

RIDING THE KOREAN WAVE, K-COMICS

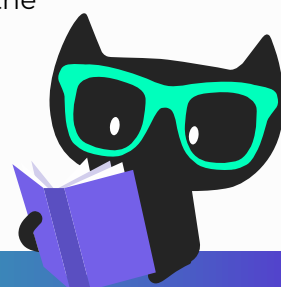
MAKES A SPLASH IN THE US

MANHWA, SOUTH KOREAN WEBTOONS AND NOVELS MAKE HUGE DEBUT



Korean culture has made its mark in the US and the world, from K-Pop to K-Beauty, K-Dramas, and movies. According to a 2021 Marketplace [article](#), "Korean culture has made such an impression that 26 Korean words were recently added to the Oxford English Dictionary."

The next Korean pop culture phenomenon has arrived in the form of Korean Webtoons and Web novels. These comics are released online and extremely popular in South Korea, with growing consumption in the US and around the world.

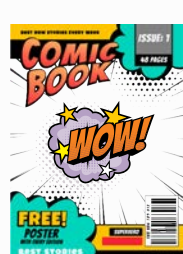


THE ASCENT OF KOREAN WEBTOONS AND NOVELS

GROWING CONSUMPTION FOR KOREAN CULTURE, COMICS, AND DIGITAL CONTENT IS DRIVING THE MARKET FOR KOREAN WEBTOONS AND NOVELS.

Korean Culture

Investments by South Korea's government to develop, finance, and promote cultural industries, starting in the late 1990s, began paying off in the early 2000s. Cultural exports began with K-Dramas and K-Beauty, which were already popular in Asia. Then came K-Pop. Remember Psy's hit song "Gangnam Style?" (Source: ["Throughline"](#))



Comics

Comic book sales hit USD \$2 billion in 2021 in the US, the biggest year in comic book history, and with every comic format across every distribution channel experiencing growth. Experts attributed the growth to certain genres like Japanese manga and children's and YA (young adult) comics. (Source: [Business Insider](#))

Digital Content

Mobile phones and tablets have transformed how people consume content from streaming music, television, and movies, playing games, and reading books and comics. US consumers are projected to spend about 8 hours and 14 minutes daily consuming digital media in 2022, up about 14 minutes from 2021, according to eMarketer. Source: (Source: [Media Play News](#))



\$11.92 BILLION

Korean culture

K-content industry sets export record in 2020 at USD \$11.92 billion (including publications, comics, music, games, movies, animation, etc.) (Source: [Korea Herald](#))



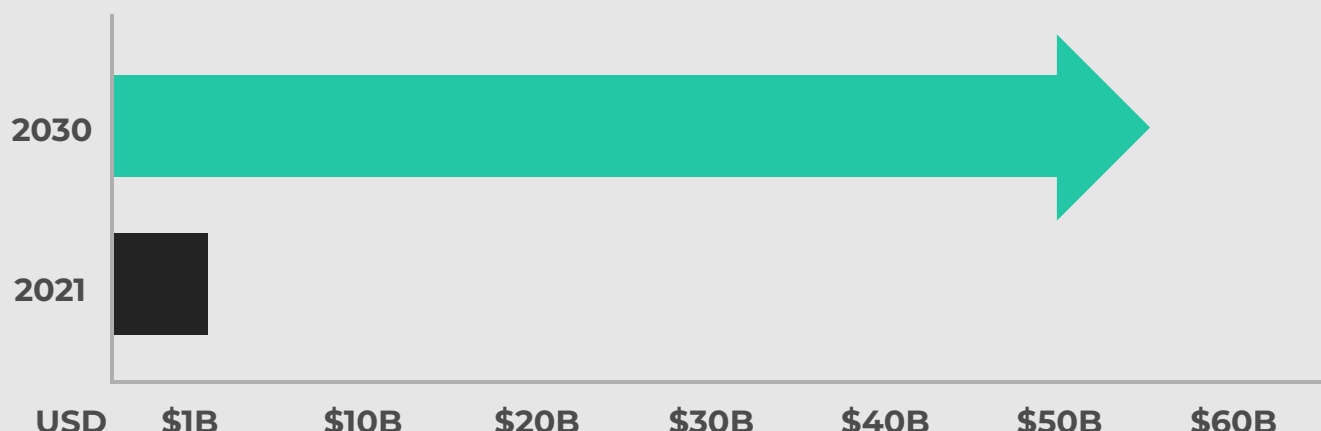
Comics

The global comic book market size was valued at USD \$14.69 billion in 2021 and is expected to grow from \$15.35 billion in 2022 to \$21.37 billion in 2029, exhibiting a CAGR of 4.8% during the forecast period. (Source: [Fortune Business Insights](#))



THE GLOBAL WEBTOON MARKET WAS VALUED AT \$3.7 BILLION IN 2021 AND IS PROJECTED TO REACH USD \$56 BILLION BY 2030

(SOURCE: ALLIED MARKET RESEARCH)



TAPPYTOON LEADS K-COMICS TREND



Tappytoon co-founders Sun Bang and Ernest Woo saw the potential for Korean webtoons to grow globally. They launched Tappytoon in 2016 as an easy-to-access app and web-based platform providing exclusive content and vetted translations for comics fans worldwide. Today, Tappytoon has a readership of 7 million in 241 countries and territories and growing.

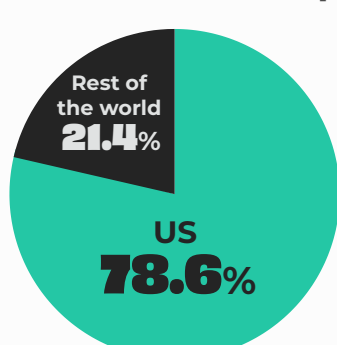
Tappytoon webtoons and novels are growing in popularity worldwide.

8.5 MILLION APP DOWNLOADS ↓ **350+ MILLION CHAPTER VIEWS** ▶ **200% AVERAGE GROWTH** ↗

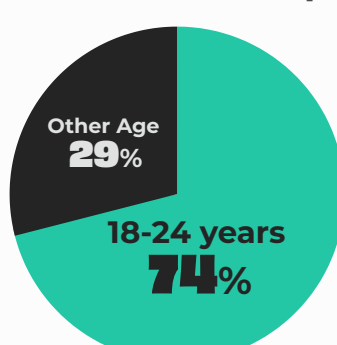
Korean Webtoons and novels are seizing a new and growing readership base in America.

According to an article in [The New York Times](#), demand for vertical scrolling comics is exploding among millennials, Gen Z readers, and female readers in general.

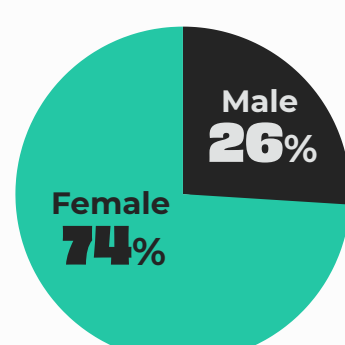
Tappytoon US Readership Numbers



78.6% Readership in the US

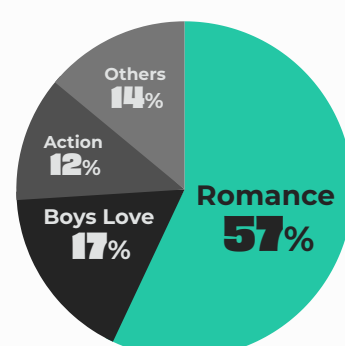


71% of US readership is of 18-24 yrs

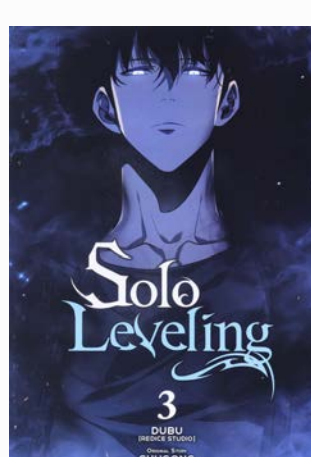


74% of US Readership is Female

Tappytoon webtoons and novels span various genres. Top genres for the US are Romance, BL (Boy's Love), and Action. (as of Oct 2022)



Most read Tappytoon webtoon genres in the US



Top 3 webtoons in US
 1. Solo Leveling
 2. Cherry Blossoms After Winter
 3. Light and Shadow



US CONSUMERS ARE WILLING TO PAY FOR KOREAN WEBTOONS AND NOVELS.

67% REPEAT PURCHASE

Korean Webtoons and novels are in line as the next best export since K-Pop, K-Dramas, and K-Beauty. The increasing adoption of digital technology and the demand for Korean culture and comics are driving the publishing industry – from writers to artists to streaming services – to showcase this increasing medium for multiple formats and transmedia opportunities!

