



Unlock the Power of Storytelling: WEBTOON Entertainment Showcases Innovative Gen Z Marketing Solutions at AdWeek New York

October 2, 2024

The company has merged its North American ad business across webcomics and webnovels, enabling advertisers to reach Gen Z audiences across WEBTOON and Wattpad

NEW YORK--(BUSINESS WIRE)--Oct. 2, 2024-- WEBTOON Entertainment, a leading global entertainment company and home to some of the world's largest storytelling platforms, is set to make a splash at Advertising Week New York this year. The company will showcase the offerings and capabilities of the newly consolidated Wattpad WEBTOON Ad Solutions team, which merged the Wattpad and WEBTOON US advertising businesses into an integrated North American powerhouse of Gen Z engagement.

The newly unified Wattpad WEBTOON Ad Solutions offering delivers innovative strategies for brands to connect with Gen Z through the power of webcomics and webnovels. By leveraging two industry-leading storytelling platforms — WEBTOON and Wattpad — the Wattpad WEBTOON Ad Solutions ad offering helps brands tap into the company's engaged communities and creator-driven content, forging meaningful connections with Gen Z audiences in an increasingly competitive digital landscape.

With a global reach of approximately 170M monthly active users¹, Wattpad WEBTOON Ad Solutions combines the power of stories, creators, and community, enabling brands an opportunity to engage with Gen Z in ways that other platforms can't match. In fact, according to a proprietary survey² conducted by the company:

- 97% of users agree WEBTOON is entertaining and fun, achieving a higher score than other platforms including Roblox, Netflix and TikTok
- 77% of users agree that WEBTOON has content that they can't find anywhere else and;
- 86% of users responded that WEBTOON makes them feel good

"At WEBTOON, our powerful storytelling platforms allow anyone to become a Creator, build an audience, and make money. Our digital storytelling formats are a sensation among Gen Z, who have fallen in love with the diversity of stories and voices we offer, while enabling them to engage with our content and build fan communities around it," said David Lee, COO and CFO of WEBTOON Entertainment. "With users spending approximately 30 minutes on the platform per day³, we've created an incredible opportunity for brands to connect with passionate audiences who can't find this content anywhere else."

The Wattpad WEBTOON Ad solutions team will have a booth at Advertising Week with exclusive swag giveaways as well as a networking lounge. The team will also host a panel titled [Fandoms, Tropes and Reaching Gen Z Through Storytelling](#), which will explore how WEBTOON's unique IP and Creator Ecosystem connects a new generation of Creator-Influencers to passionate online fan communities. The discussion will focus on fan-favorite IP, emerging trends on WEBTOON and Wattpad, and how brands can leverage the platforms' deep connections with Gen Z and their favorite stories.

To learn more about Wattpad WEBTOON Ad Solutions, please visit booth 16a and 16b at Advertising Week New York or email webtoonads@webtoon.com.

About WEBTOON Entertainment

[WEBTOON Entertainment](#) is a leading global entertainment company and home to some of the world's largest storytelling platforms. As the global leader and pioneer of the mobile webcomic format, WEBTOON Entertainment has transformed comics and visual storytelling for fans and creators.

With its CANVAS UGC platform empowering anyone to become a creator, and a growing roster of superstar WEBTOON Originals creators and series, WEBTOON Entertainment's passionate fandoms are the new face of pop culture. WEBTOON adaptations are available on Netflix, Prime Video, Crunchyroll, and other screens around the world, and the company's content partners include Discord, HYBE and DC Comics, among many others.

With approximately 170 million monthly active users (as of the quarter ended June 30, 2024), WEBTOON Entertainment's IP & Creator Ecosystem of aligned companies include WEBTOON, Wattpad--the world's leading webnovel platform-- Wattpad WEBTOON Studios, Studio N, Studio LICO, WEBTOON Unscrolled, LINE MANGA, and eBookJapan, among others.

¹ As of the quarter ended June 30th, 2024

² WEBTOON proprietary market research survey of US users, conducted in April 2024.

³ As of the quarter ended June 30th, 2024

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