

WEBTOON Ads

Media Kit



Meet WEBTOON™

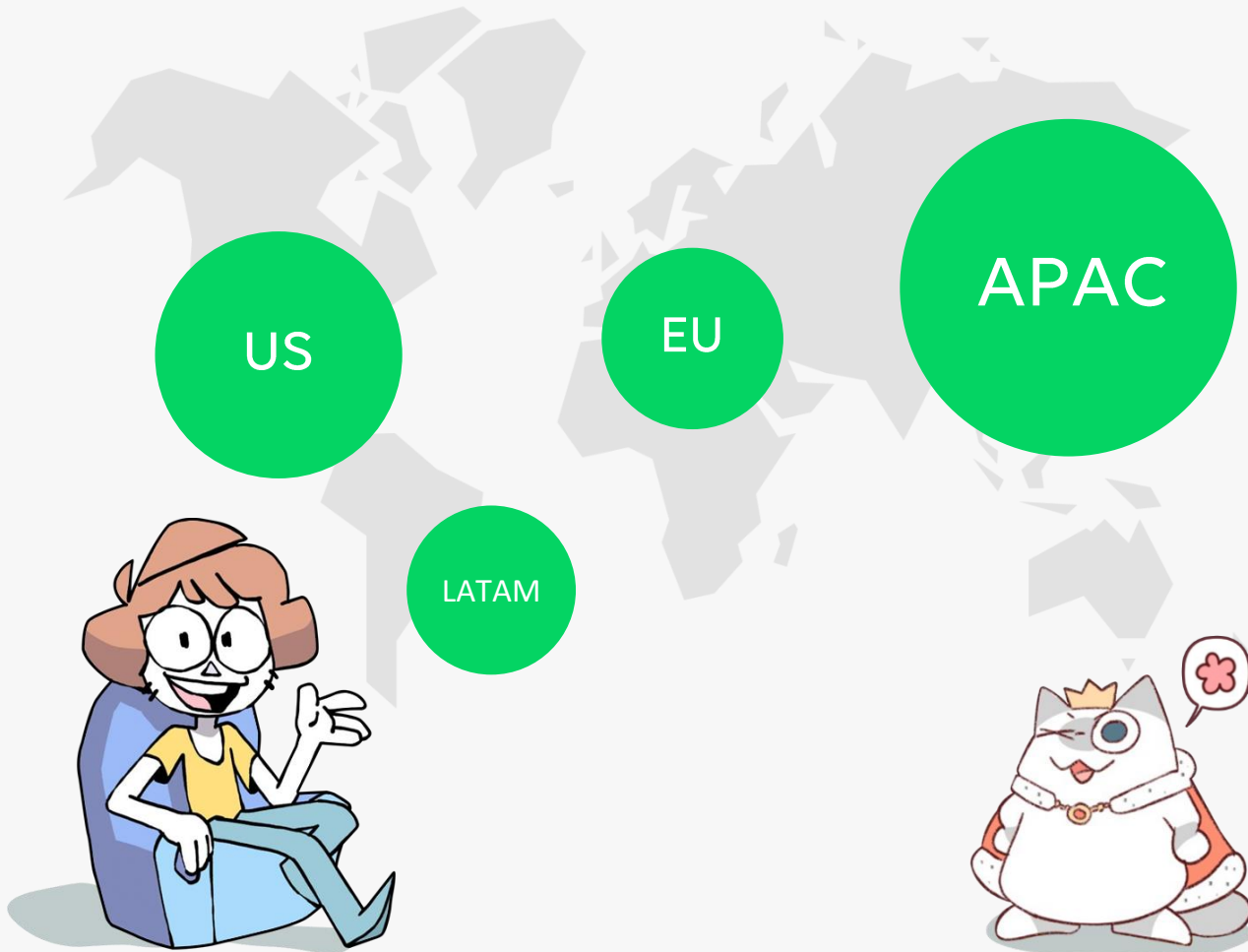
A borderless community of content enthusiasts

We introduced the world to a whole new way to tell stories, open to everyone.

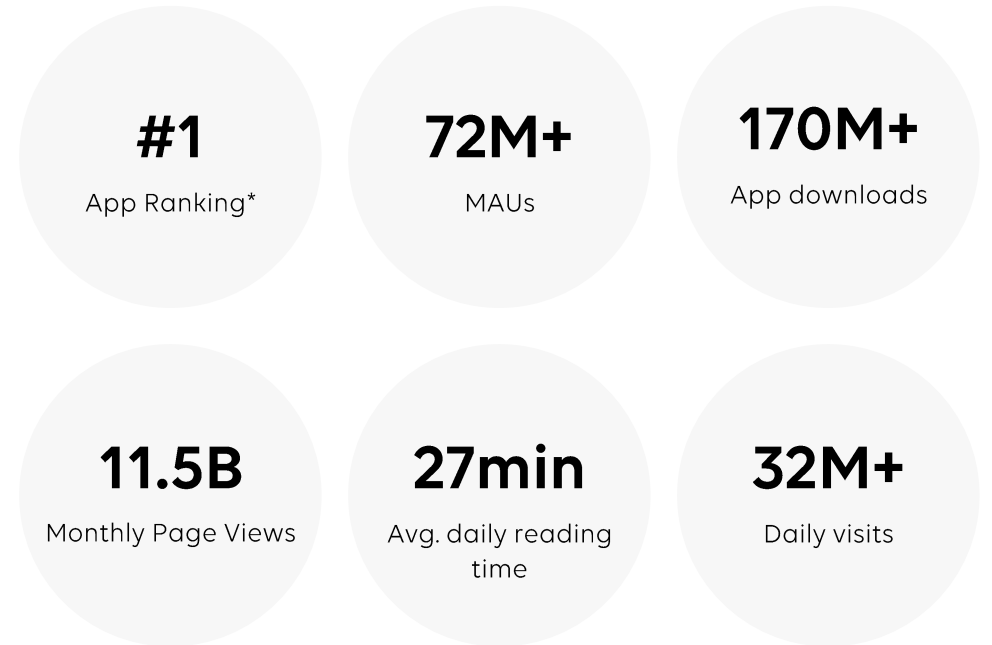
We're home to thousands of creator-owned stories embodying amazing, diverse viewpoints.

We stand at the intersection of technology and participatory media, captivating audiences and tearing down walls to enable an unprecedented content experience for creators and readers alike.

Since its global launch in 2015,
WEBTOON has grown to be the top digital comics publisher
across Asia, North America, and Europe.

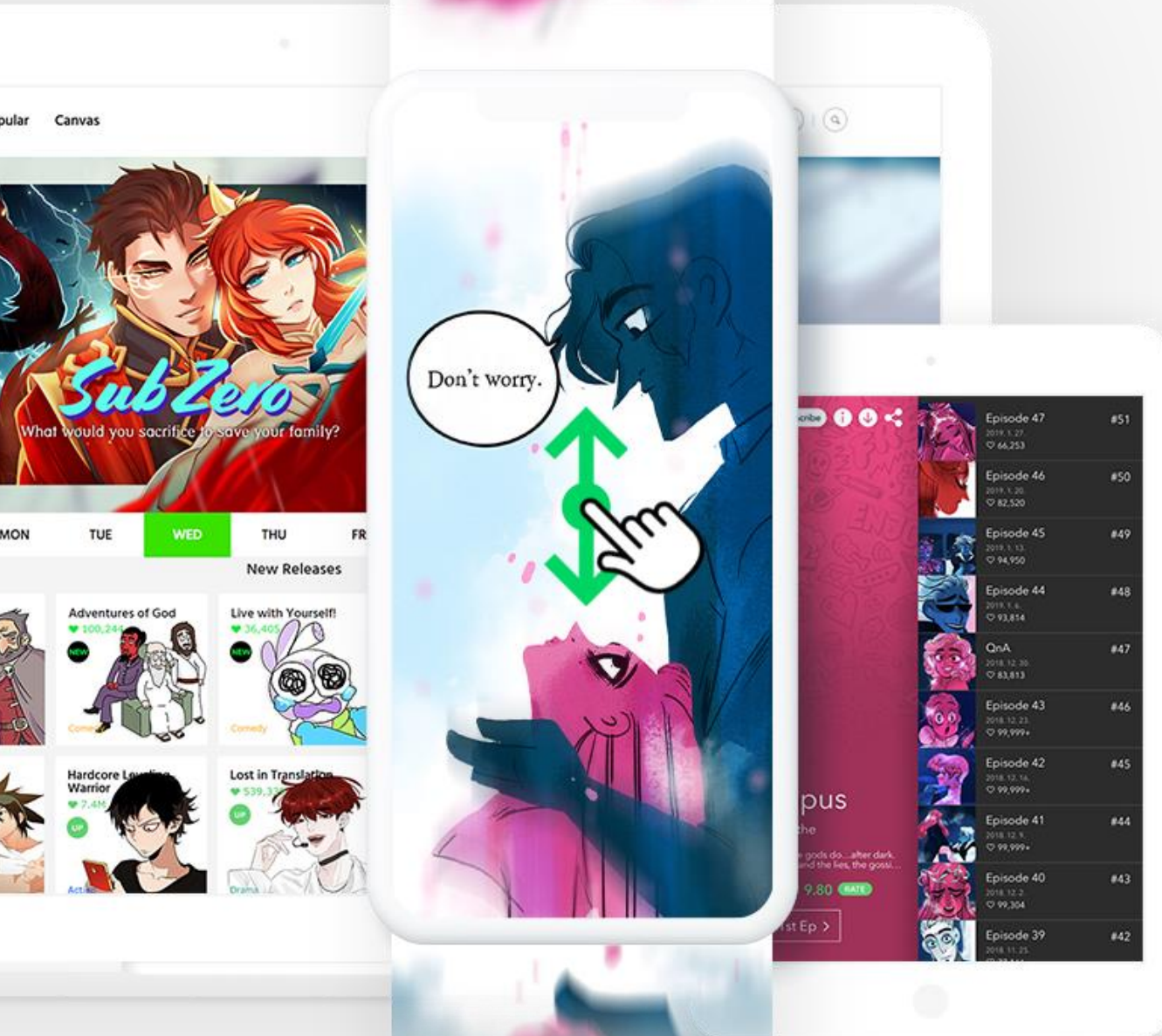


WEBTOON AT A GLANCE



Source : App Annie (May 2020), Internal Data

* Google Play (Comics), App Store (Top comics app in Entertainment)



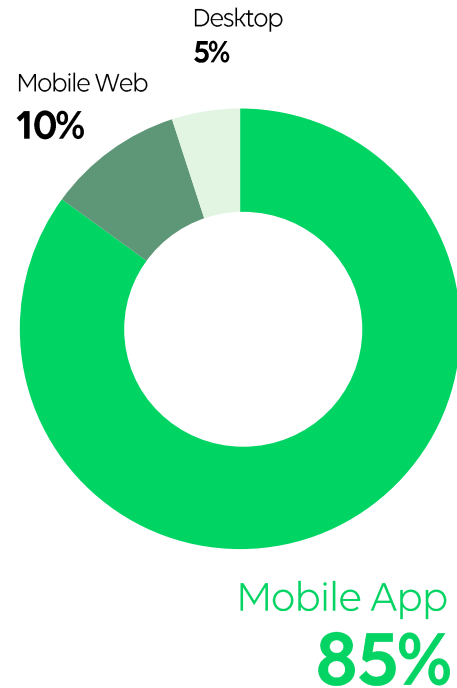
DIGITALLY NATIVE

Ushering in the digital comics age.

WEBTOON is a digital storytelling destination that pushes the boundaries of creativity, art and narrative.

Every part of the WEBTOON platform is optimized to be a digital experience, bringing comics from paper to screen.

Seraphina!?



WEB
TOON



Romance
Marry Me!

Miku Yuki

Top Series

- 1 Lore C Romance
- 2 Let's F Romance
- 3 SubZe Romance
- 4 True B Romance
- 5 Freaki Romance

Exciting Ne

Series from our Self



My Series



MOBILE-FIRST

An entire entertainment universe in your hands.

Swipe to access world-class content at your fingertips.

We invented an innovative way to consume comics in a vertical format – optimized for mobile & portable devices.



**Editing toolkit
for Creators**



**Real-time
Piracy alerts**



**FX Toon Technology
with animated and
sound effects**

TECH-SAVVY

Powered by cutting-edge, proprietary technology

WEBTOON is built upon world-class proprietary technology - from our creator's editing toolkit and our comics viewer, to our piracy alert system - you name it.



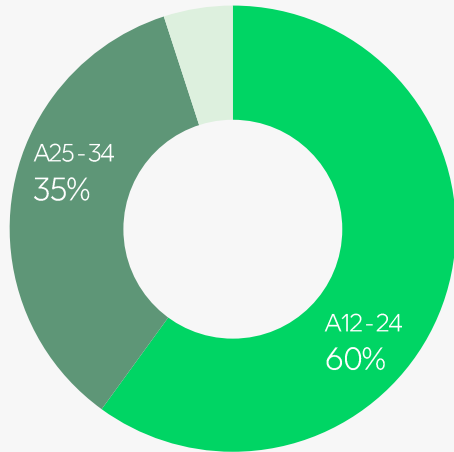
A THRIVING COMMUNITY

Connecting creators to audiences

We are the largest comic creator community, allowing creators to freely upload and share their comics to audiences worldwide and make money at the same time.

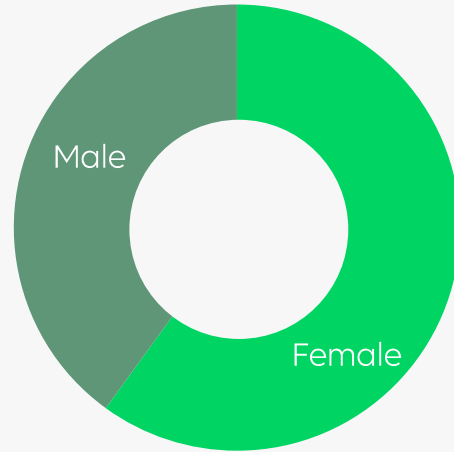
That's why we are home to 220,000 creators, publishing 25,000 episodes weekly across the globe.

475K Monthly shares
14M Monthly favorites
3M Monthly comments
50B Total title subscriptions



95%

Gen Z & Millennials



6 : 4

Female : Male



YOUNG AND ENERGETIC

Capturing the hearts and minds of Generation Z

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

They value innovation, community, and quality above all else, and we deliver for them.

Ranked #1

on Google Play & App Store

#1

“

Wow! What a kick it is for me to be able to discover new talent, and WEBTOON has given artists a great place to show off their stuff and break into the industry.

- Stan Lee, Father of Marvel Comics

“

Stan Lee and Michelle Phan Help WEBTOON Expand in U.S.

- The New York Times

WEB
TOON

“

From my experience with WEBTOON, I believe that digital comics will soon replace its paper counterparts.

- Didier, CEO of Delitoon

“

WEBTOON is the world's most successful comics publisher.

- Bleeding Cool, Comics News Publisher

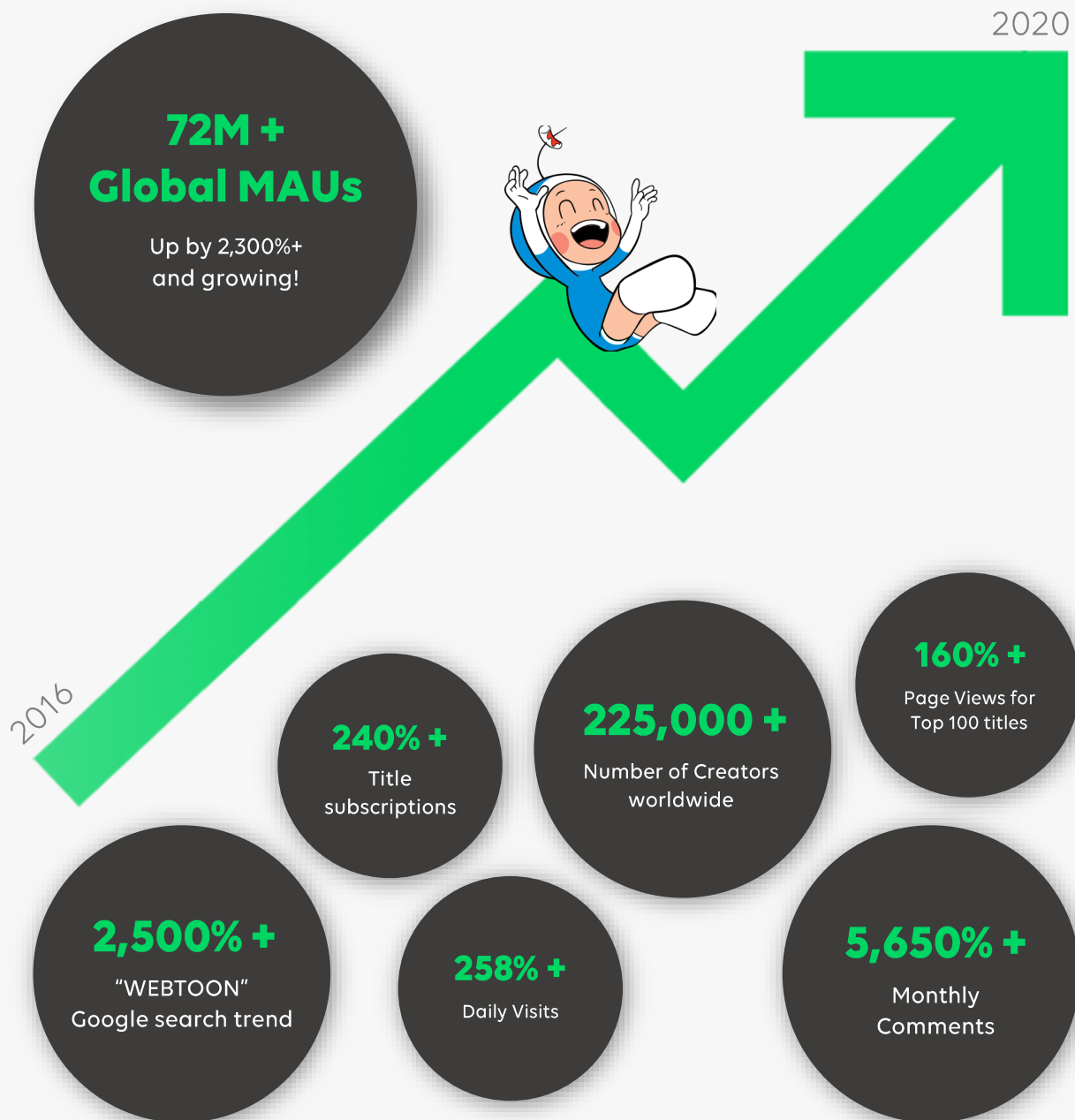
BEST IN CLASS

The unrivaled digital comics publisher

We are the trailblazing leader in digital comics, boasting the highest readership in over 100 countries.

Source : App Annie (May 2020), Internal Data

* Google Play (Comics), App Store (Top comics app in Entertainment)



ON THE WAY UP

Unlimited growth potential

Our industry leadership is backed by solid, relentless growth.

Source : Internal Data 2016-2020



THE SOURCE OF CREATIVITY

We go beyond digital comics.

Our series are reimagined as movies, TV series, and games.

200+

Movies, TV series, or
Animated shows

300+

Merchandise
lines

100+

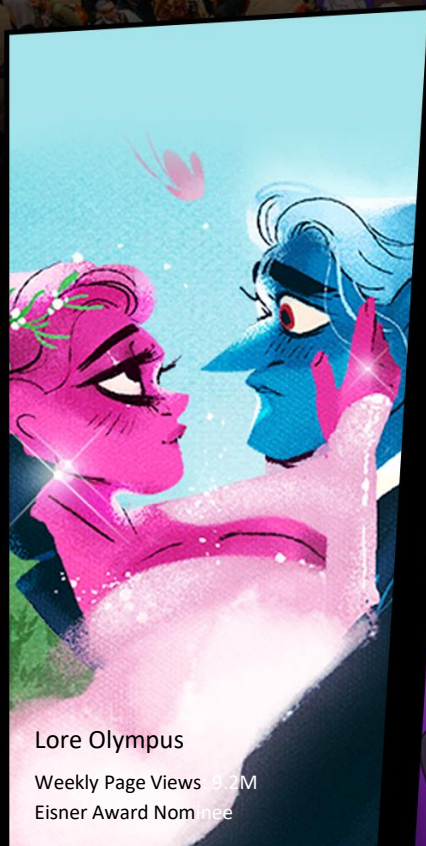
Publications

60+

Games



Comic Con, Los Angeles



Lore Olympus
Weekly Page Views: 9.2M
Eisner Award Nominee



Let's Play
Weekly Page Views: 6.9M
Eisner Award Nominee



UnOrdinary
Weekly Page Views: 7.6M
Eisner Award Nominee

United States

#1

Google Play
& App Store*

10M+

Monthly
Active Users

110,000+

Registered
Creators

15M+

Daily
Page Views

Source : App Annie (May 2020), Internal Data

* Google Play (Comics), App Store (Top comics app in Entertainment)



Webtoonist Day, Indonesia



Mistake
Weekly Page Views: 2.9M



iMarried
Weekly Page Views: 3.5M



Pasutri Gaje
Weekly Page Views: 7.2M

Indonesia

#1

Google Play
& App Store*

7.5M+

Monthly
Active Users

23,000+

Registered
Creators

14M+

Daily
Page Views

Source : App Annie (May 2020), Internal Data

* Google Play (Comics), App Store (Top comics app in Entertainment)



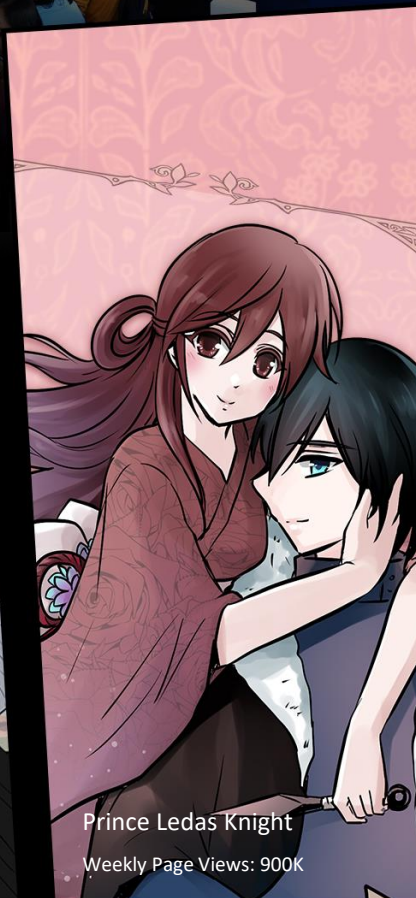
Game of Toons, Thailand



Summer Night
Weekly Page Views: 382K



Take My Money
Weekly Page Views: 610K



Prince Leda Knight
Weekly Page Views: 900K

Thailand

#1

Google Play
& App Store*

3.5M+

Monthly
Active Users

35,000+

Registered
Creators

150M+

App
Downloads

Source : App Annie (May 2020), Internal Data

* Google Play (Comics), App Store (Top comics app in Entertainment)



3 Years Anniversary Event, Taiwan

我與教授難以啟齒

Weekly Page Views: 773K

1加1

Weekly Page Views: 230K

海線電車

Weekly Page Views: 641K



#1

Google Play
& App Store*

3M+

Monthly
Active Users

6.2M

Daily
Page Views

580%

5-year Growth

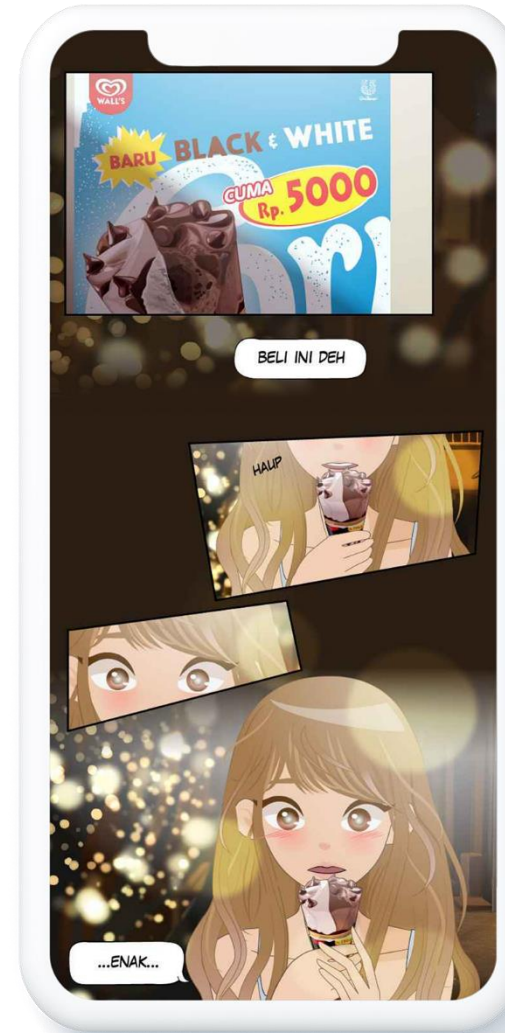
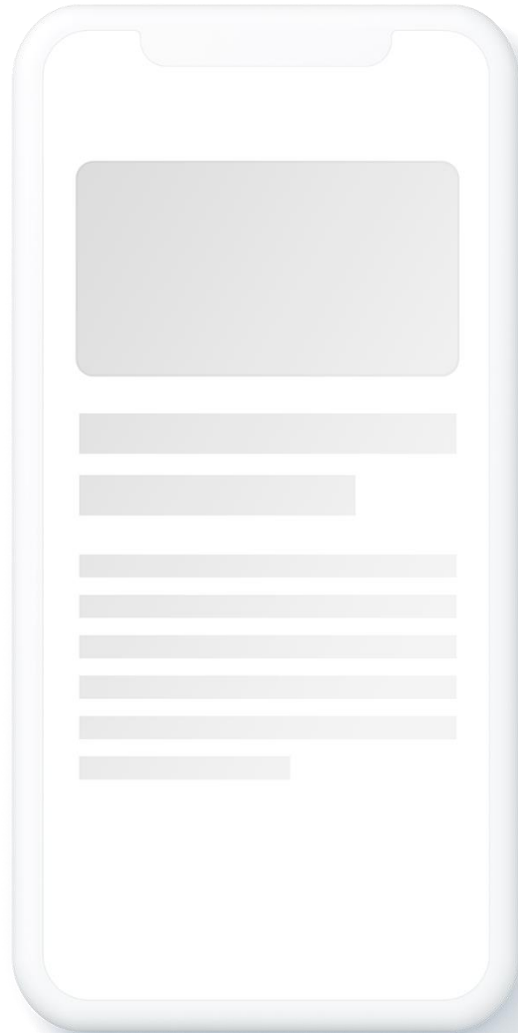
Source : App Annie (May 2020), Internal Data

* Google Play (Comics), App Store (Top comics app in Entertainment)

OUR PRODUCTS

WORTH A THOUSAND WORDS

Our audience won't just read about your brand, they'll see and imagine it.
Transform your script-based brand message into picturesque storytelling.



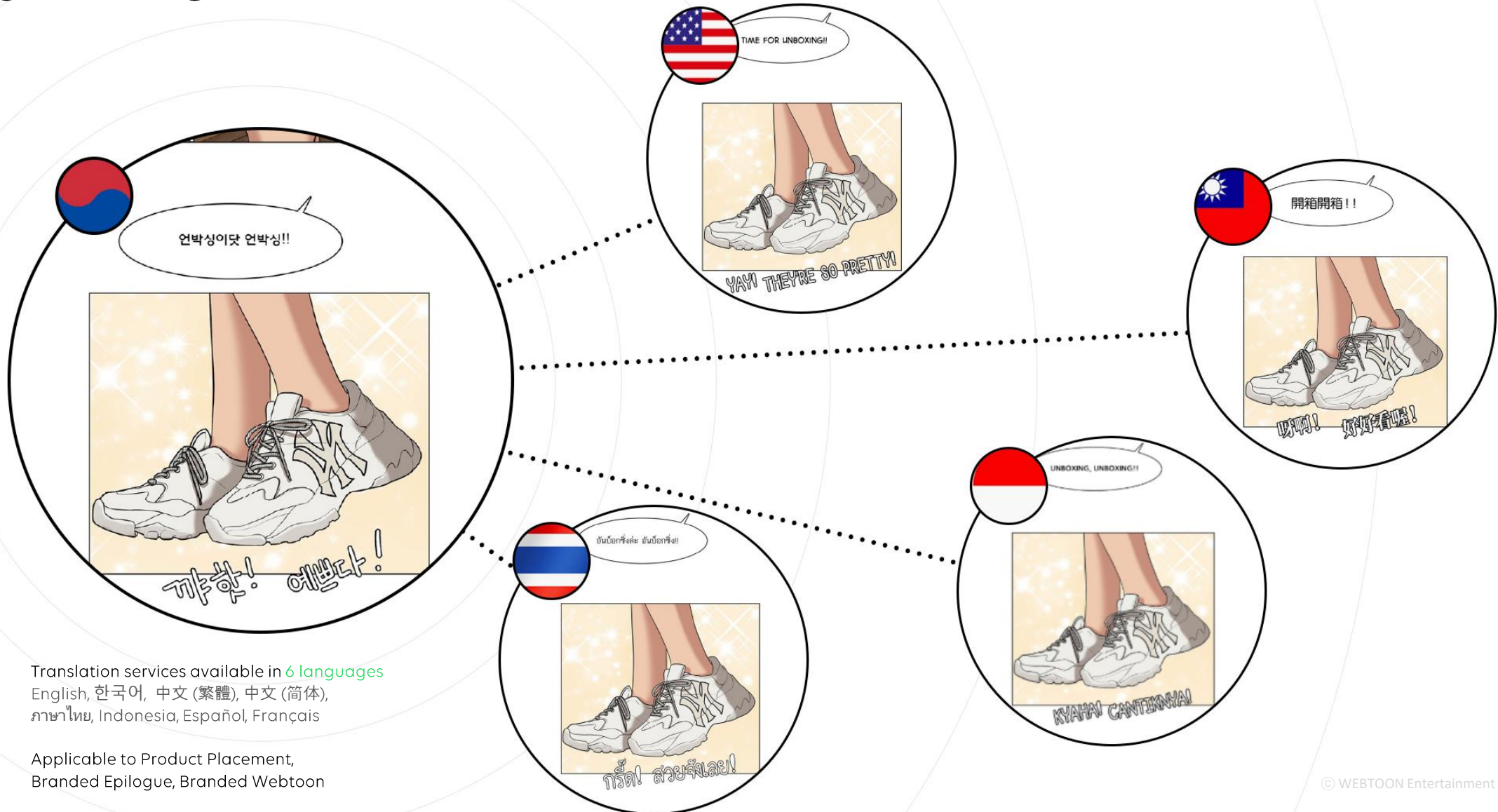
YOUR BRAND, REDEFINED

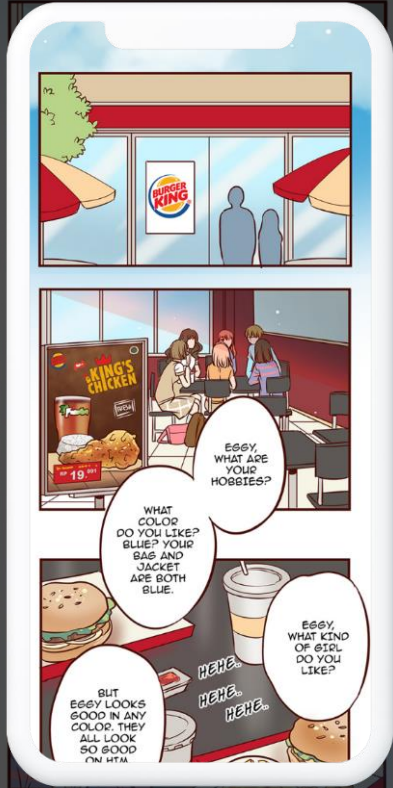
Represent your brand with WEBTOON's unique storytellers and characters.
Our versatile digital talent can be your most dedicated brand ambassadors.



EXPAND YOUR REACH

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

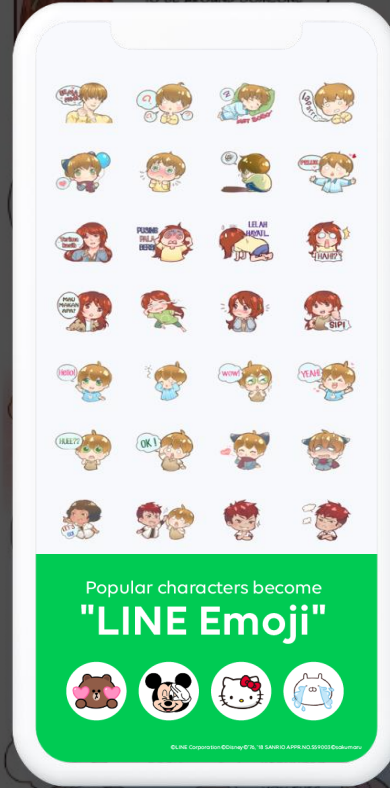




2-3 embedded scenes inside the actual episode



Creator-made banner



To linked website/app

Product Placement (PPL)

PLATFORM : Mobile, Desktop

Two to three dedicated scenes showcasing your brand as part of the story in a WEBTOON original of your choice.

The PPL includes :

2 to 3
Integrated Scenes

In a specific episode
of the selected W original
(semi-permanent, exclusive)

WEBTOON
Creator-made
Display banner
(In-Viewer)

In ALL episodes
of the selected W original
for a week (exclusive)

Advertiser-provided
Display Banner

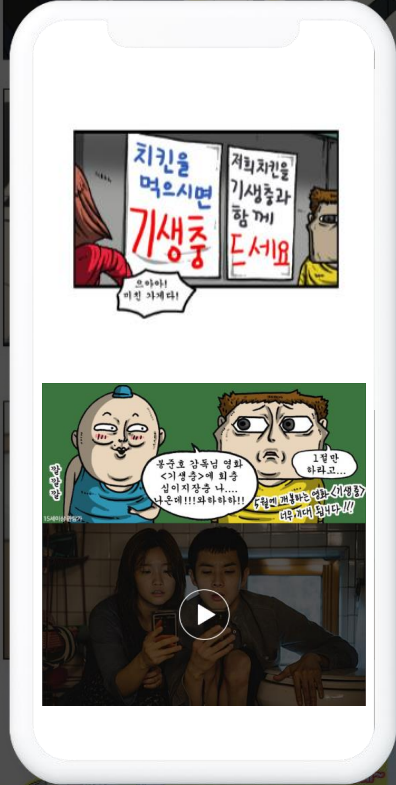
Distributed across
all ad placements for a week
(further consultation needed)



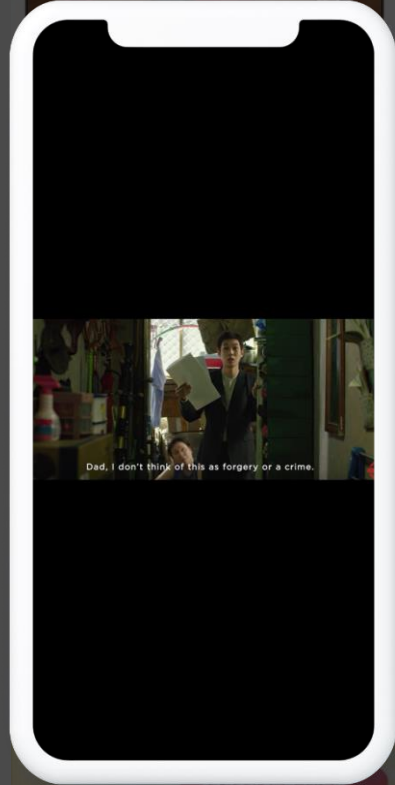
Brand: Burger King



Short sponsored content that comes right after an episode



Creator-made banner



To linked website/app

Branded Epilogue (BEP)

PLATFORM : Mobile, Desktop

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

BEP includes :



In a specific episode of the selected W original (for a week, exclusive)

In ALL episodes of the selected W original for a week (exclusive)

Distributed across all ad placement for a week (further consultation needed)

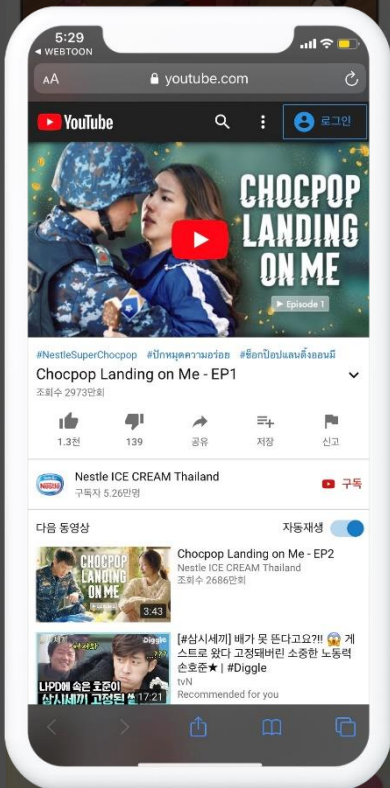




Short sponsored content that comes right after an episode



Creator-made banner



To linked website/app

Branded Epilogue (BEP)

PLATFORM : Mobile, Desktop

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

BEP includes :

Short spin-off content

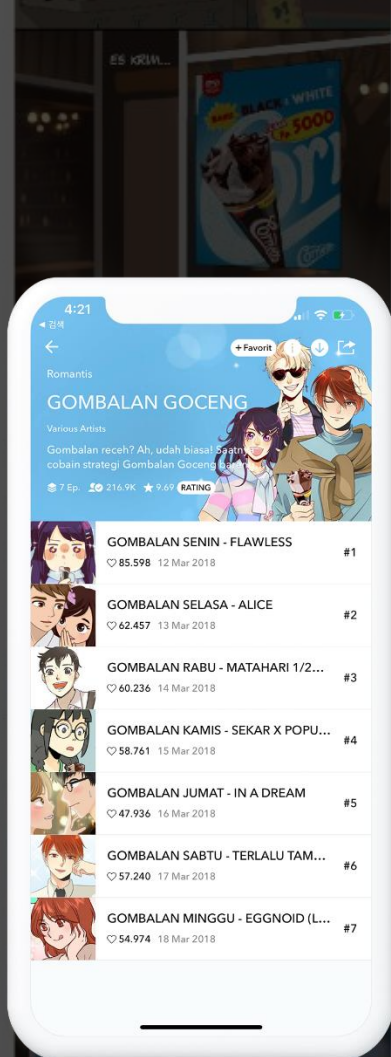
In a specific episode of the selected W original (for a week, exclusive)

WEBTOON Creator-made Display banner (In-Viewer)

In ALL episodes of the selected W original for a week (exclusive)

Advertiser-provided Display Banner

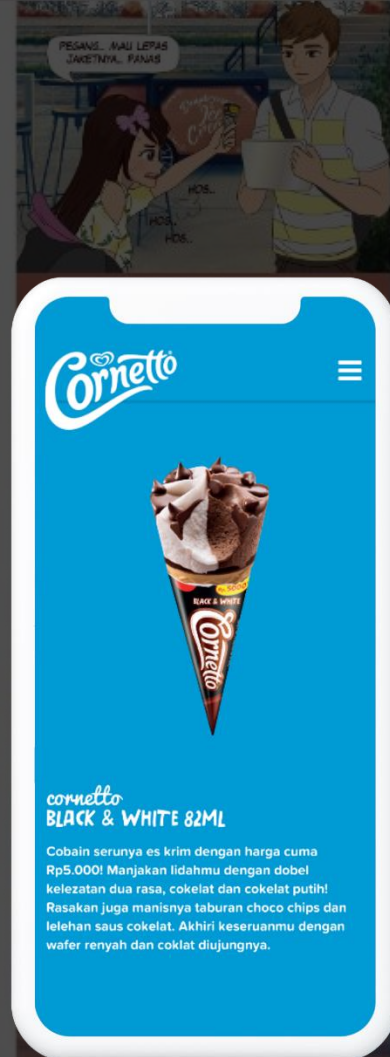
Distributed across all ad placement for a week (further consultation needed)



A branded original
(7 episodes)



Creator-made banner



To linked website/app

Brand: Unilever

Branded Webtoon (BWT)

PLATFORM : Mobile, Desktop

A branded original series of 7 episodes dedicated to promoting your brand, driving long-lasting brand awareness.

BWT includes :

A branded original
(7 episodes)

Daily or Weekly Listed on
WEBTOON (semi-permanent)

WEBTOON
Creator-made
Display banner
(In-Viewer)

In ALL episodes
of the selected W original
for a week (exclusive)

Advertiser-provided
Display Banner

Distributed across
all ad placement for a week
(further consultation needed)

US PPL - Hershey Company

Addy Sadsarin
icebreaker romantic ad
Feb 18, 2020 | Report

Hypernuts

icebreakers. ad in a webtoon...and it worked!!!! I'm getting some later 😊
Jan 18, 2018 | Report

Indonesia BWT - Unilever

Pineapple Rawk

BEST gua nyari diwarung sekitar gua gk ada tuh cornetto hrng goceng 😭😭
14 Mar, 2018 | Laporkan

william

BEST dimana sih itu es krim ny, nyari di indomaret ga adq
13 Mar, 2018 | Laporkan

I tried to buy this ice cream at the convenience store, but couldn't find it!

Thailand & Taiwan PPL - MLB

Banyada Kaisuratthara
อ่านตอนนีไป เชื่อไหมเราไปหาซื้อรองเท้าทำไมแบบในนิมาใส่คู่กะแฟนเลย5555

Anyways, I bought this pair of shoes for my girlfriend.

lemonnet

只有我很惊讶漫画里有广告还可以按进去买包包吗???

Will I be redirected to the seller website if I click this ad?

Let our audience be your brand evangelists!

Indonesia BWT - Unilever

Wanda 🙌

BEST Iklan ter sweet 🍬🍬🍬🍬🍬
16 Mar, 2018 | Laporkan

Izkaaaa

BEST Iklan tersweet 😭❤️
12 Mar, 2018 | Laporkan

The sweetest ad ever!

Taiwan BWT - O-Bank

阿佩(´▽`)

BEST 啊啊啊啊啊！這卡片太可愛了吧！♡(*´▽`*)人(*´▽`*)♡
5月10日 | 檢舉

Isn't this card so cute?

Indonesia BWT - Unilever

Garneta Isaura Dewi

baru kusadari bahwa ini komik bikin org pengen makan es krim malem":3
14 Mar, 2018 | Laporkan

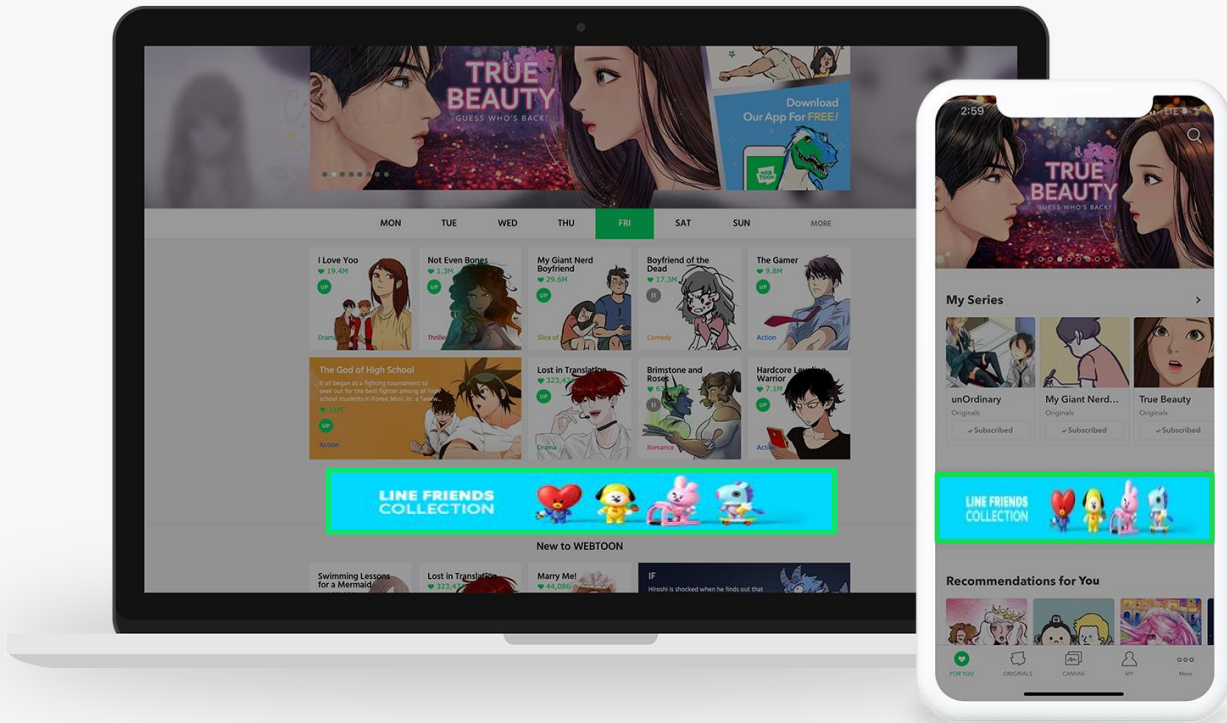
I just realized that this comic made people want to eat ice cream at night.

macchiato(๑+ω+๑)

太愛書讀x朱靜這對了甜到被這部漫畫影響，拿了打工錢也去買了一雙一樣的白色MLB
for a week (exclusive) (further consultation needed)
I love this couple, I bought the same pair of shoes after reading this webtoon.

Desktop

970 X 90
1940 X 180



Mobile

320 X 100
640 X 200

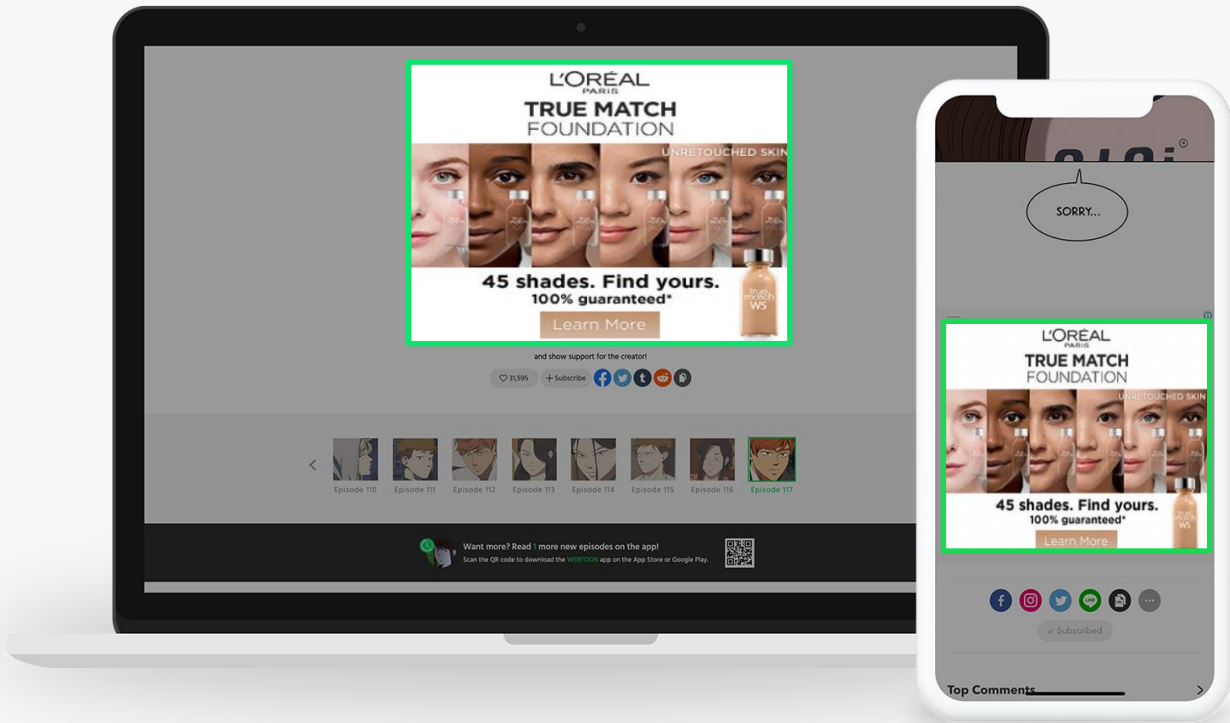
Display Ads Main

PLATFORM : Mobile, Desktop

A fixed banner on the Desktop and APP main page, introducing your brand at the top of WEBTOON's digital content platforms.

Desktop

600 X 500



Mobile

600 X 500

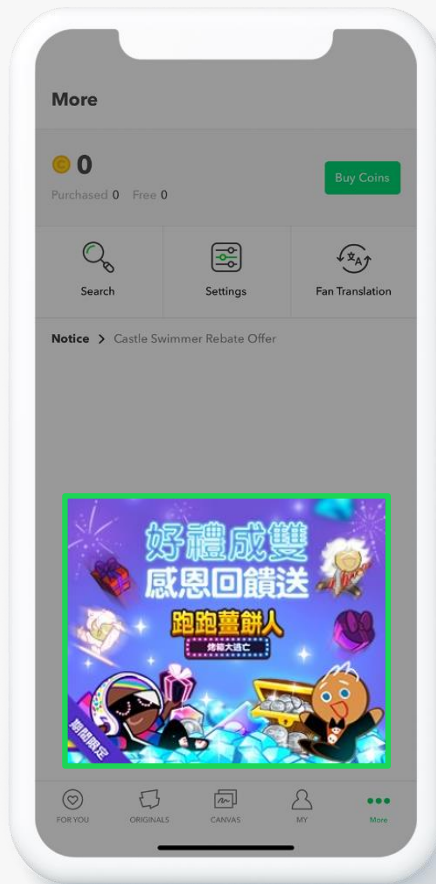
360 X 300

336 X 280

Display Ads In-Viewer

PLATFORM : Mobile, Desktop

A wide banner at the end of each episode, before the Comments section, ensuring high media engagement.



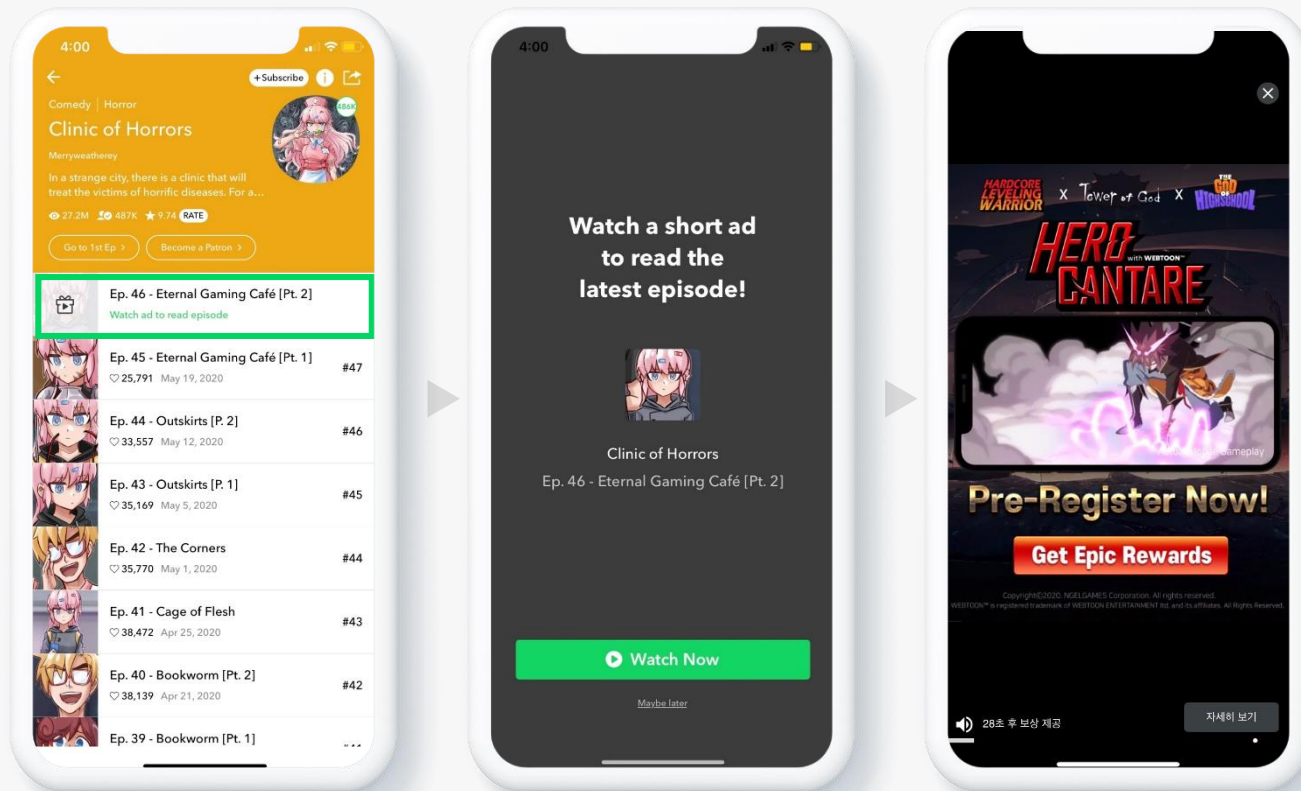
Mobile

672 X 560
600 X 500

Display Ads User Profile

PLATFORM : Mobile (App only)

A wide banner that displays within the user profile experience, leaving a long-lasting impression of your brand.



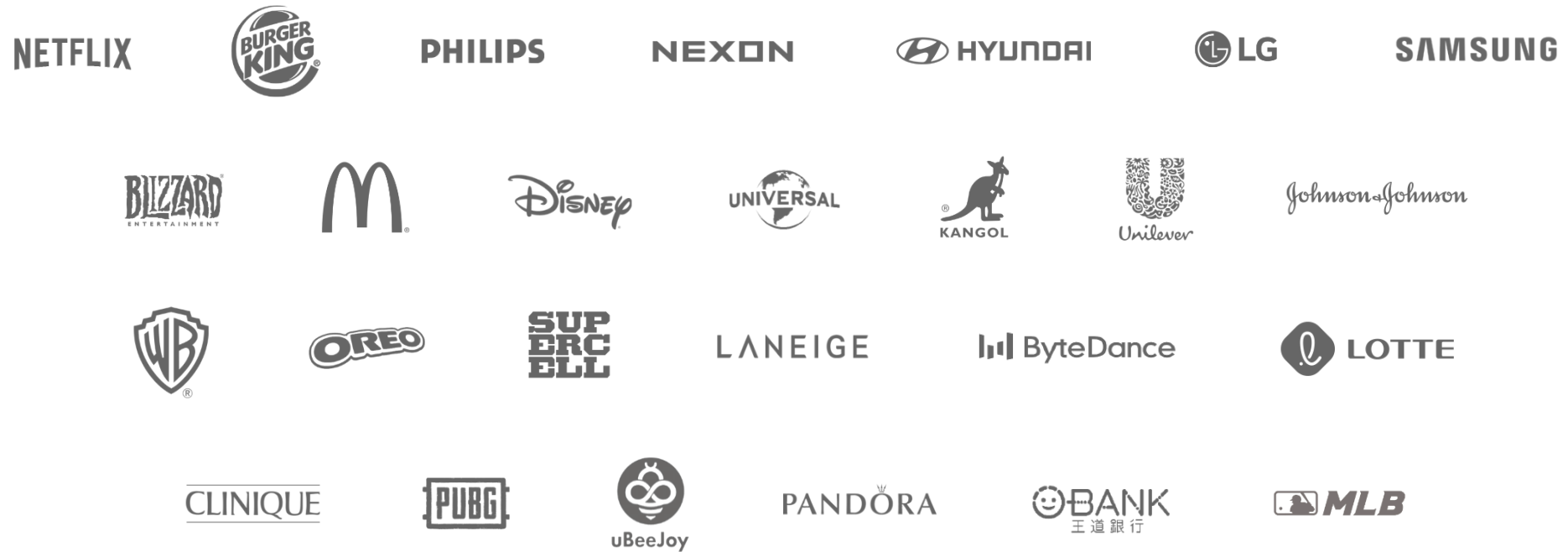
Mobile
768 X 1024

Rewarded Video

PLATFORM : Mobile (App only)

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

Some of our Advertising Partners



and 100+ more



LET'S PARTNER UP

Direct

WEBTOON Ads

Programmatic

Header Bidding (APS), Google PMP, js tag, open RTB

Contact

webtoonads@webtoon.com



Enliven Your Brand With WEBTOON Ads

webtoonads@webtoon.com