



WEBTOON Entertainment's NAVER WEBTOON Debuts Cuts, a New Short-Form Animated Video Feature in Korea

September 4, 2025

The launch of Cuts in Korea follows WEBTOON Entertainment's move into short-form video with Video Episodes on its English-language platform, released in August

LOS ANGELES--(BUSINESS WIRE)--Sep. 4, 2025-- WEBTOON Entertainment Inc. (Nasdaq: WBTN), a leading global entertainment company and home to some of the world's largest storytelling platforms, today announced Cuts, a new short-form animated video service that will be available to users on its NAVER WEBTOON Korean webcomic platform.

Cuts is a User Generated Content (UGC) feature that enables webcomic creators and fans to create, upload, and enjoy short-form animated videos about their favorite NAVER WEBTOON series. With each video under two minutes in length, the Cuts short-form video animation format reflects changing content consumption trends among Gen Z, offering users a creative new way to bring their ideas to life.

Cuts officially launched to all NAVER WEBTOON users on the app, PC, and mobile web on September 1, 2025.

While fans can create highlight clips of their favorite webcomic moments on Cuts, popular NAVER WEBTOON creators are developing new short-form video content related to fan-favorite series. Among Original Series creators, *My Daughter is a Zombie* creator Yun-chang Lee has released a new animated video series starring the webcomic's beloved cat, Aeyong. Cuts will also feature new series from well-known short-form video creators such as Leesamsip, Sokdoksannim, and Ketchup Mawang, along with winning selections from Korea's leading comic and webcomic contests.

As part of its global investment in short-form video, WEBTOON Entertainment recently launched [Video Episodes](#), a new feature that brings some of WEBTOON's most exciting series to life on the company's English-language platform. With dynamic motion, immersive sound and music, and real voice acting, Video Episodes let fans experience some of their favorite series in an immersive video format.

"We anticipate Cuts will unlock a continuous stream of innovative storytelling, powered by the flexibility and creative potential of short-form animation," Hyo-jeong Kim, NAVER WEBTOON's Head of Business for Cuts said. "By integrating sound and movement into our existing webcomics, Cuts will serve as a bridge between even more readers and creators, generating meaningful synergies between webcomics and animated videos."

NAVER WEBTOON has successfully built a domestic webcomic ecosystem in Korea with Challenge Comics, a UGC service launched in 2006. Leveraging the experience and insights gained from nearly two decades enabling UGC creators, the company is now expanding into short-form animated video with Cuts. To support this effort, NAVER WEBTOON will roll out a series of creator-focused support programs throughout the remainder of the year, aimed at helping creators grow and thrive alongside Cuts.

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

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