WEBTOON Entertainment Announces Unified International CANVAS Platform, Helping Creators Grow Their Audience and Earnings

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WEBTOON will unify its regional UGC services into a single platform, introducing a suite of features and tools for Creators and fans, including new monetization opportunities, performance insights, personalization, and a Translation Program enabling Creators to reach global audiences across seven languages

WEBTOON is making it even easier for Creators to share their stories and reach new readers all over the world

LOS ANGELES--(BUSINESS WIRE)--Mar. 26, 2026-- WEBTOON Entertainment Inc. (Nasdaq: WBTN), a global entertainment company and home to some of the world's largest storytelling platforms, today announced a unified international CANVAS platform, bringing together WEBTOON's regional UGC services into a single global experience for the first time. Launching in spring 2026, and with new features rolling out throughout the year, CANVAS will support global distribution across seven languages — English, Spanish, French, Indonesian, Thai, Traditional Chinese, and German — making it easier than ever for Creators to share their stories, grow their fandoms, and monetize their work all over the world.

Alongside global distribution, CANVAS will introduce a powerful set of new Creator tools, including access to expanded monetization opportunities and deeper performance insights. The unified CANVAS platform will include a new Creator Dashboard with improved insights into series performance, deeper analytics to understand readership, and new tools to manage community engagement in one place. WEBTOON will also expand its Ad Revenue Share to all supported CANVAS languages. Readers will also benefit from a revamped CANVAS homepage experience, with improved discovery and personalized recommendations tailored to reading history and preferred languages — making it easier to find new stories to fall in love with.

Creators will gain more control over their international distribution and localization with a new opt-in Translation Program that allows Creators to translate and distribute their series to readers in English, Spanish, French, Indonesian, Thai, Traditional Chinese, and German. The Translation Program will begin rolling out in beta in Spring 2026 to eligible English-language CANVAS Creators before expanding to additional markets later this year.

Powered by AI technology, the Translation Program is designed to help CANVAS Creators scale their stories across languages and reach new audiences worldwide, while maintaining full control over their creative and how their work is distributed. By removing language barriers, CANVAS will make it easier for Creators to build global fandoms while preserving what matters most: creative freedom, full ownership and control of their work, and a direct connection to fans.

"WEBTOON CANVAS has always been a place where ideas become stories, fandoms, and careers," said **Yongsoo Kim, President of WEBTOON Entertainment**. "Great stories can come from anywhere, and with the new CANVAS, we're making it easier than ever for Creators to share stories with fans everywhere. Our unified international CANVAS platform lets Creators reach a wider audience and nurture fan communities on a global stage. By unifying CANVAS services and giving Creators more control of where they localize, distribute, and monetize their content, we're creating more ways for WEBTOON Creators to build a global audience and make money."

WEBTOON's upcoming CANVAS enhancements follow a number of recently-announced Creator-focused initiatives rolling out in 2026, including improved monetization with a lower minimum payout threshold, expanded access to Reward Ads for CANVAS Creators, and a new Creator Residency Program.

The unified CANVAS platform will launch in 2026, with new features rolling out starting this spring. More information about upcoming CANVAS updates will be shared in the coming months.

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 have included Warner Bros. Animation, Discord, HYBE, and Duolingo, among many others.

With approximately 160 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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