



WEBTOON Entertainment to Showcase the Power of Fandom at Advertising Week New York 2025

September 25, 2025

Crunchyroll, Duolingo, and Wavemaker will join WEBTOON Entertainment to discuss how brands can build authentic connections with deeply engaged fan communities

LOS ANGELES--(BUSINESS WIRE)--Sep. 25, 2025-- WEBTOON Entertainment Inc. (Nasdaq: WBTV), a leading global entertainment company and home to some of the world's largest storytelling platforms, is set for its largest-ever presence at Advertising Week New York 2025. Showcasing its unmatched expertise in fandom and storytelling, WEBTOON Entertainment will highlight how brands can turn customers into devoted fans in a headlining panel, "The Power of Fandom: Unlocking Loyalty in an Era of Distraction," on **October 6, 2025 at 2:10pm ET**.

Join WEBTOON Entertainment and other leading companies that are redefining fandom and consumer passion as they discuss how brands can build authentic connections with deeply engaged fan communities. Panelists include **David Lee**, COO & CFO at WEBTOON Entertainment, **Scott Donaton**, SVP of Global Brand and Community at Crunchyroll, **George Audi**, Vice President of Business Development at Duolingo, and **Jenna Fidellow**, Executive Director, US Head of Content at Wavemaker.

With a global reach of approximately 155M monthly active users¹, WEBTOON Advertising combines the power of stories, creators, and community, allowing brands to engage with Gen Z in ways that other platforms can't. In fact, according to a WEBTOON Entertainment's proprietary research ²:

- 97% of users agree WEBTOON is entertaining and fun, achieving a higher score than other platforms including Roblox 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

"As the pioneer of the mobile webcomic format and leader in Gen Z's favorite storytelling formats, WEBTOON is where creativity and community thrive," said David Lee, COO & CFO at WEBTOON Entertainment. "With a global IP & Creator Ecosystem of creators and incredible stories producing new fandoms every day, WEBTOON Advertising offers brands a powerful opportunity to connect with the highly engaged audiences that are shaping pop culture."

WEBTOON Advertising is also bringing the WEBTOON Diner to Advertising Week, where every order comes with a side of main character energy. Attendees can visit the WEBTOON Diner located at A19 in the Leadership Zone to learn more about the power of fandom, discover your inner main character energy with an aura reading, and enjoy a sandwich or rootbeer float.

WEBTOON Entertainment is a digital storytelling powerhouse, fueling hit webcomic and webnovel adaptations worldwide. Fans can experience WEBTOON Entertainment content brought to life on screens everywhere, with projects like *Sweet Home and Through My Window* (Netflix), *Vigilante* (Disney+), *Sidelined: The QB and Me* (Tubi), and *Tower of God* (Crunchyroll), among many others.

Leading brands, including The Walt Disney Company, Duolingo, CAPCOM, DC Comics, HYBE, Ubisoft, Dropout (formerly College Humor), and Discord have collaborated with WEBTOON Entertainment to reach new audiences and tap into its massive, Gen Z fanbase.

¹ As of the quarter ended June 30, 2025.

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

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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250925539230/en/): <https://www.businesswire.com/news/home/20250925539230/en/>

Lauren Hopkinson (lauren.hopkinson@wattpad.com)

Source: WEBTOON Entertainment Inc.