



WEBTOON Entertainment announces Anime Expo 2025 Programming and Featured Attendees, Including “Tower of God” creator SIU

June 5, 2025

WEBTOON will celebrate the intersection of webcomics and anime with creator meet-and-greets, signings, exclusive merchandise, and must-see panels

The event marks SIU's first-ever appearance in the U.S.

LOS ANGELES--(BUSINESS WIRE)--Jun. 5, 2025-- Anime, manga, and webcomic fandoms are bigger than ever, and **WEBTOON Entertainment Inc.**, a leading global entertainment company and home to some of the world's largest storytelling platforms, is headed to Anime Expo in Los Angeles (July 3 - July 6). WEBTOON will host an exciting slate of panels throughout the four-day event, and make its debut on the Anime Expo show floor with a WEBTOON booth where fans will be able to pick up exclusive merchandise, and meet some of the world's biggest webcomic creators — including *Tower of God* creator SIU in his first-ever United States appearance.

Featuring insights from creators uru-chan (*unOrdinary*) and Brandon Chen (*Just a Goblin* and *Overtime Elite*), as well as industry executives and experts, WEBTOON panel programming will explore the intersecting worlds of webcomics and anime. Panels will dive into anime's complex power systems and stylized action, the growing webcomics-to-anime pipeline, and the crossover between sports, anime, and webcomics.

At the WEBTOON booth located in the Entertainment Hall (E-90), fans will have the opportunity to purchase an exclusive *Tower of God* poster and meet WEBTOON superstar, *Tower of God* creator SIU, in his first-ever U.S. signing event. WEBTOON's booth will also feature interactive games, photo ops, and free collectible WEBTOON signing cards. Attendees can also purchase premium merch at the WEBTOON booth, with one exclusive item dropping each day of the convention.

Creator signings at the WEBTOON booth (E-90) include:

- **Thursday, July 3 from 1:00pm - 2:00pm PT:** uru-chan (*unOrdinary*) and Brandon Chen (*Just a Goblin* and *Overtime Elite*)
- **Thursday, July 3 from 2:30pm - 3:30 pm PT:** Junepurrr (*SubZero*) and Red (*School Bus Graveyard*)
- **Friday, July 4 from 1:00pm - 2:30pm PT:** SIU (*Tower of God*)
- **Saturday, July 5 from 1:00pm - 2:30pm PT:** SIU (*Tower of God*)

WEBTOON Entertainment's full panel programming details are as follows:

- **The Art of Battle: Creating High-Impact Fights in Manga and Webcomics** (Thursday, July 3 at 1:30pm PT in Room 402AB)
- **The Art of Leveling Up: Designing Power Systems in Anime, Manga, and Webcomics** (Friday, July 4 at 5:15pm PT in Room 411)
- **The Fans Go Wild: Sports, Anime, and Webcomics in Pop Culture** (Saturday, July 5 at 6:15pm PT in Room 411)
- **Anime, Animation, and Webcomics: What's Next?** (Sunday, July 6 at 2:45pm PT in Room 411)

Dates, times, and locations for all Anime Expo panels and signings will also be available on the Anime Expo website. Stay up to date on WEBTOON's Anime Expo schedule by following WEBTOON on [Twitter](#) and [Instagram](#).

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 Entertainment 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 150 million monthly active users, WEBTOON Entertainment's IP & Creator Ecosystem of aligned brands and platforms include WEBTOON, Wattpad--the world's leading webnovel platform-- Wattpad WEBTOON Studios, Studio N, Studio LICO, WEBTOON Unscrolled, LINE MANGA, and eBookJapan, among others.

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