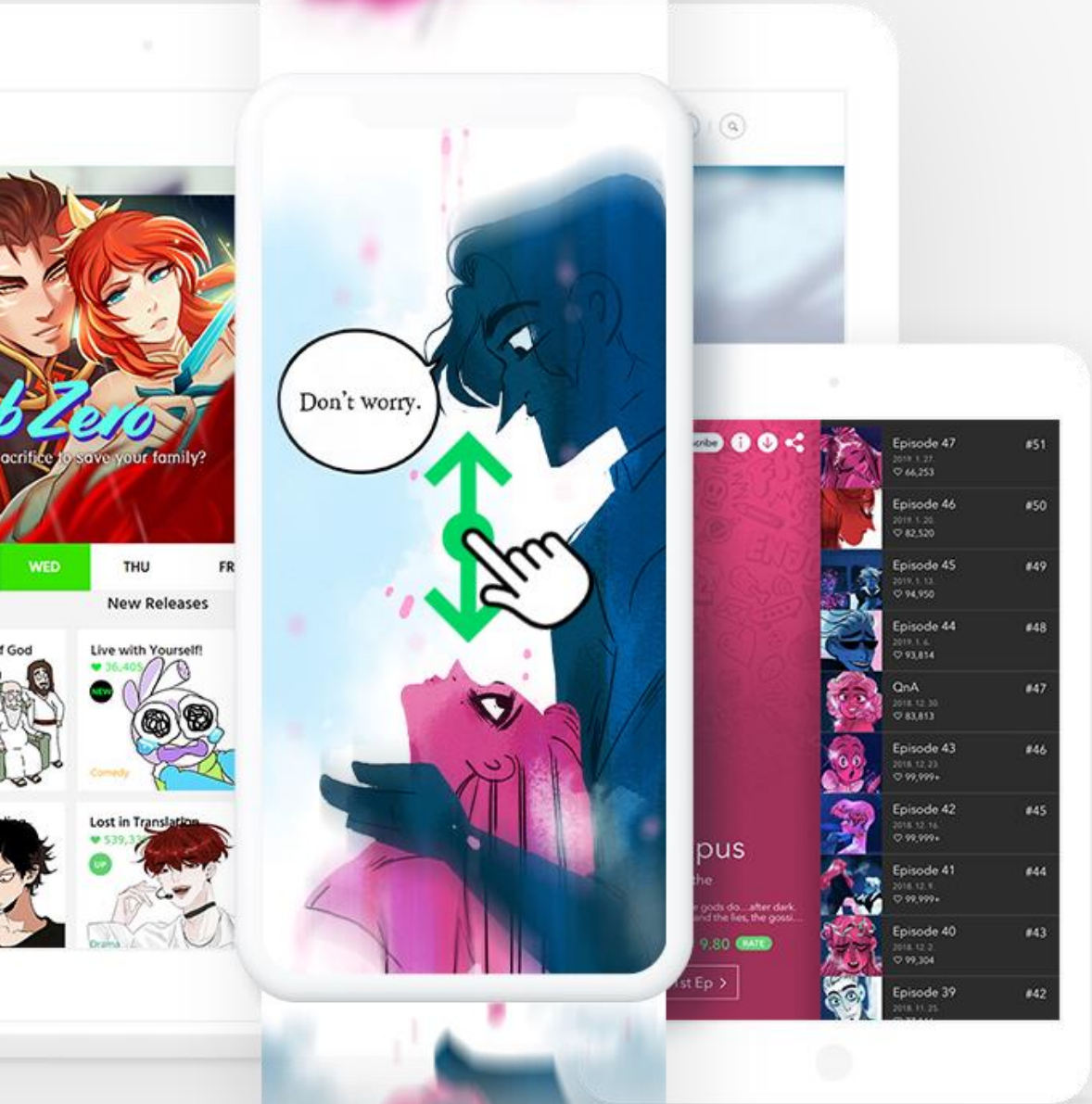


WEBTOON Ads

Media Kit

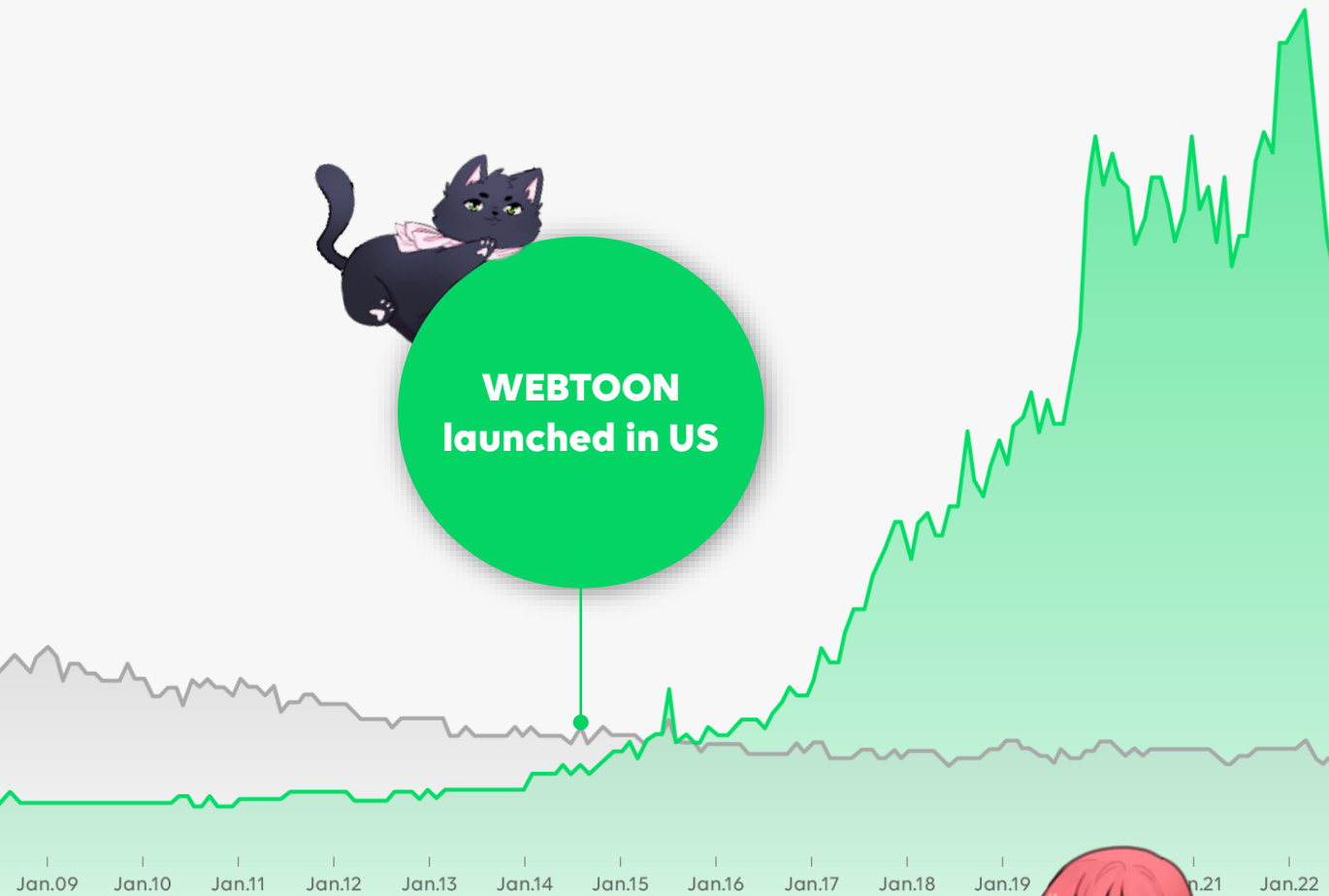


MEET WEBTOON™

Started in South Korea in 2004, LINE WEBTOON has entered the global market in 2014, solidifying its position unrivalled.

Bringing joyful experience of reading paper comic book into a digitally scrollable format, LINE WEBTOON

firstly introduced 'Webtoon' into the world

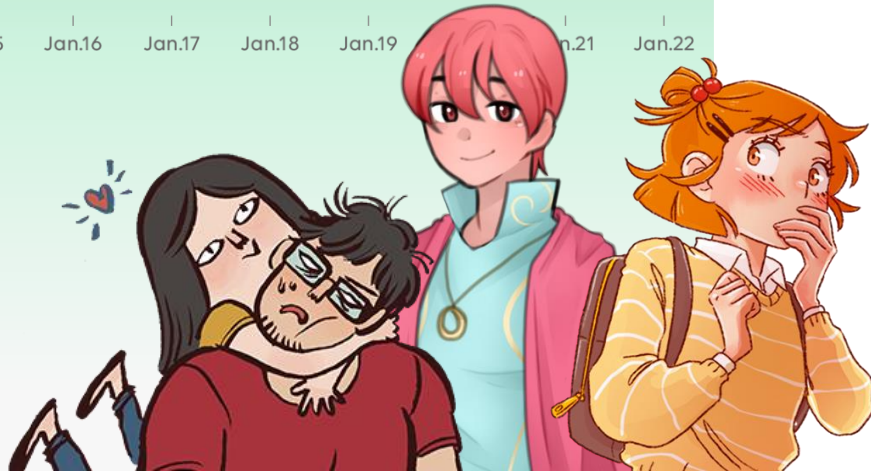


GLOBAL LEADING

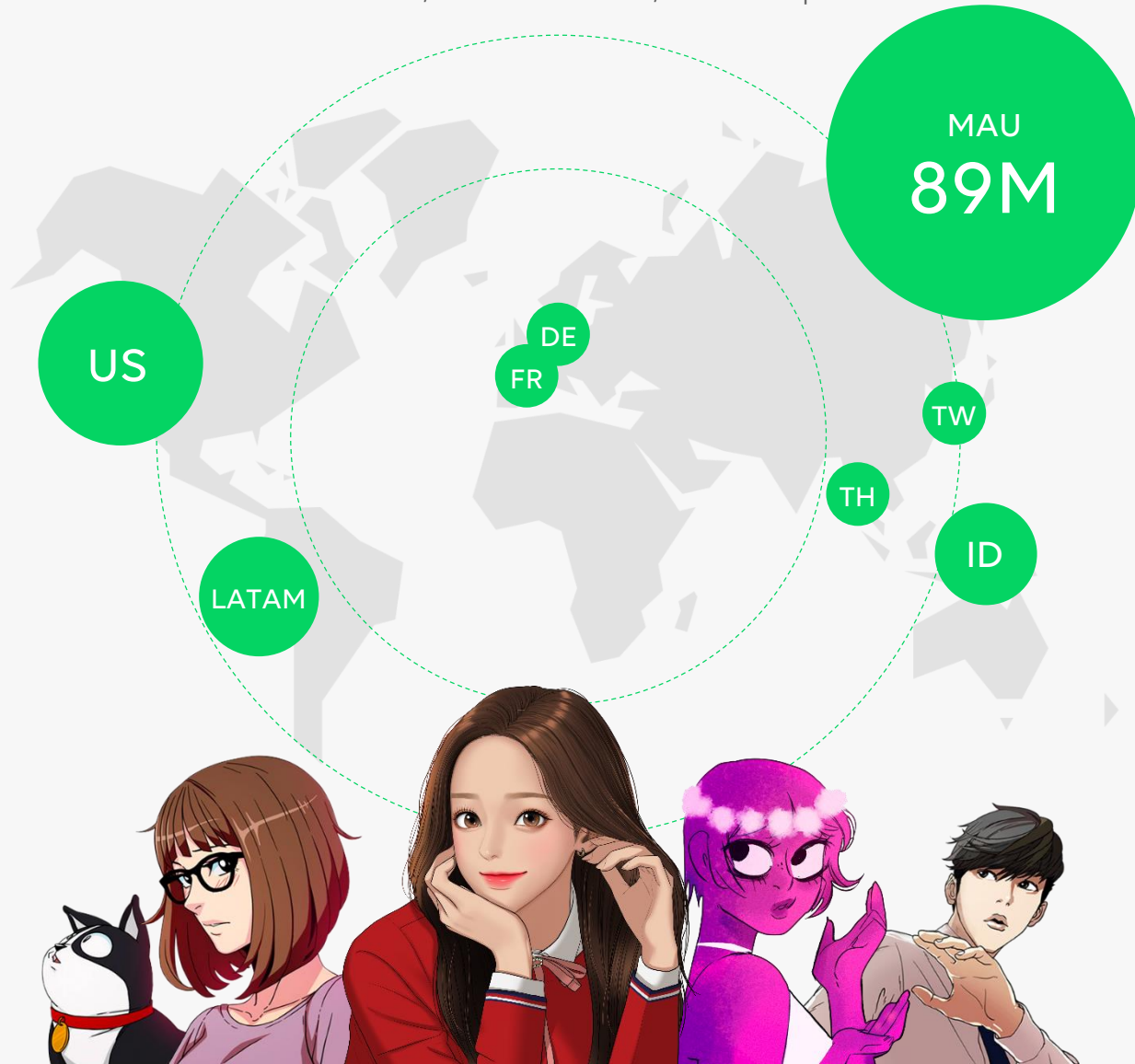
We breath life into the stagnated comic industry

WEBTOON has made waves in the entertainment industry by bringing digital comics into mainstream, introducing new genres to readers

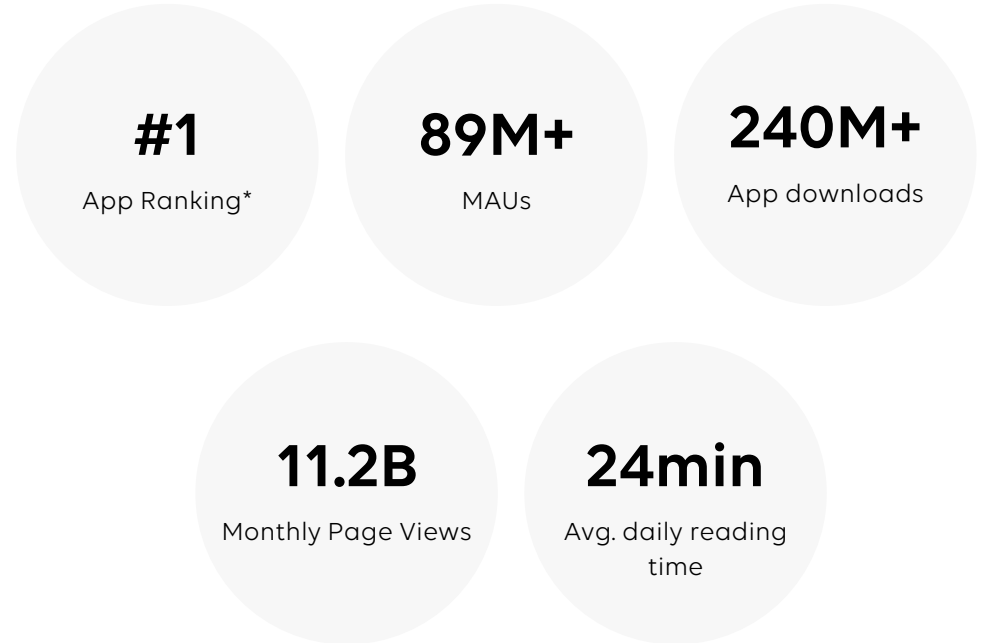
— Webtoon (US)
— Webcomic (US)



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 (June 2021), Internal Data

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

Ranked #1

on Google Play & App Store



“

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

“

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



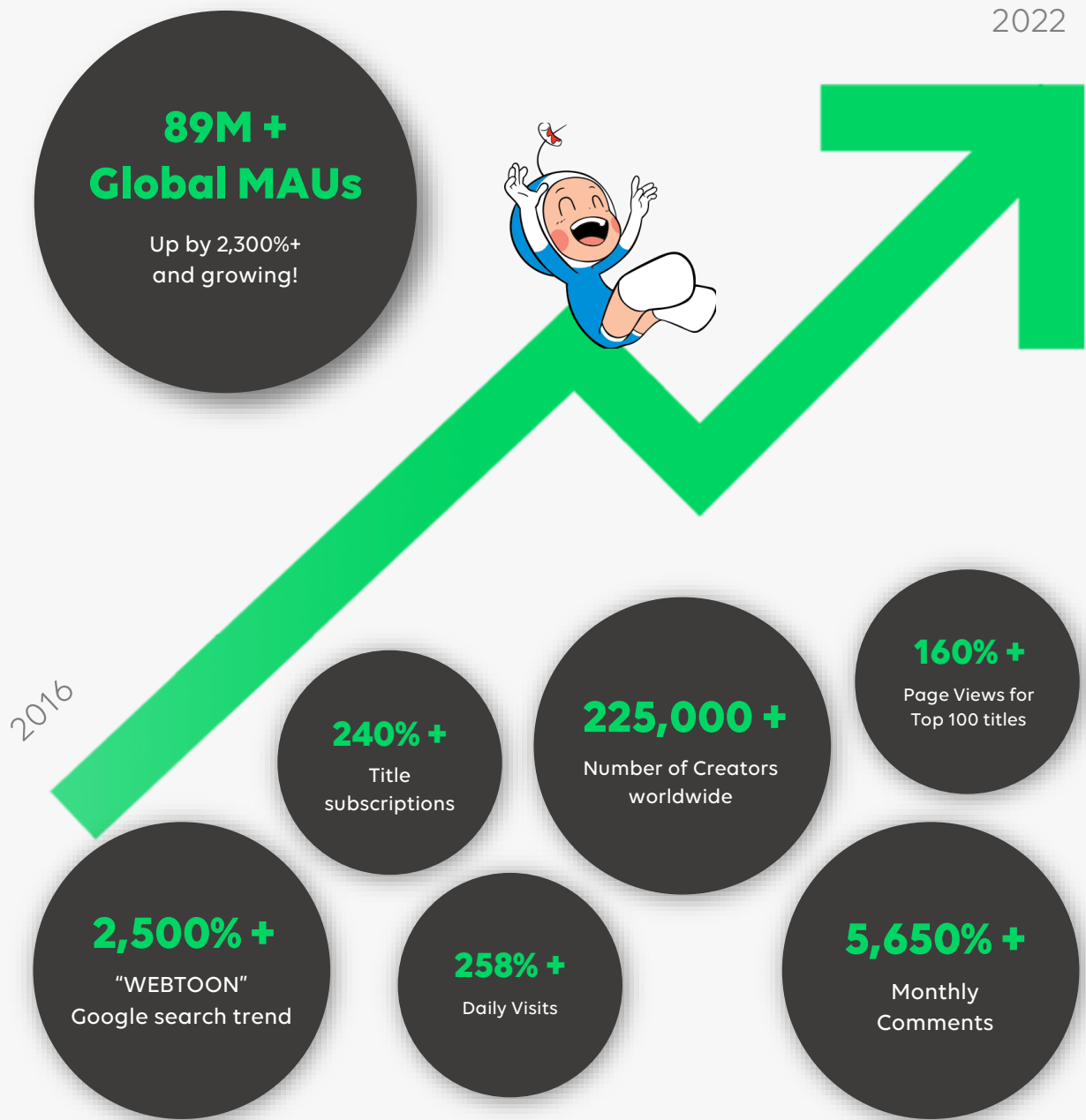
BEST IN CLASS

The unrivaled digital comics publisher

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

Source : App Annie (June 2021), 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 2016-2021



THE SOURCE OF CREATIVITY

We go beyond digital comics.
Our series are reimagined as movies, TV series, and games.

300+
Movies, TV series, or
Animated shows

300+
Merchandise
lines

200+
Publications

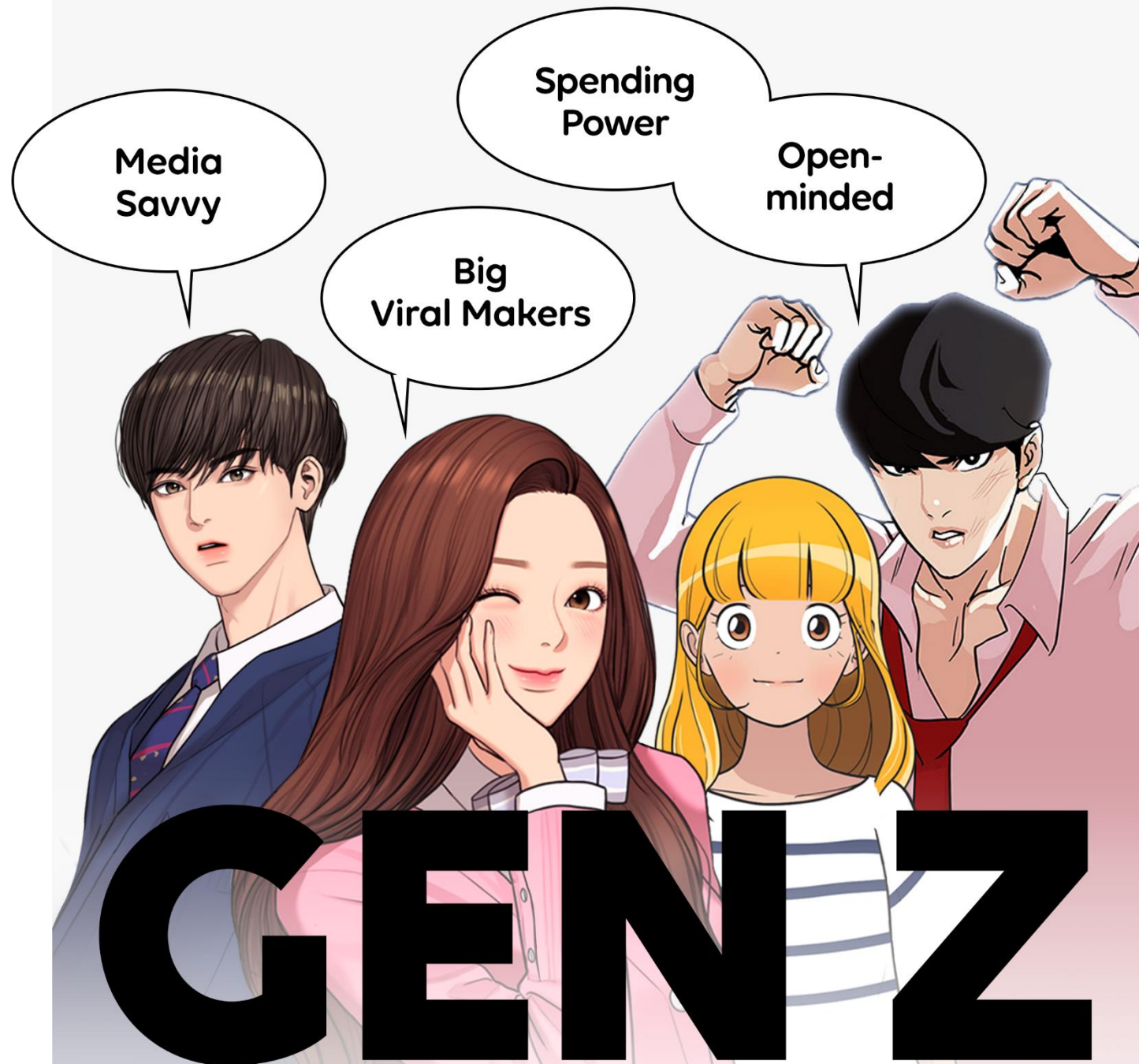
110+
Games

WHY WEBTOON?

GEN Z USERS RUN THE WORLD

Instantly connect with WEBTOON's audience

About 25% of US population is Generation Z, and their spending power reached over \$143 billion. WEBTOON can connect you with the most engaging users and active buyers right away.

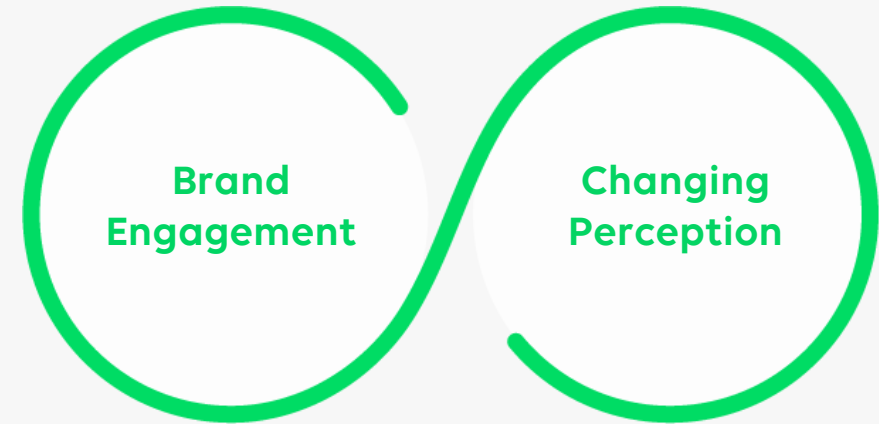


LET OUR AUDIENCE BE YOUR BRAND EVANGELIST

Enhance your brand engagement with WEBTOON

WEBTOON is the only digital platform that can provide engaging and friendly ads. With our ad products, users enjoy the brand's storytelling- effectively leading them to feel relevant to the brand. This has positively affected the users' perception on the brands.

Key of Contents Marketing



GratefulToad51030

the ad is so amazing 😄

im Trixic

The ad I actually downloaded the game though lol 🙌

Blueberry

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

HH

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

The anime wizard

nice game I recommend you should download it

Briit

I actually love the ad at the end. 🙌🙌

beru_bestgirl

wow the ad got me laughing so hard 😂😂

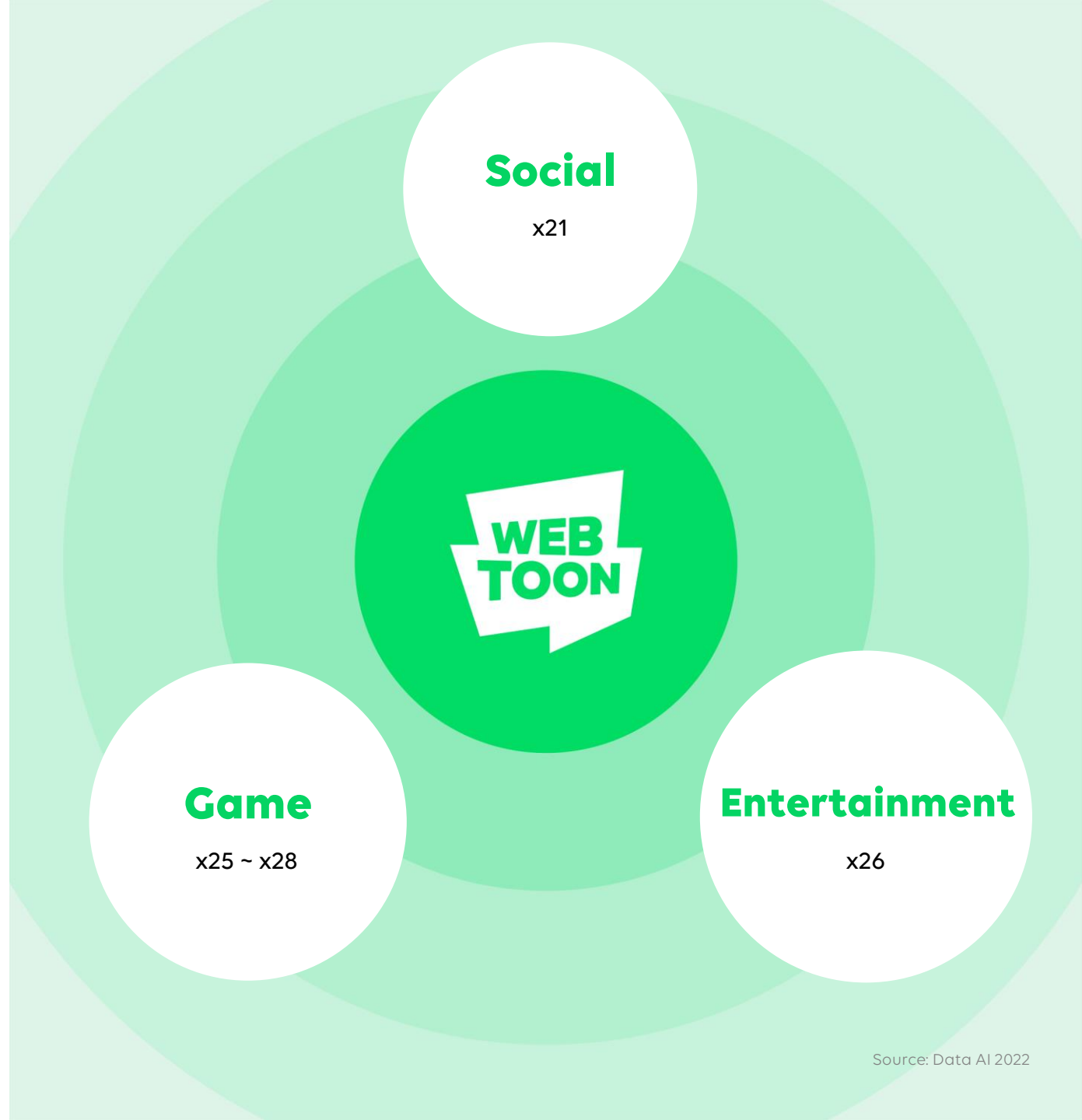
i got a ponytail

the only ad i actually enjoyed 😍

WE GET ALONG PRETTY WELL

WEBTOON has high cross affinity with your brand

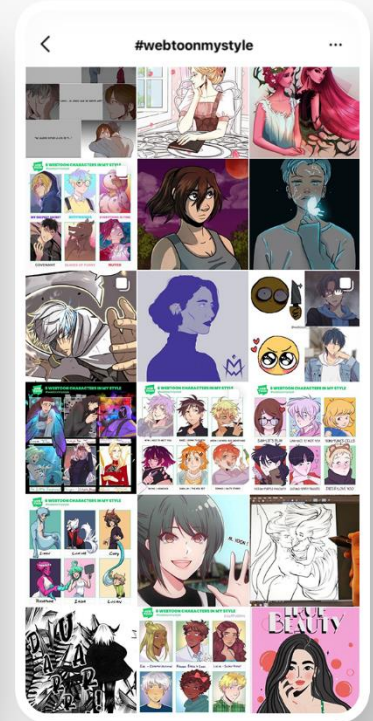
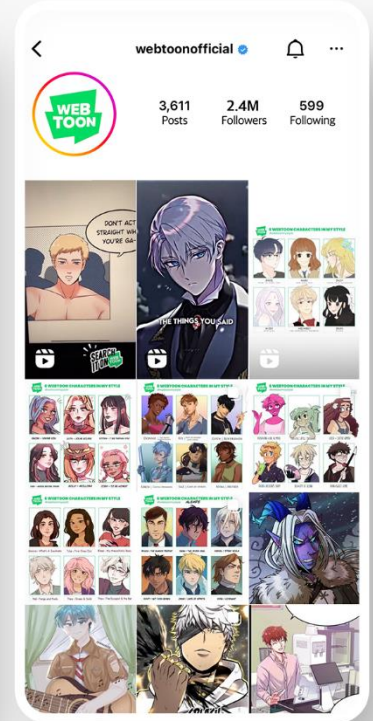
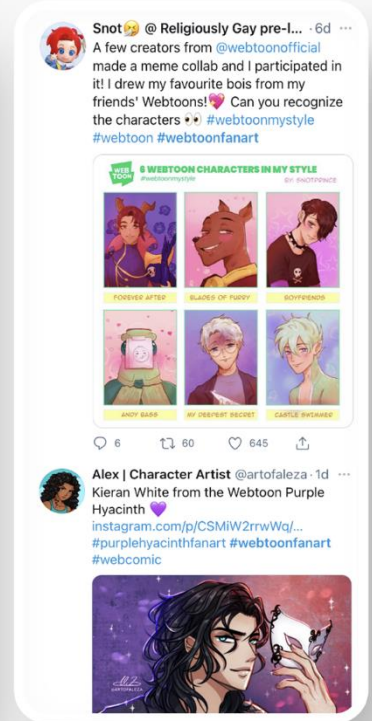
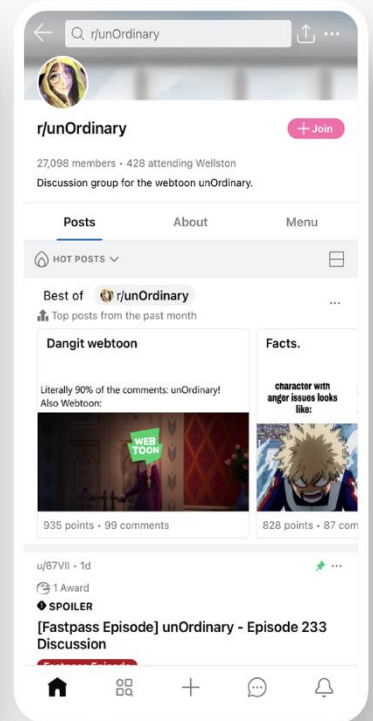
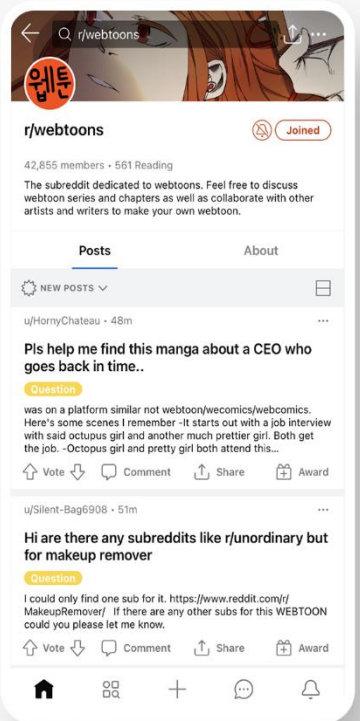
* Cross-mobile affinity rate is the ratio between the app within the user base of WEBTOON's versus the general population. For example, an affinity of 22.87x means that users of WEBTOON are 22.87 times as likely to use this app or mobile website than the general population



WEBTOON FANS GO VIRAL

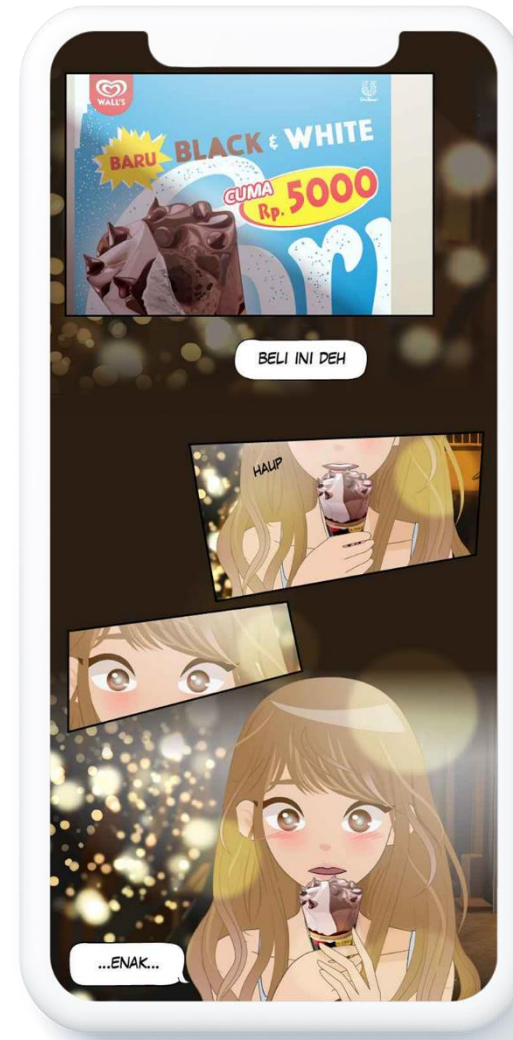
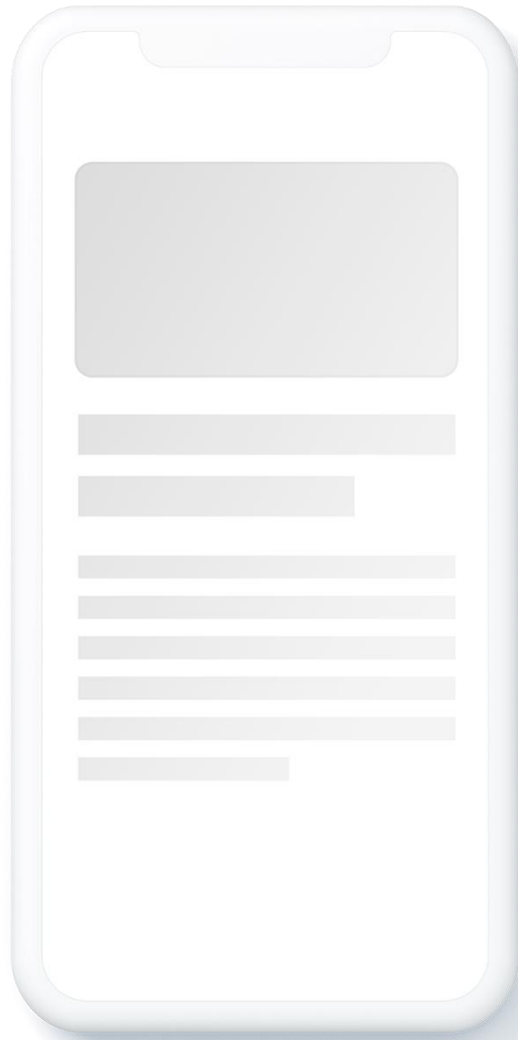
Huge fandom supporting WEBTOON universe

Our fan loves sharing their thoughts on various platforms.
Their enthusiasm for WEBTOON universe is beyond expectations.



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.



WEBTOON CHARACTERS AS INFLUENCERS

Let our webtoon characters become your brand influencers.
We cover all advertising verticals.



Cosmetics
by LANCOME



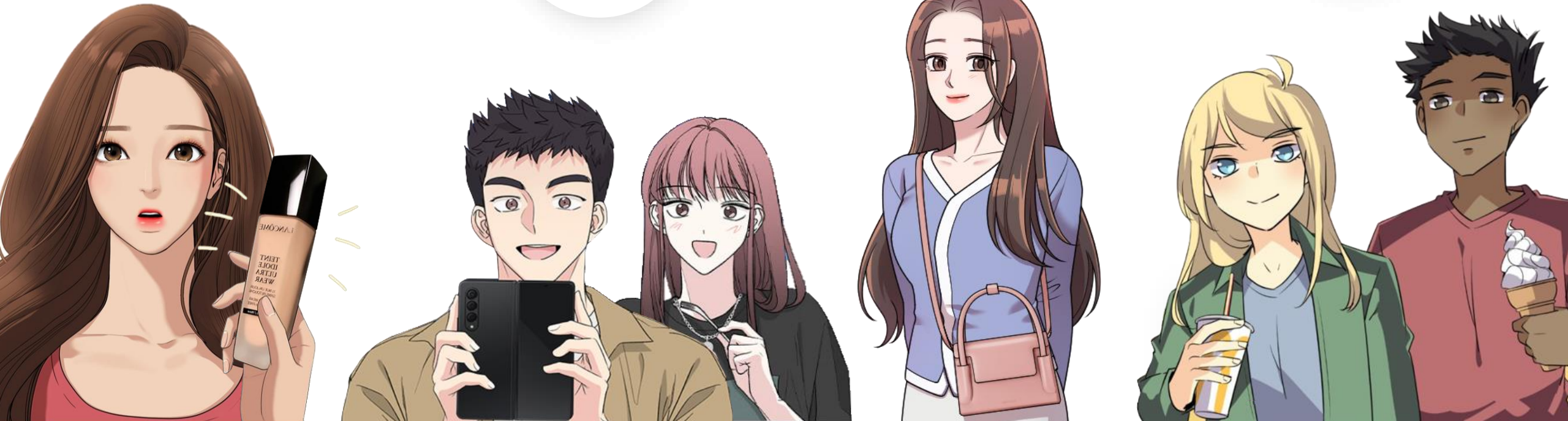
Consumer
Electronics
by Samsung



Fashion by
Find Kapoor

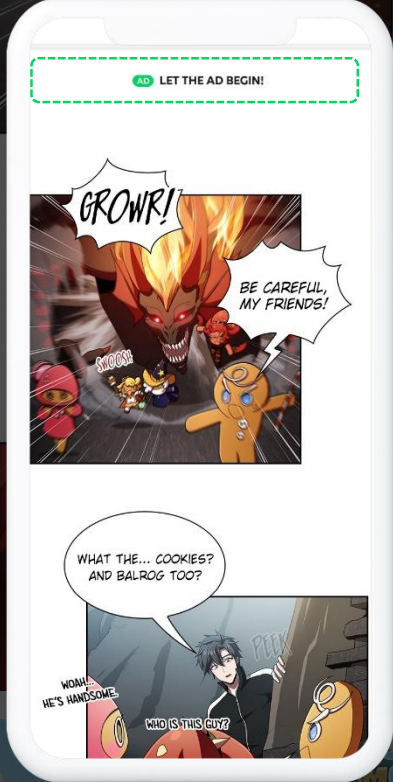


Food by
McDonald's

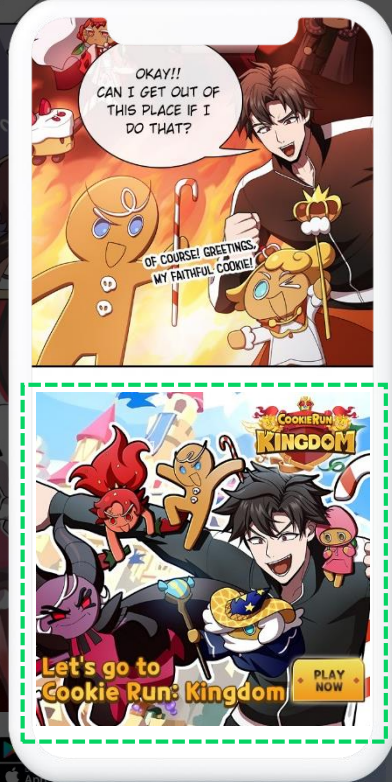


OUR PRODUCTS

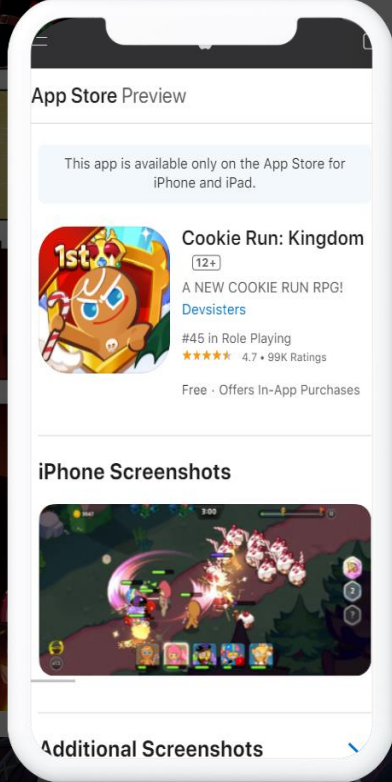
With-Creator Ads



Short sponsored content that comes right after an episode



Creator-made banner



To linked website/app

Branded Epilogue BEP Story

PLATFORM : Mobile, Desktop

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

BEP Story includes :

- 5,000px long branded spin-off content
- WEBTOON Creator-made display banner (In-Viewer)
- Advertiser-provided display Banner

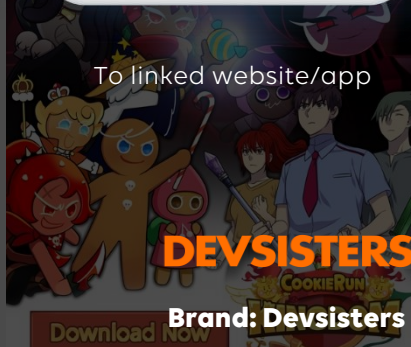
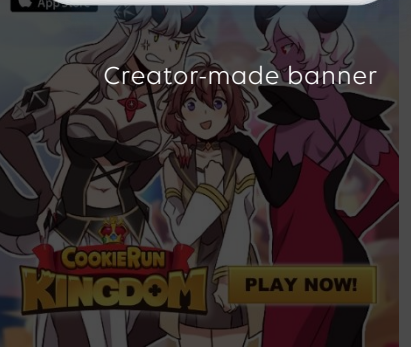
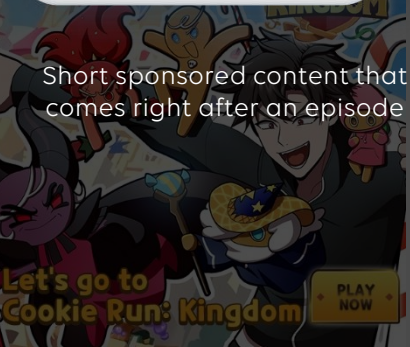
In the latest episode of the selected W original

US : run for a week
Others : run for two weeks (exclusive)

In ALL episodes of the selected W original

US : run for a week
Others : run for two weeks (exclusive)

Distributed across all ad placement for 2 week (further consultation needed)

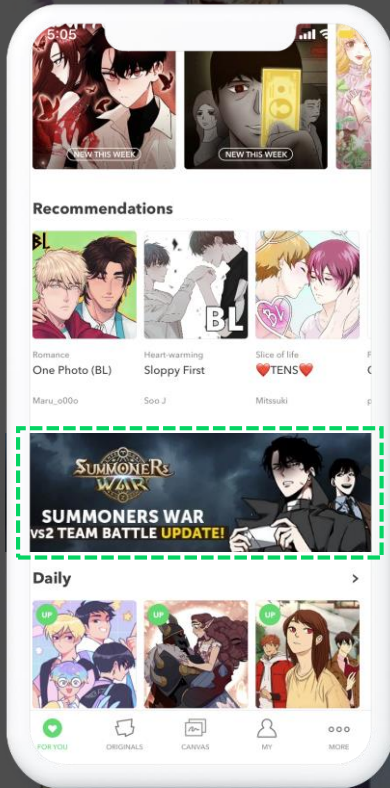


DEVSISTERS

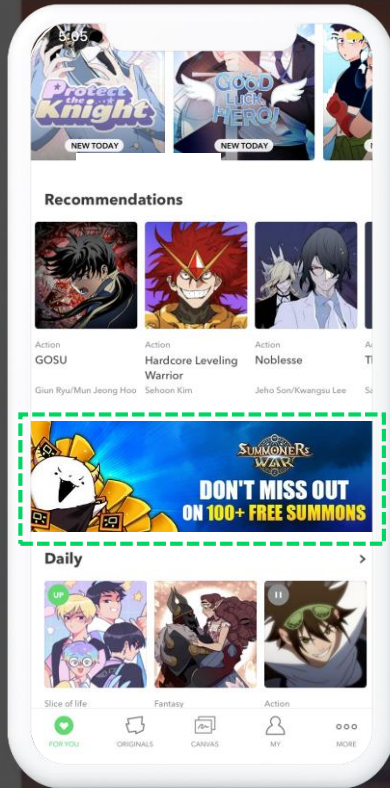
Brand: Devsisters



Creator-made display banner (In-Viewer)



Main banner designed by advertiser using a creator-made banner asset



BBN Branded Banner

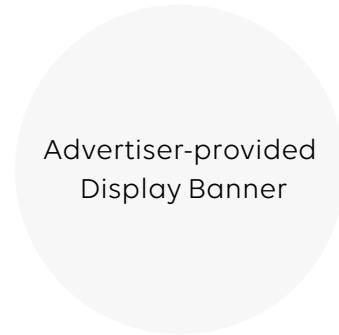
PLATFORM : Mobile, Desktop

Customize your own banner, using user friendly creator-made banner as a design asset

BBN includes :

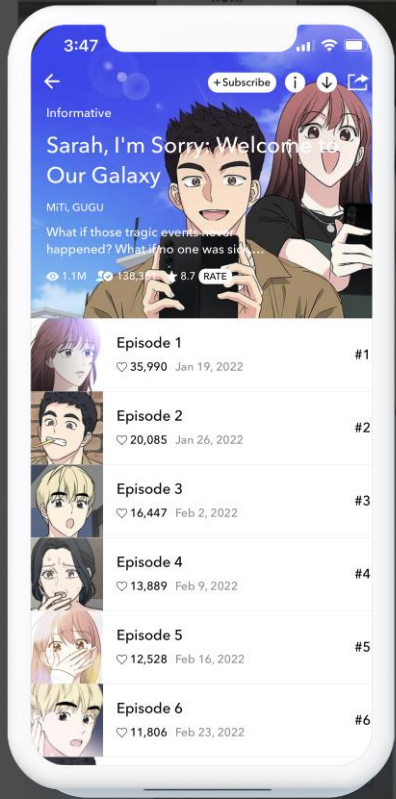


PSD asset will be shared

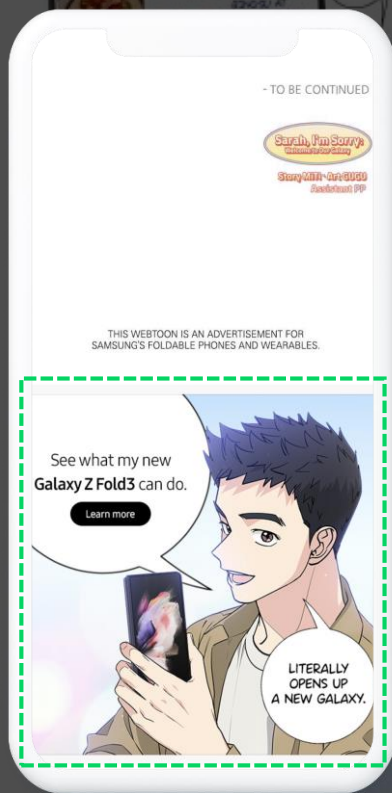


Distributed across all ad placement during campaign (further consultation needed)
**Minimum Spending Requirement

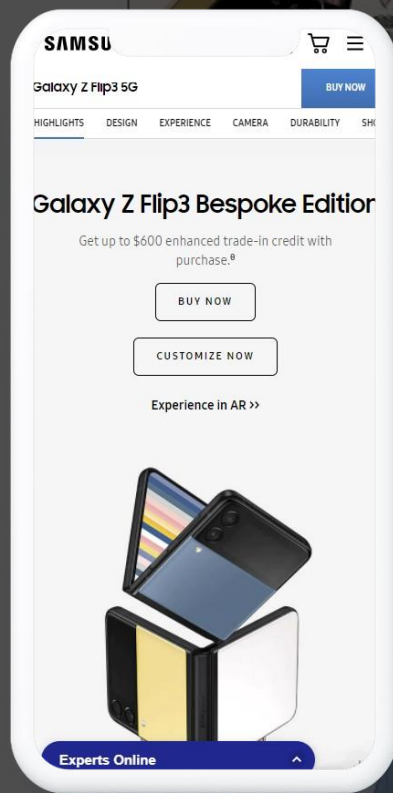
Brand: Com2us



A branded original (8 episodes)



Creator-made banner



To linked website/app

BWT Branded Webtoon

PLATFORM : Mobile, Desktop

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

BWT includes :

A Branded Original (4 or 8 episodes)

Daily or Weekly listed on WEBTOON (semi-permanent)

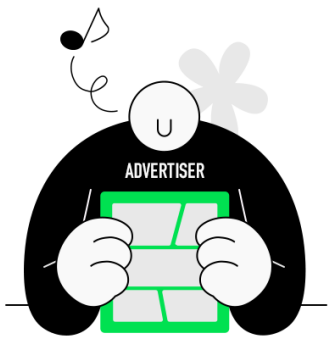
In-Viewer Banner below each eps. of Branded Webtoon

Clients will be provided with psd. file of each eps., so that they can make in-viewer banners for BWT by themselves.

BWT Promotion Package (WEBTOON DA +)

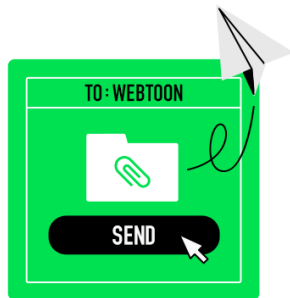
Additional promotion assets may be supported upon discussion with WEBTOON Contents team

Brand: Samsung



STEP 1

Already got your own branded contents to showcase?



STEP 2

Deliver to webtoon



STEP 3

Display on webtoon platform

BCP Branded Contents Publication

PLATFORM : Mobile, Desktop

Publish your own branded contents on WEBTOON, and be part of WEBTOON Original compilation.

BCP includes :

Your own branded contents (minimum 8 episodes)

Advertiser-provided Display Banner

BCP Promotion Package (WEBTOON DA +)

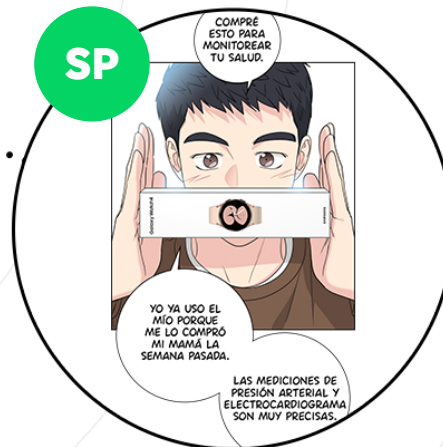
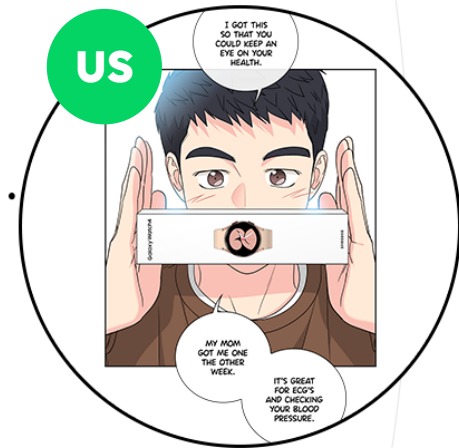
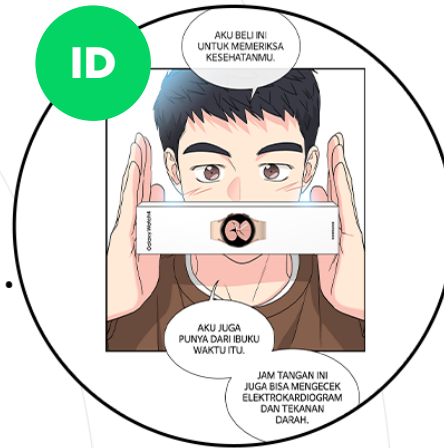
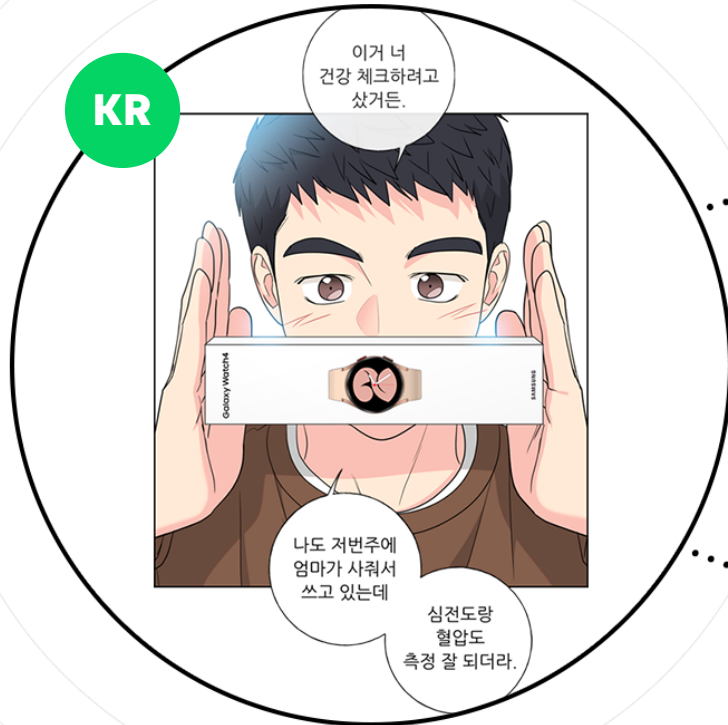
Daily or Weekly listed on WEBTOON (semi-permanent)

Distributed across all ad placement during campaign (further consultation needed)

Additional promotion assets may be supported upon discussion with WEBTOON Contents team

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

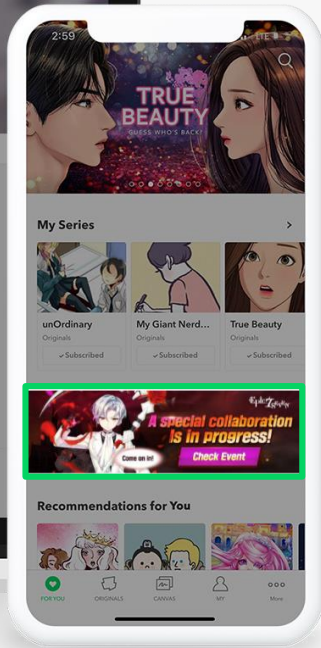
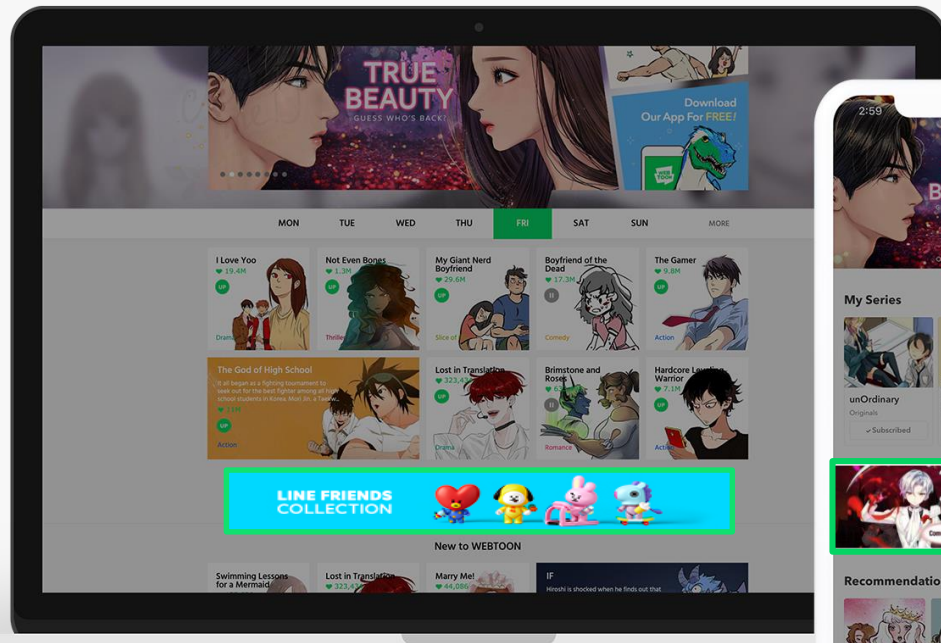
English, 한국어, 中文 (繁體), ภาษาไทย,
Indonesia, Español, Français, Deutsch

Applicable to Branded Epilogue, Branded Webtoon

Standard DA

Desktop

970 X 90



Mobile

640 X 200

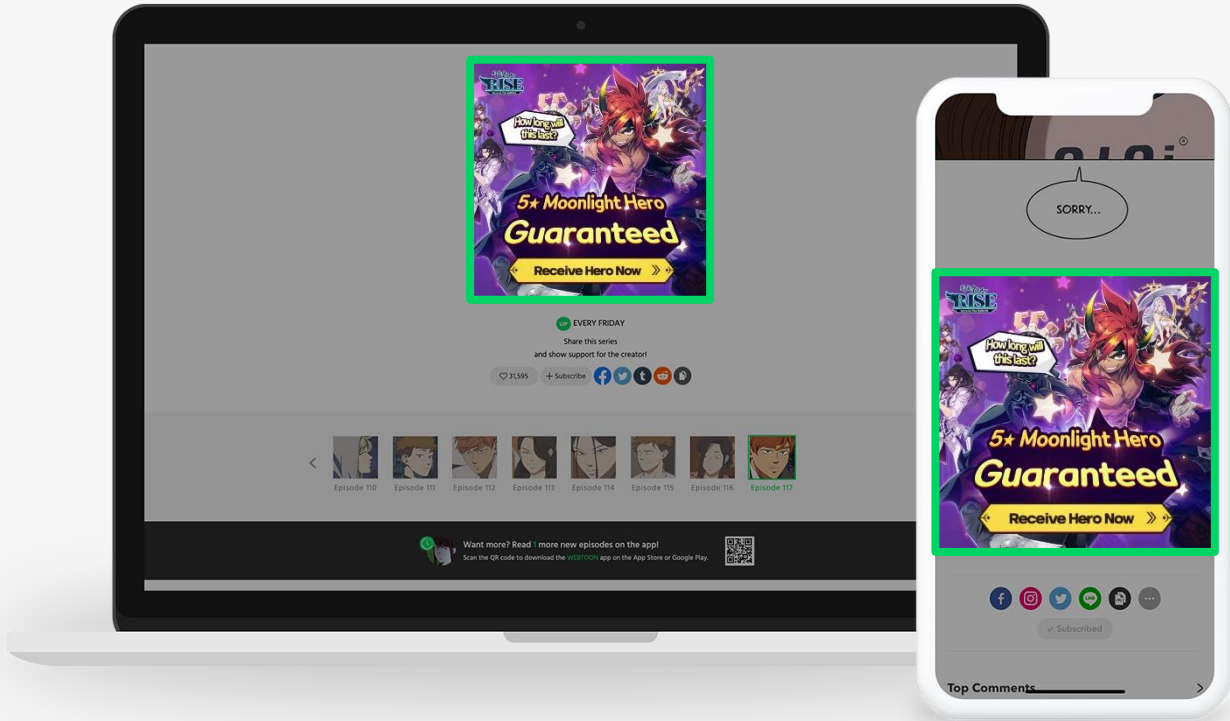
Display Ads Main

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 600



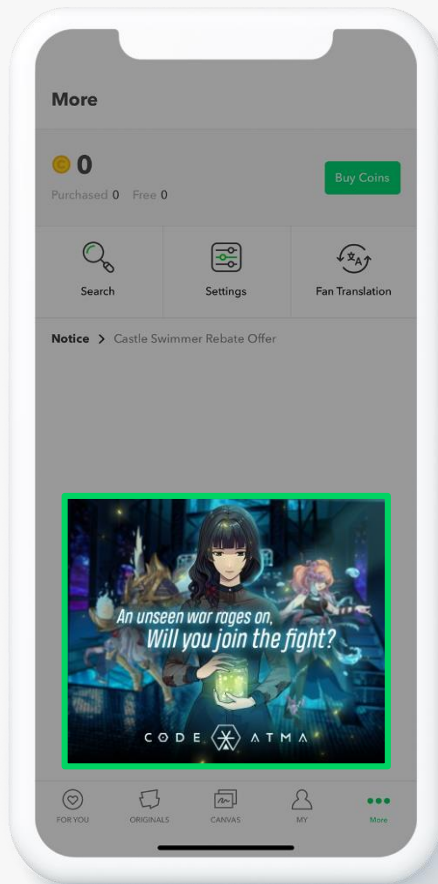
Mobile

600 X 600

Display Ads In-Viewer

PLATFORM : Mobile, Desktop

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



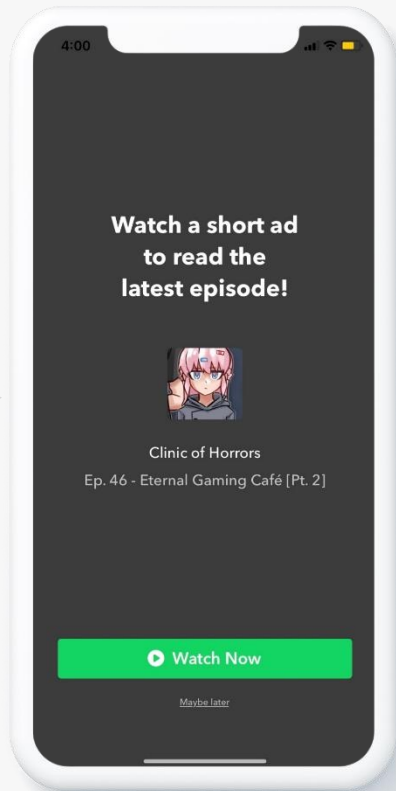
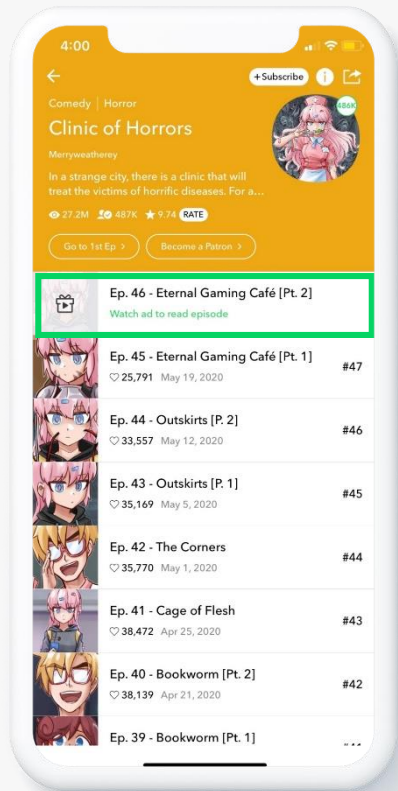
Mobile

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
1080x1920

Full-screen Video (non-skip)

PLATFORM : Mobile (App only)

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

Standard DA (Wattpad)

A part of our new family of brands!



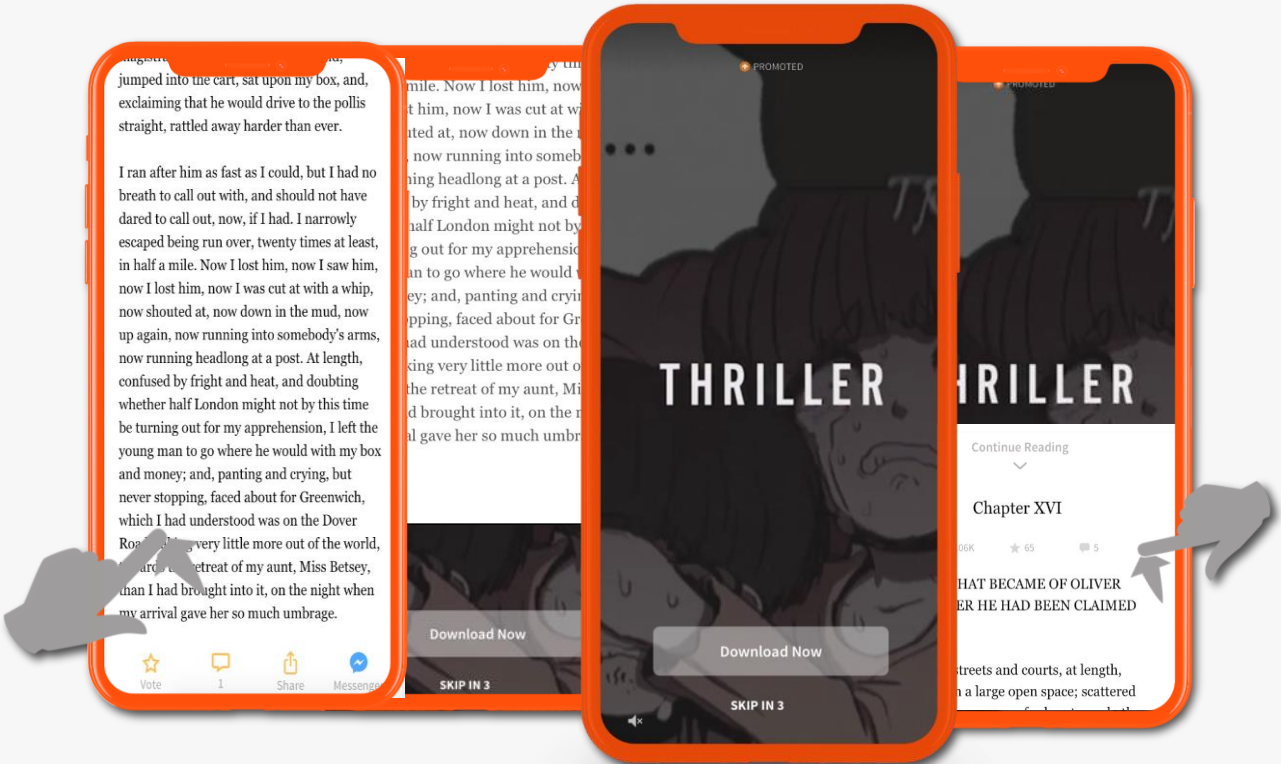
**Wattpad
WEBTOON
Studios**

Meet Wattpad

Wattpad is now of part of WEBTOON family

Wattpad is the world's most-loved social storytelling platform with 90M+ hyper engaged MAUs.

We are pleased to present Wattpad WEBTOON Studios, powered by storytellers, and backed by honest data and real-time insights.



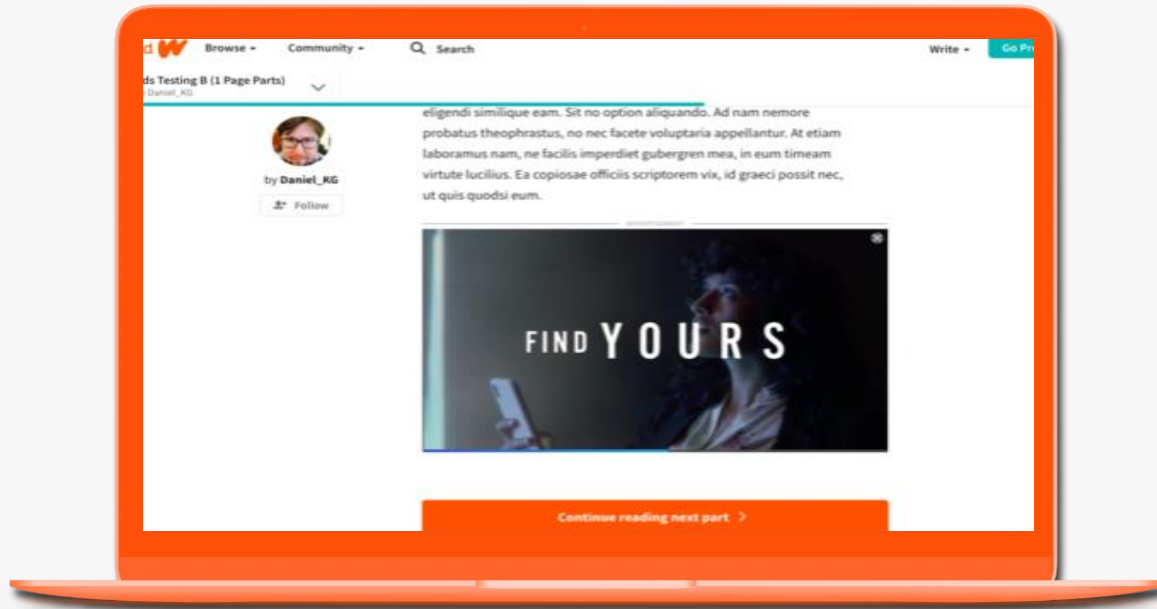
Wattpad Video (Non-Skip)

PLATFORM : Mobile (App only)

A full-screen video that appear in between story chapters.
:15/:6/:30 second video

Mobile

- 608 X 1080 (9:16 ratio)
- 1920 x 1080 (16:9 ratio)



Desktop Mobile Web

666 X 375

16:9 Ratio

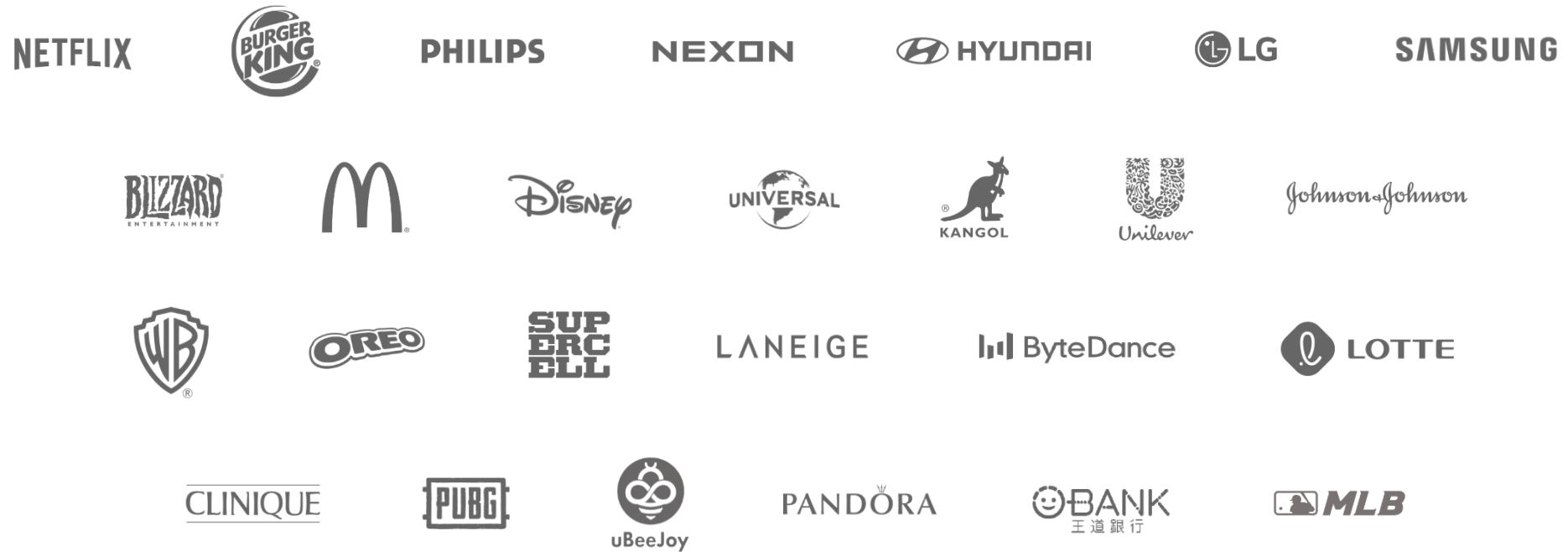
Outstream Video

PLATFORM : Web, Mobile Web

Capture the attention of Wattpad's audience by delivering quality video views across desktop and mobile web.

: Fully skippable and up to 30 seconds

Some of our Advertising Partners



and 100+ more



Enliven Your Brand With WEBTOON Ads

Contact webtoonads@webtoon.com for rates & case studies