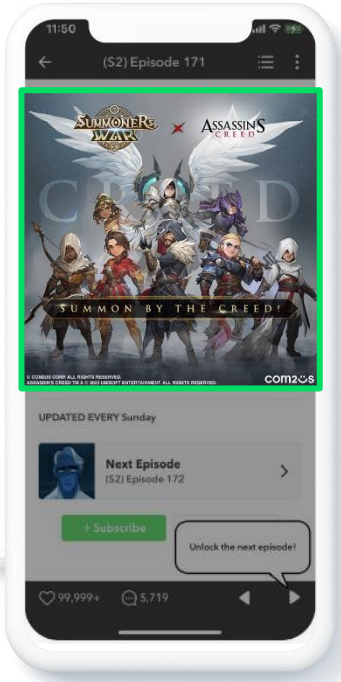
STANDARD UNITS

Display Ads



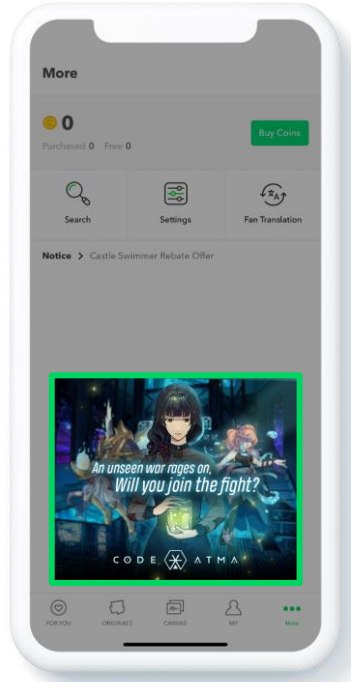
PC Leader board

970 X 90



In-Viewer

600 X 600



User Profile (APP)

600 X 500

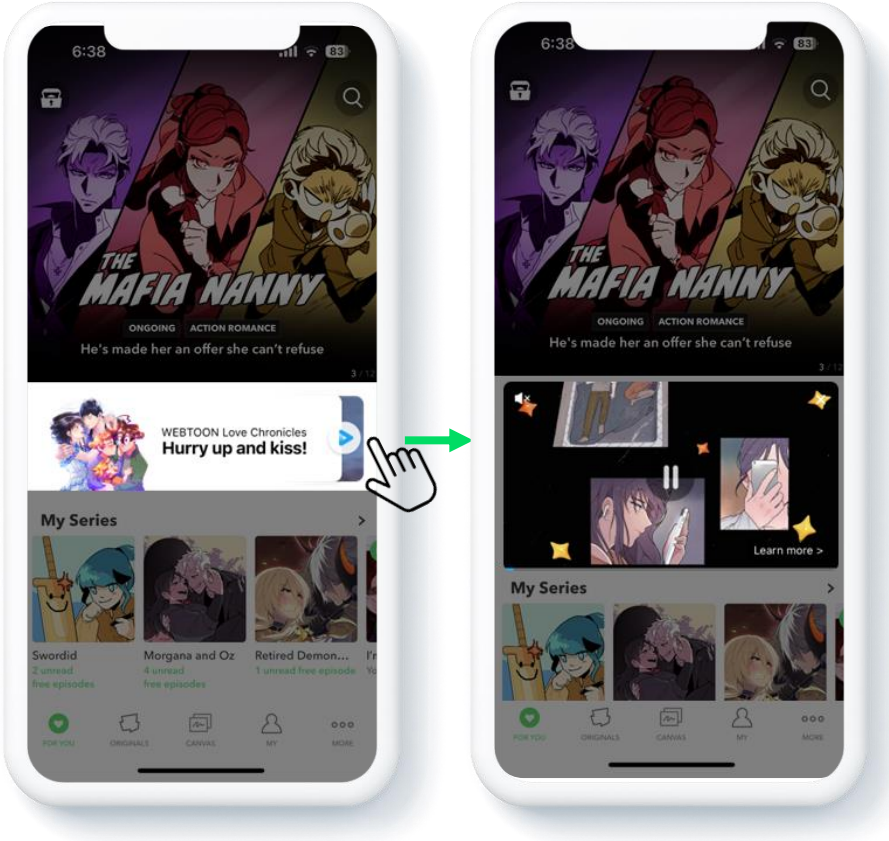
ⓒ WEBTOON Entertainment Inc.

STANDARD UNITS

Premium Home DA

As a premium display ads at first view of WEBTOON App,
strong visibility and a high level of click rate can be expected.
Various type of ads help messages to be delivered more effectively.

AD info	
Exposure Platform	App only
Placement	First view on the Main Tab
Including	Premium Image + 16:9 video +Thumbnail image



Interactive Video

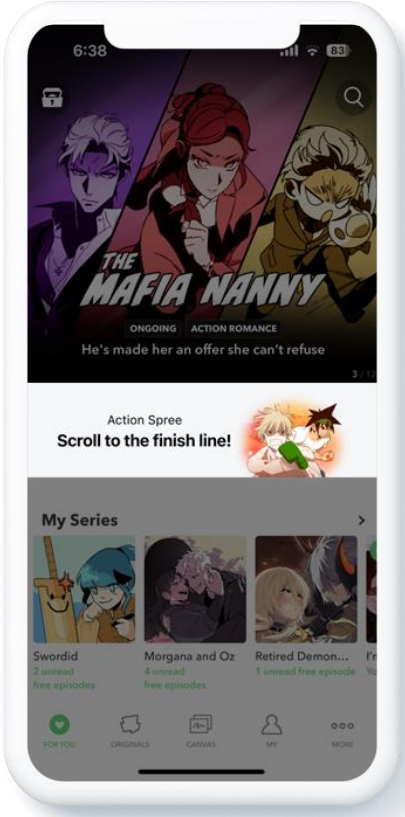
ⓒ WEBTOON Entertainment Inc.

STANDARD UNITS

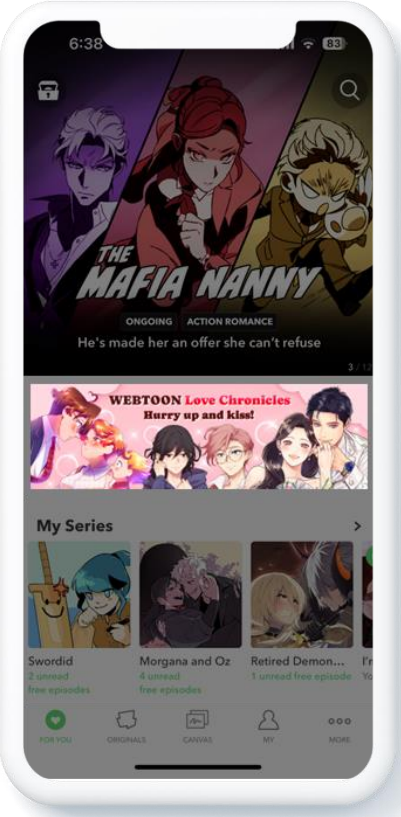
Premium Home DA

As a premium display ads at first view of WEBTOON App,
strong visibility and a high level of click rate can be expected.
Various type of ads help messages to be delivered more effectively.

AD info	
Exposure Platform	App only
Placement	First view on the Main Tab
Including	Image object + Text



Native Image



Banner Image

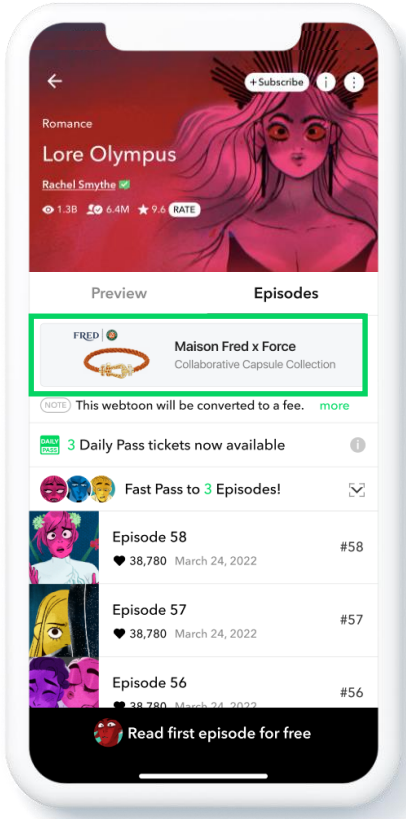
ⓒ WEBTOON Entertainment Inc.

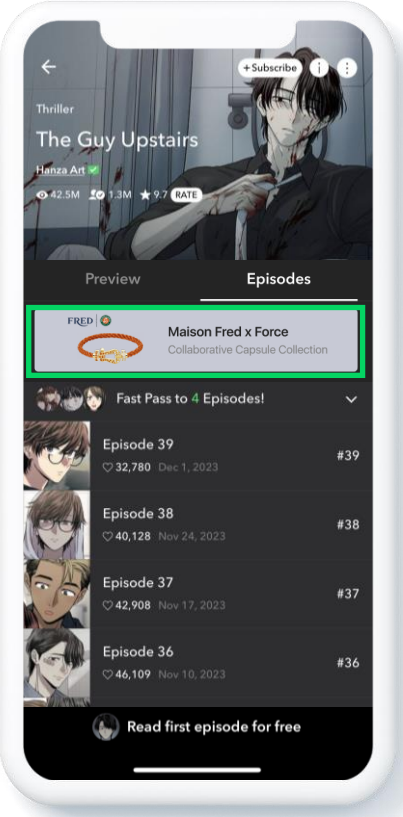
STANDARD UNITS

Series Home DA

Place your brand front and center as viewers explore their next binge-worthy Webtoon. Dominate prime attention where it matters most : the Episode List, where users actively browse their favorite Webtoons

AD info	
Exposure Platform	App only
Placement	Original titles' Episode List
Including	Image object + Text





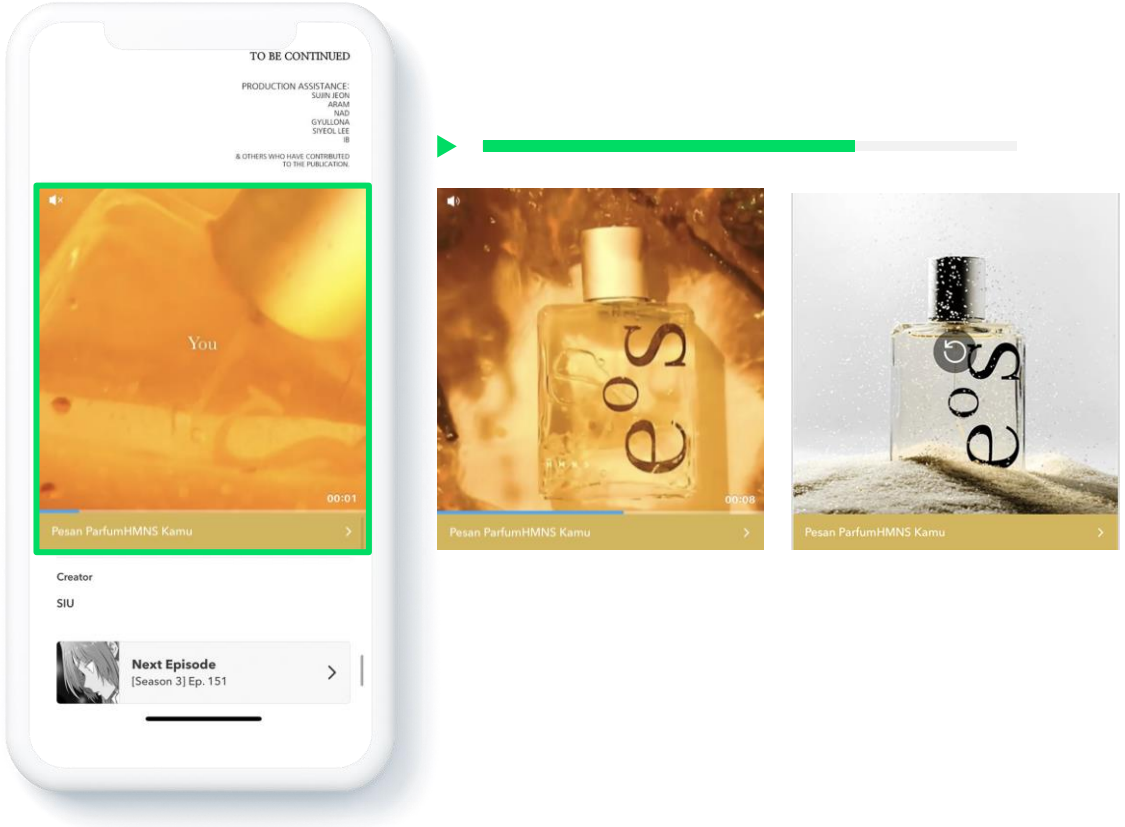
ⓒ WEBTOON Entertainment Inc.

STANDARD UNITS

1X1 Out-stream Video

A 1:1 out stream video type at in-viewer placement, achieving more positive performance than image type.

AD info	
Exposure Platform	App only
Including	Video asset + banner image
Placement	End of each episode
Specifications	Video : 1x1 ratio image : 600 x 600



ⓒ WEBTOON Entertainment Inc.

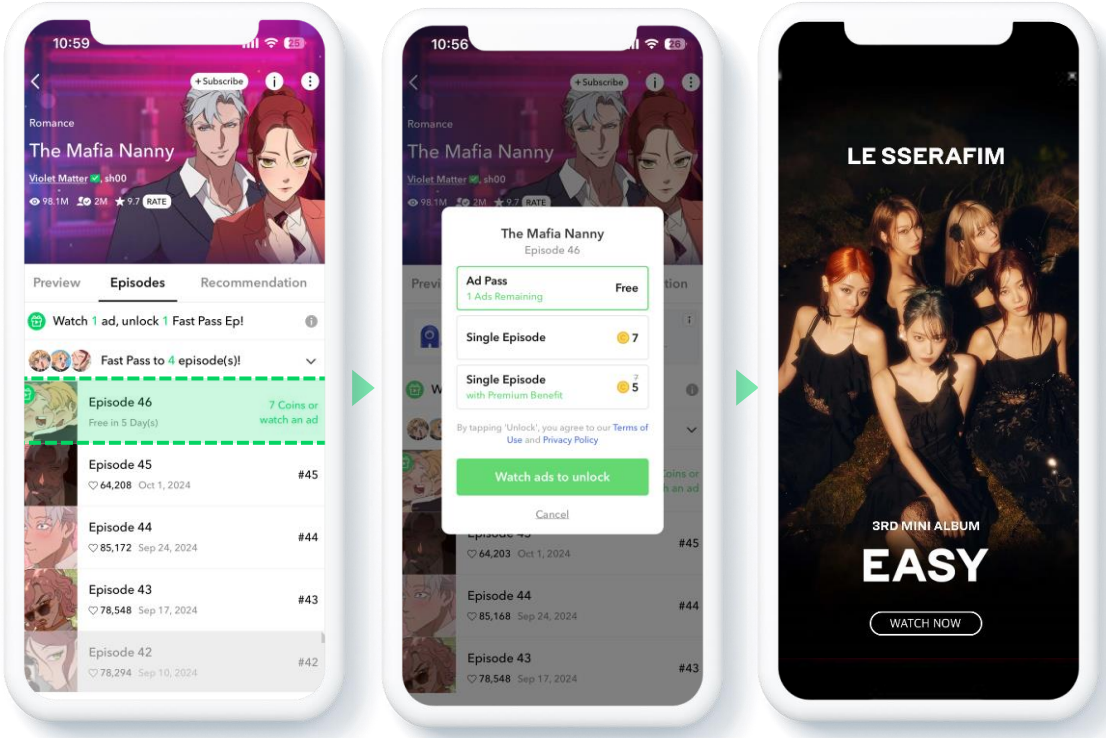
Rewarded

Full-screen Video (unskippable)

A full-screen video that unlocks early access to episodes, maximizing user engagement and participation.

AD info	
Exposure Platform	App only
Including	Video asset + End card image
Placement	Delivered on both Originals & Canvas

**** Avg. view-completion rate : 95~98%**



ⓒ WEBTOON Entertainment Inc.

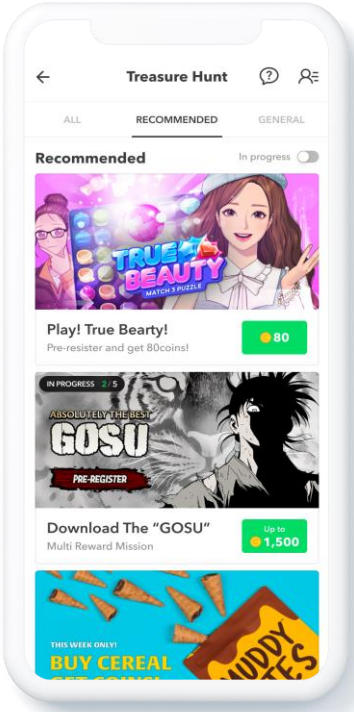
Rewarded

TREASURE HUNT (Offerwall)

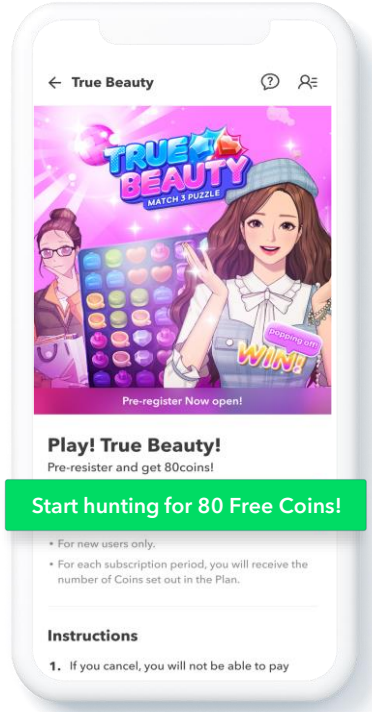
A performance-based 'Offerwall' advertising product.
Diverse types of AD leads to a successful target achievement such as app engagement, sign-up and purchasing etc.

AD info	
Exposure Platform	App only
Campaign Types & Unit Price	Upon Request

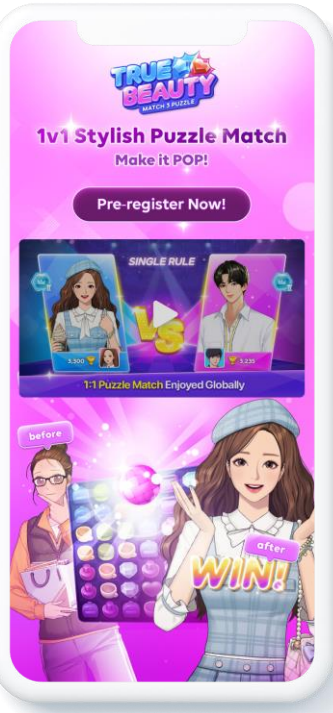
>> Treasure Hunt Kit



Select an ad
on the Offer-wall page



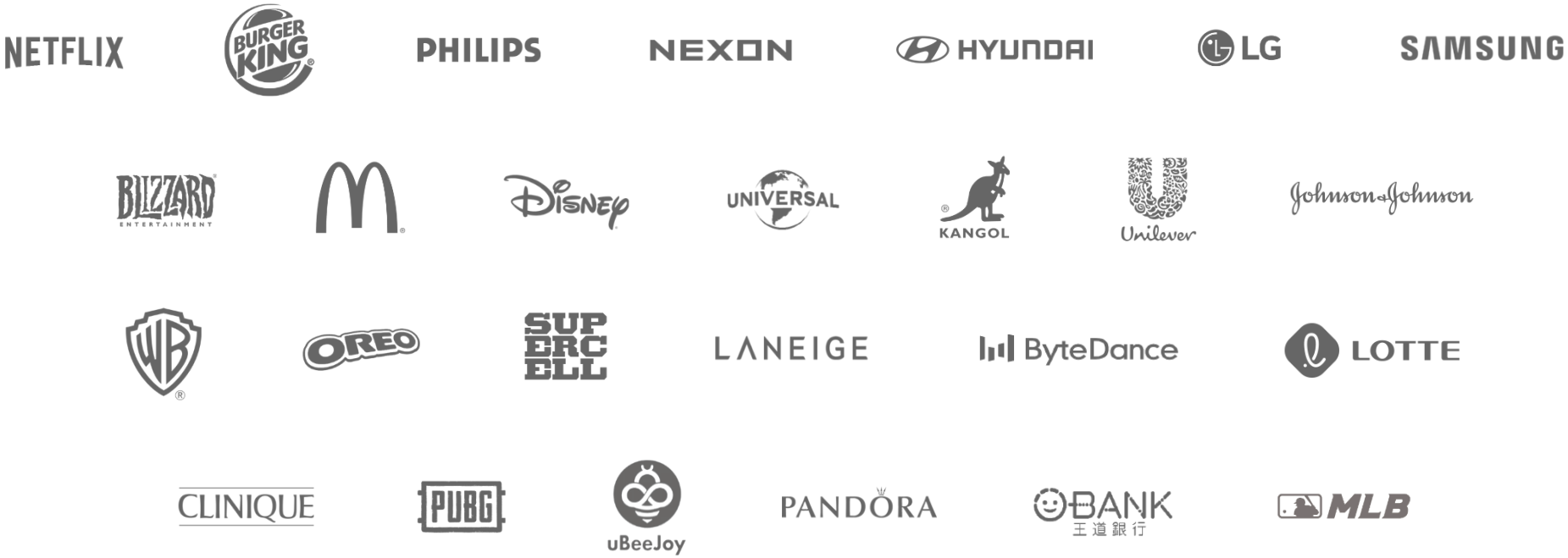
Tab on the action button



Complete an action
and get rewarded!

ⓒ WEBTOON Entertainment Inc.

Some of our Advertising Partners



and 100+ more

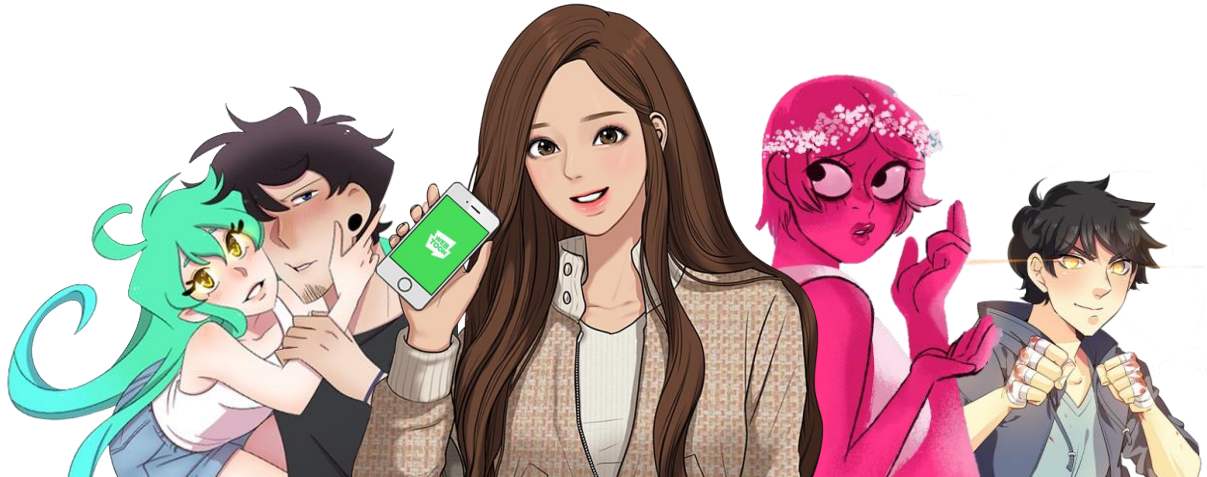
ⓒ WEBTOON Entertainment Inc.

Learn more about our product

Get started building your campaign with WEBTOON today!

Offer-wall Treasure Hunt

Creative Guide



Enliven Your Brand With WEBTOON Ads

Contact <webtoonads@webtoon.com> for rates & case studies

ⓒ WEBTOON Entertainment Inc.