

Prepared For :

Dr. Muhammed Shabir

Prepared by :

Alshaimaa G.Abdelghany

Webcomics report

2022



Table of content:

- **Introduction and objectives of the report.**
- **Webcomics Industry Overview and Market Segmentation.**
- **Overview of the global market.**
- **Analysis of two of the leaders in Asia.**
- **Analysis of two of the leaders in America.**
- **Major trends for successful webcomics business.**
- **Webcomics global drivers & challenges reflected on Egypt.**
- **References.**

Introduction and report objective:

This report comes in handy for those curious about the webcomics industry, as it discusses and analyzes many aspects of the industry. It includes an overview of the study where the key market insights are discussed briefly yet in an adequate manner to be familiar with the industry. Such a promising industry has an interestingly growing global market that is shown on the global map.

Diving deep, this report analyses two of the leaders of each one of the top two continents. In America, a comparison between DC and Marvel has been made. While in Asia, a comparison between Webtoon and tapas is conducted especially when they have significant users on their platforms (website and application). A comparison between the competitors is conducted to detect the patterns in the successful webcomics business to act as a guide for webcomics startups in Egypt to shape a strong and growing emerging industry.

Assessing the Egyptian market likeliness to the webcomics industry through insights concluded from analysis of the key drivers and challenges of the industry on the country level, although datasets for this analysis is not available, online market research has been sufficient in help with general demographic analysis of the Egyptian population. As the key global drivers and challenges has been analyzed and reflected on the Egyptian market.

The outcome of this report is the recommendations are deprived of online research and analysis. This report will encourage investors to consider the opportunities in this industry. Support and enlighten Entrepreneurs who consider this industry and want to shape Egypt webcomics market with numerous practically proved recommendations. As this industry may affect Egypt economy positively.

Introduction and report objective:

This report answers the following questions:

- What is the webcomics industry?
- What is the segmentation of the industry?
- What is the market segmentation of webcomics?
- Is it worth investing in a global industry?
- Where does it bloom the most?
- Who are the leaders in the top #2 continent?
- Analysis of Asia leaders
- Analysis of American leaders
- What is the latest global trend?
- What are the global industry drivers and challenges reflected on Egypt?

Overview of the webcomics industry

Webcomics are comics published on a website or mobile application. Usually, Comics have different names depending on the style of drawing and where they came from as manga in Japan, and manhwa in South Korea, while it is called comics in America.

Here, we are going to use comics to refer to all of them. These comics are graphic novels, avant-garde comics, and traditional comic strips. It has various genres, subjects, and styles.

Although, it is often viewed as inferior comics since almost anyone with a smart device or a computer with an internet connection can develop the comics. It is still progressively gaining traction from consumers of multiple demographics.

Especially, with the industry's strong key leaders that shape the global market through collaborations and innovation. This industry is developing in a good manner.



Overview of the webcomics industry

What is the market segmentation of the webcomics industry?

Segmentation in this industry is usually according to three pillars of the webcomics industry. First, segmentation according to the product can be physical or digital as many comics fans love to collect their favorite comics in physical form or read it. In Egypt, pawnshops have been starting to appear where fans could find comics, anime stuff, and even more.

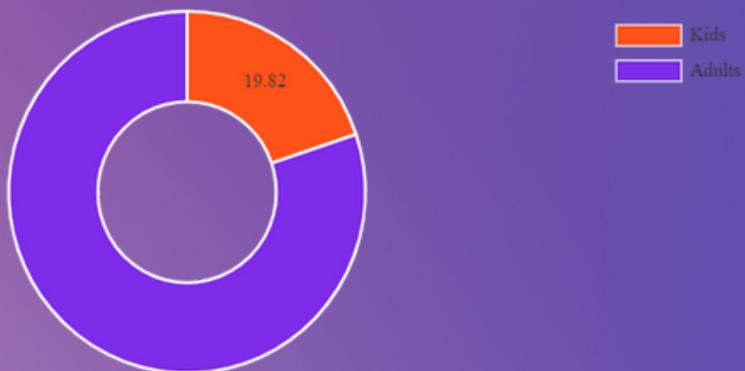
Global Comic Book Market Share, By Product Type, 2020



www.fortunebusinessinsights.com

The second Segmentation is according to gender and age. To be able to know the industry potential and current customers better. By age, it is divided into kids and adults.

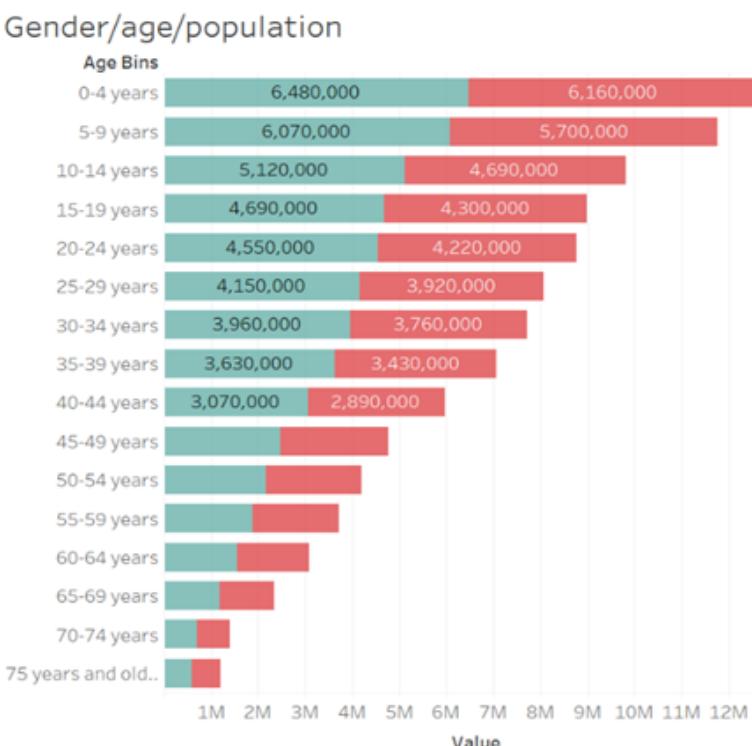
Global Webcomics Market Share, By Type, 2020



www.fortunebusinessinsights.com

Overview of the webcomics industry

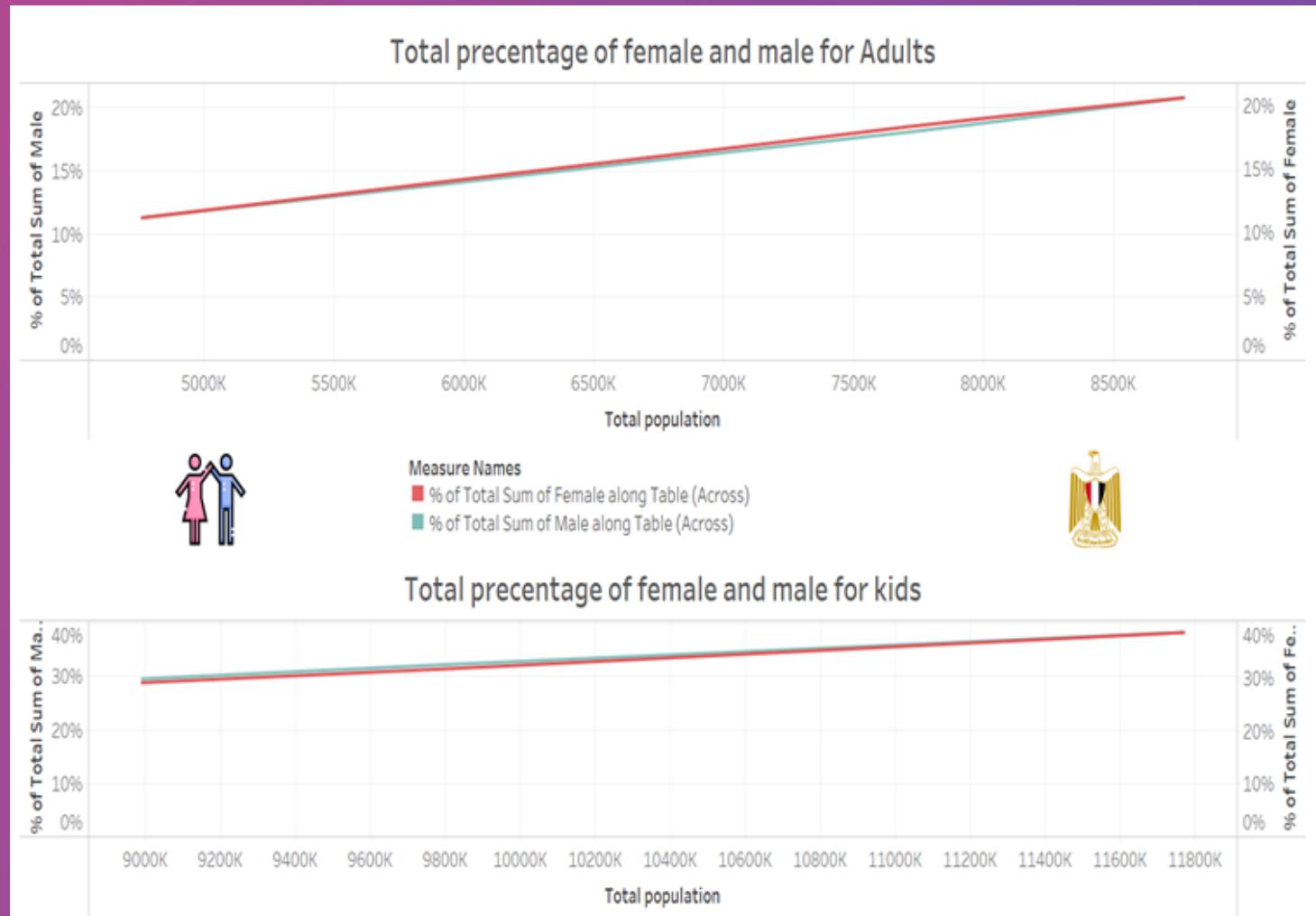
The adults are way larger since millennial population is way larger. However, the kids share is growing and robust because of the creative artist that focuses on developing interesting, attractive, and eye-catching comics for children.



**Egypt:
Population by
Age group and gender
In 2021**

Reflecting on the Egyptian market, using the Statista dataset for 2021, back then The Egyptian population was 104,258,327. As shown above, it is clear that gender difference is not that big as the gender difference is just 320,000 males in the youngest age group, same goes just by comparing the bars at a glance. This indicated that the Egyptian market is somehow balanced when it comes to gender. That's why the lines in the upcoming graph are overlapping nearly similar!

Overview of the webcomics industry



However, focusing on the age groups. The percentage of kids in Egypt ranges between 30 - 40 percent for both genders which range between 8,990,000 - 11,770,000. While the percentage of adults in Egypt is lower than kids and it ranges between 10 - 20 percent for both genders ranging between 4,760,000 – 8,770,000. Although the global market shows that adults consume more webcomics than kids, the Egyptian Market is still promising due to the fact that Egypt ranks 14 by population.

Overview of the global market:

The global webcomics market size was USD 6.70 billion in 2020. In COVID-19, Webcomic witnessed a positive demand shock across all regions amid the pandemic. Based on our analysis, the global market exhibited a stellar growth of 52.45% in 2020. The market is projected to grow from USD 7.36 billion in 2021 to USD 11.12 billion in 2028 at a CAGR of 6.1% in the 2021-2028 period. The sudden fall in CAGR is attributable to this market's demand and growth, returning to pre-pandemic levels once the pandemic is over.

Where does it bloom the most?

There's a limitation regarding a global dataset with open access. However, a small dataset of the global revenues is created manually by online searching and collecting the revenues of webcomics on a global level. The outcome is that Asia and North America are leading the industry with the highest revenues, while South America and Africa's contribution is insignificant that there is no public statistics disclosed it.



Overview of the global market:

Who are the leaders in the top #2 continent?

In America, the most popular two are Marvel Comics (New York, U.S.), and DC Comics. While in Asia, tapas and webtoon have a strong position in the market. Those have been chosen due to their dataset availability and meeting the requirements of a leader in the industry. The requirements were high revenues, a large customer base, and an available recent dataset.

Analysis of two of the leaders in Asia

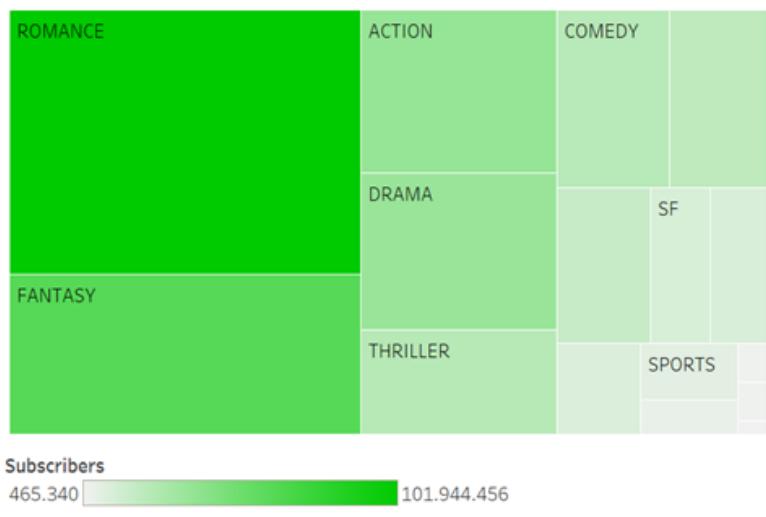
What are the top genres in subscribers and what is growing?



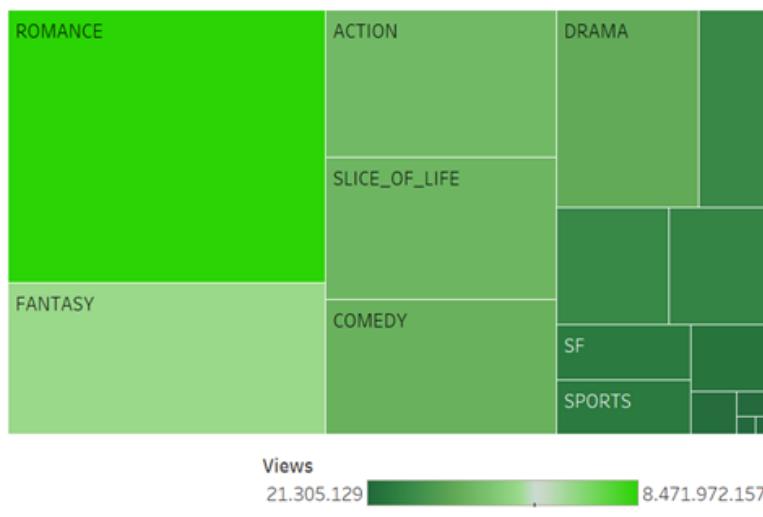
WEBTOON TOP GENRES



Webtoon Genres sized by subscribers



Webtoon Genres sized by viewers



As shown here, Romance, fantasy and action are the dominating genres by viewers and subscribers. While slice of life is growing as its viewers is greater than drama and comedy who have more subscribers, which means that this genre is growing. So, webtoon need to encourage content published in slice of life and keep on securing new webcomics in the top genres.

Analysis of two of the leaders in Asia

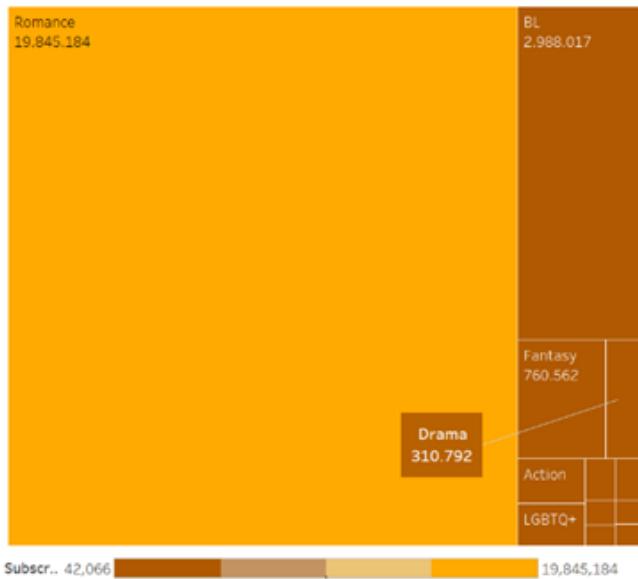
What are the top genres in subscribers and what is growing?



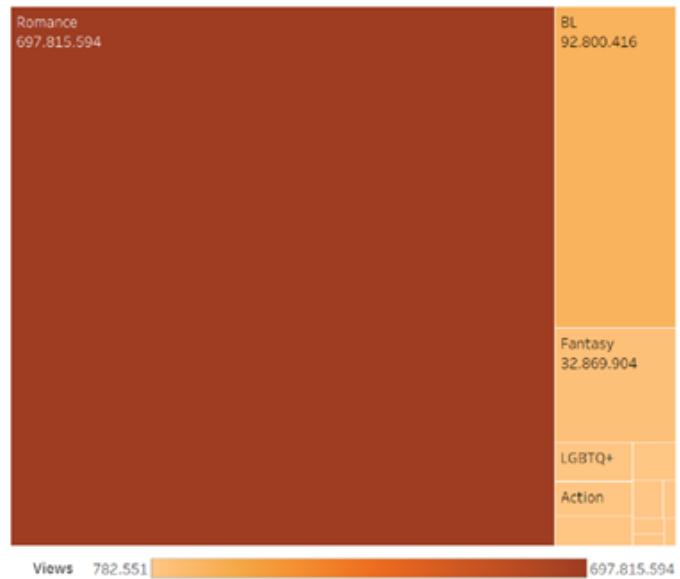
Tapas Top Genres



Tapas Genres sized by subscribers



Tapas Genres sized by Views



On the other hand, Tapas' most growing genres are romance, BL and Fantasy by viewers and subscribers. While LGTBQ+ is growing as its viewers is greater than drama and action who have more subscribers, which means that this genre is growing. So, Tapas need to encourage content published in LGTBQ+ and keep on securing new webcomics in the top genres.

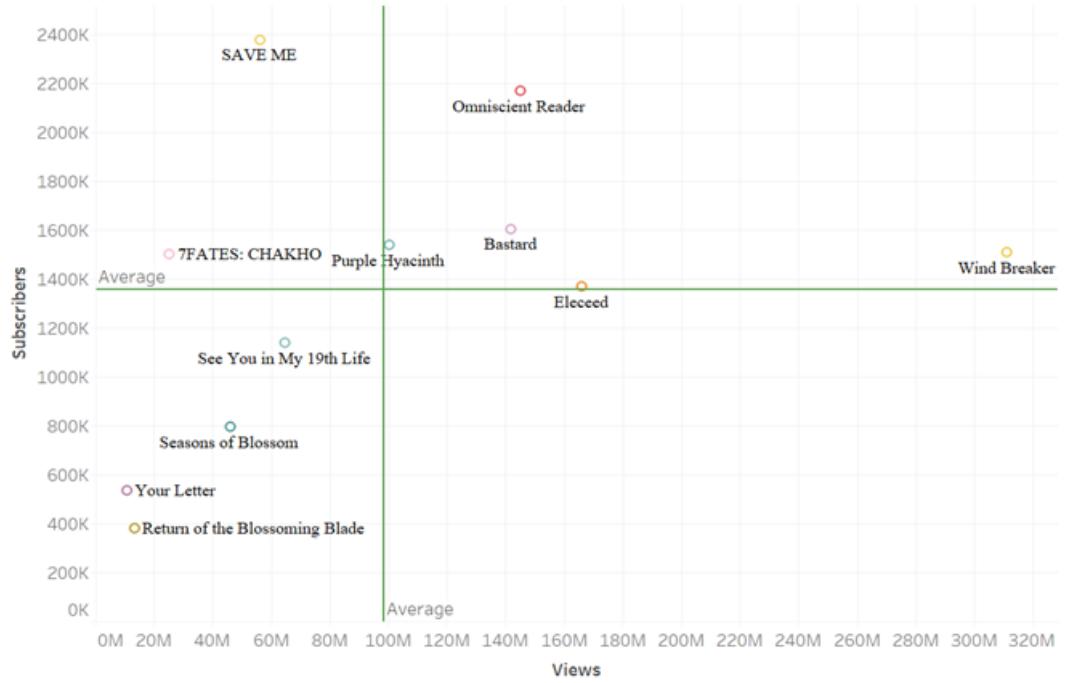
Analysis of two of the leaders in Asia

Top webcomics in both viewers and subscribers?

| Title |
|--------------------------------|
| 7FATES: CHAKHO |
| Bastard |
| Eleceed |
| Omniscient Reader |
| Purple Hyacinth |
| Return of the Blossoming Blade |
| SAVE ME |
| Seasons of Blossom |
| See You in My 19th Life |
| Wind Breaker |
| Your Letter |



Top 10 webcomics in rating (Views and subscribers considered)

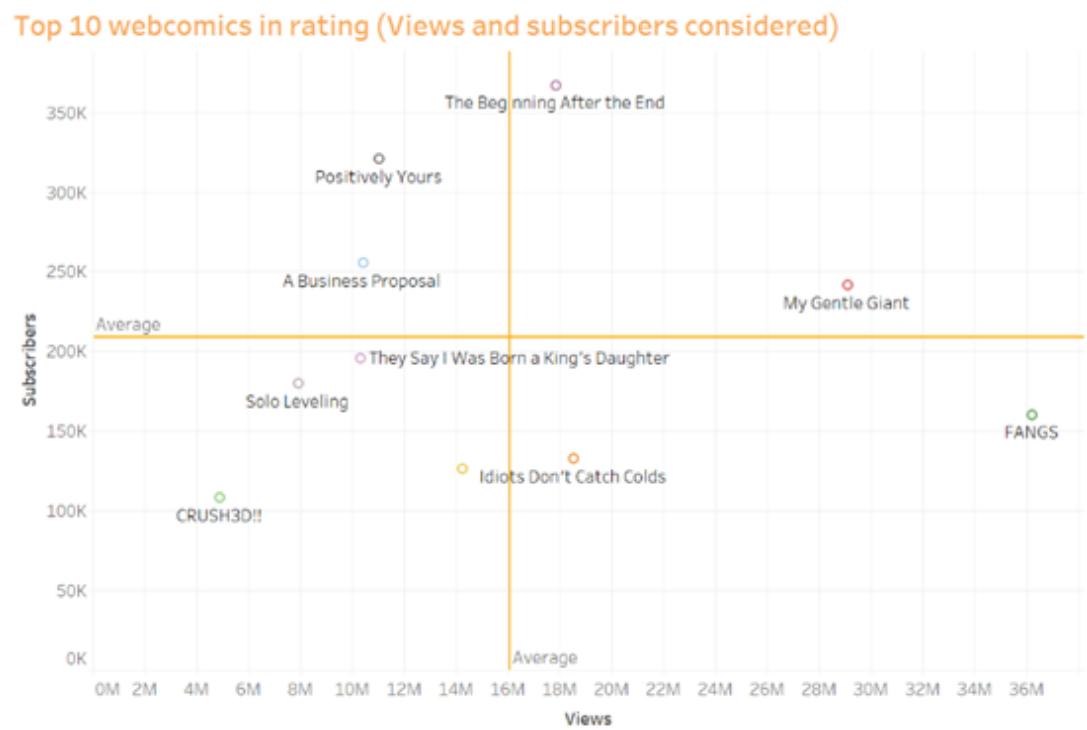


On the other hand, Tapas' most growing genres are romance, BL and Fantasy by viewers and subscribers. While LGTBTQ+ is growing as its viewers is greater than drama and action who have more subscribers, which means that this genre is growing. So, Tapas need to encourage content published in LGTBTQ+ and keep on securing new webcomics in the top genres.

Analysis of two of the leaders in Asia

What are the top genres in subscribers and what is growing?

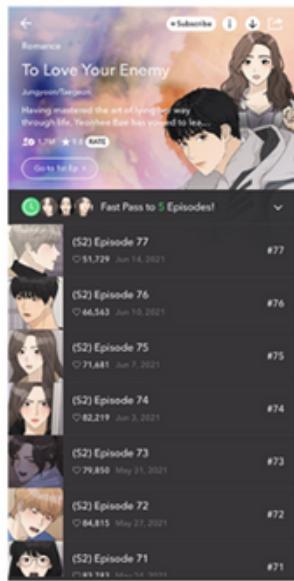
Title
A Business Proposal
CRUSH3D!!
FANGS
Idiots Don't Catch Colds
Jamie
My Gentle Giant
Positively Yours
Solo Leveling
The Beginning After the End
They Say I Was Born a King's Daug..



Those are the top webcomics in tapas in likes. We can conclude that the ones with high views and subscribers are in the top right corner, which is the beginning after the end (highest subscribers), and my gentle giant. The rest are considered in the corner of lower views while fangs have exceptionally high views even though it is under average subscribers. whether they have high subscribers or not.

Analysis of two of the leaders in Asia

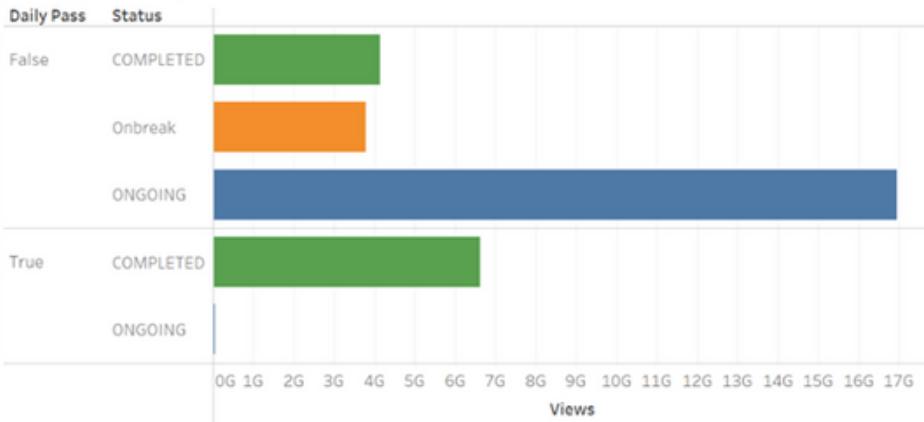
Is the new feature called daily pass successful or not?



Webtoon Daily Pass



Daily pass impact on the views



The daily pass is a limitation to read the next available episode until one day passes or to pay for it to open. It is clear that the views are higher when daily is not used except for the completed status. There are three reasons for that; The first reason is that webcomics on break have been already read by subscribers and viewed. The second reason is that the ongoing webcomics are published newly and authors gain outcomes without using the daily pass. The third and most important reason is the completed webcomics were not considered a revenue channel to authors anymore, but with this feature, users may pay to read more than one episode in the same day, which is profitable for the authors. That's why more than half of the completed webcomics have high views.

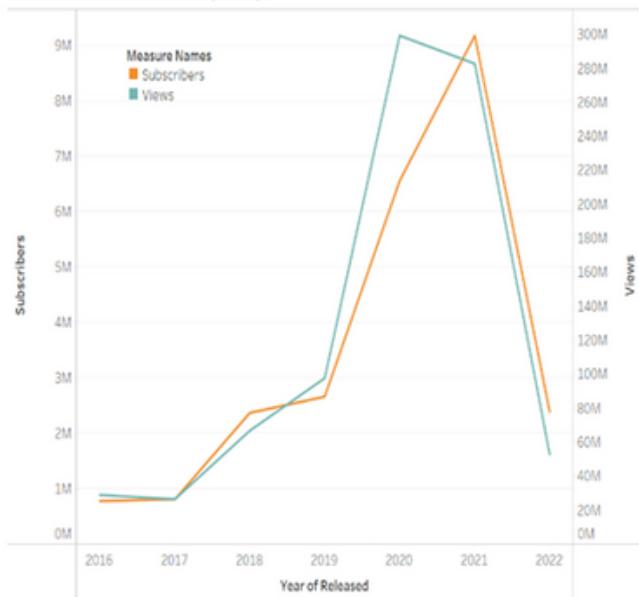
On the other hand, if the user waits and uses the daily pass, the application will get high monthly active users. Although Tapas have the same concept as WUF, its dataset has not mentioned it. However, this dataset has the released date of webcomics, so we have the new following question.

Analysis of two of the leaders in Asia

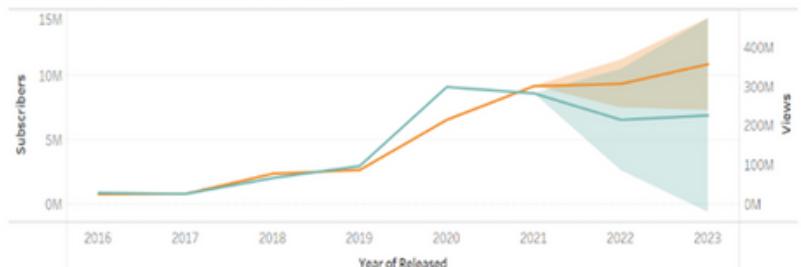
Which year and quarter has the highest viewers and subscribers?

What would happen to the views and subscribers forecast next year and quarter?

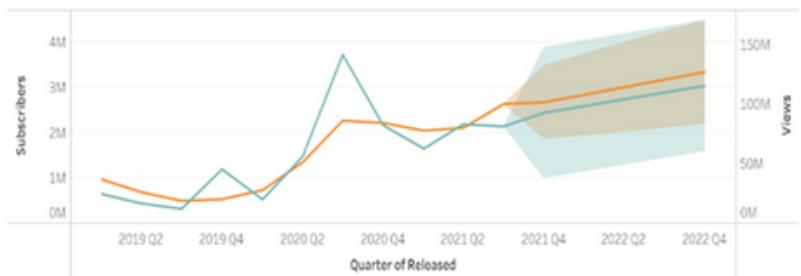
Views and subscribers yearly



Forecast of the views and subscribers



Forecast of 2022 Q4 views and subscribers



The views and subscribers yearly line chart shows that from 2019 both the subscribers and views have been increasing and noticeably increased in 2020 third quarter parallel to COVID-19 and quarantine conditions and keeps on increasing till it reached its peak in 2021 then it starts to decline but this severe declination is due to the limitation of data as the data covers till 30th April 2022. However, we can forecast that next year the views will decrease while the subscribers will increase. But this year's fourth quarter is going to raise both of them a little bit.

Analysis of two of the leaders in Asia

What is the recommended length for successful webcomics?

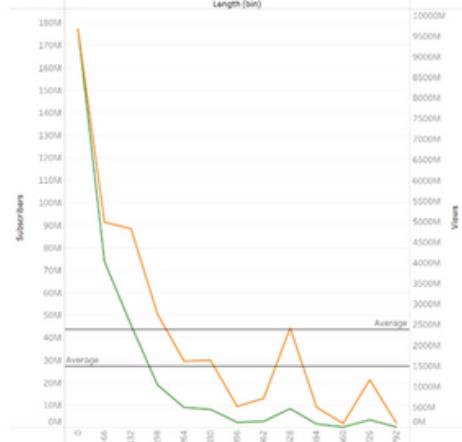
Length of webcomics impact

Is the length of the webcomic affect its views and subscribers number? That's what these graphs discuss.

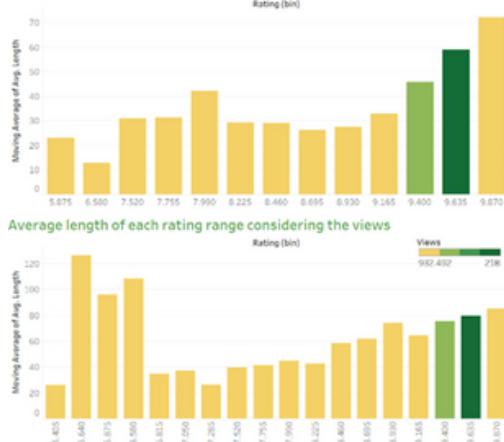
In the first line graph, the smaller the length, the higher the views and subscribers. While above average lines would secure a better chance of profitable length of webcomic. In the bar chart graph, the two green columns

Focusing on the top genres(Romance, Fantasy, Action), the average length is even lower, it ranges between nearly 45 and 60. Which means if we are going to plan out a webcomic in one of these genres, it is preferable to be between

Length impact on views and subscribers



Top genres average length of each rating range considering the views



Length of webcomics impact

Is the length of the webcomic affect its views and subscribers number? That's what these graphs discuss.

In the first line graph, the smaller the length, the higher the views and subscribers. While above average lines would secure a better chance of profitable length of webcomic. In the bar chart graph, the two green columns has highest views and are in the top ranking ranges. The average length for a higher rating and views ranges between 60 to 80 episodes.

Focusing on the top genres(Romance, Fantasy, Action), the average length is even lower, it ranges between nearly 45 and 60. Which means if we are going to plan out a webcomic in one of these genres, it is preferable to be between 45 to 60 episodes to secure highest views and rating.

Measure Names

Subscribers

Views

Views

2



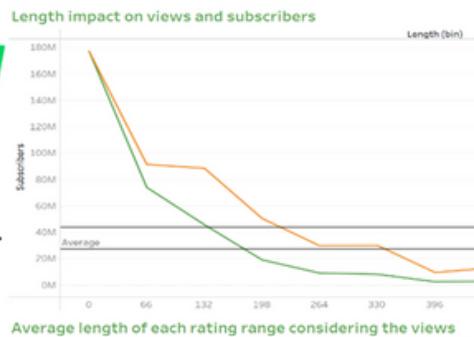
Length impact on views and subscribers

Measure Names

Subscribers

Views

Views

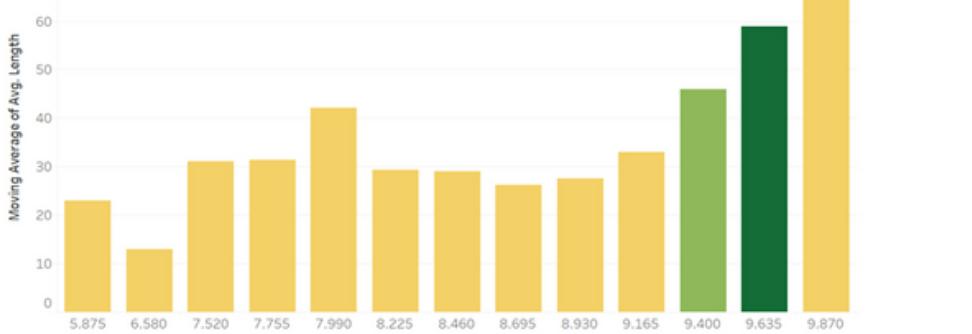


Length of webcomics impact

In the first line graph, The smaller the length, the higher the views and subscribers. While above average lines would secure a better chance of profitable length of webcomic. In the bar chart graph, The two green columns has highest views and are in the top ranking ranges. The average length for a higher rating and views ranges between 60 to 80 episodes.

Focusing on the top genres(Romance, Fantasy, Action), the average length is even lower, it ranges between nearly 45 and 60. Which means if we are going to plan out a webcomic in one of these genres, it is preferable to be between 45 to 60 episodes to secure highest views and rating.

3



13

Analysis of two of the leaders in Asia

What is the recommended length for successful webcomics?

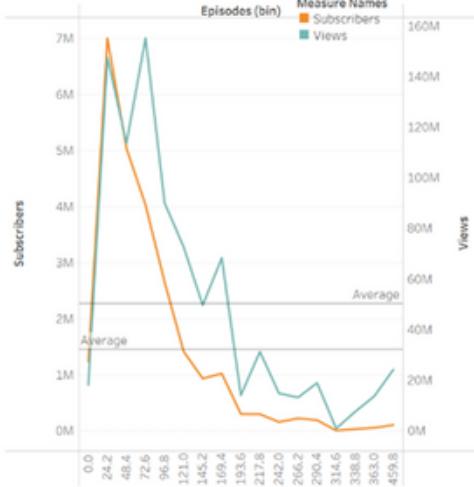
Length of webcomics impact

Is the length of the webcomic affect its views and subscribers number? That's what these graphs discuss.

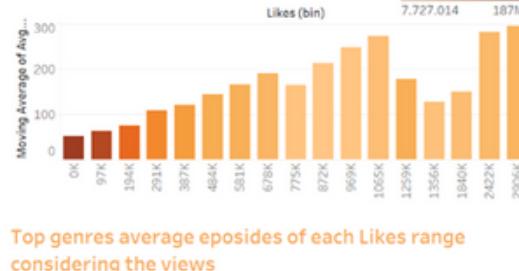
In the first line graph, The smaller the number of episodes, the higher the views and subscribers. While above average lines would secure a better chance.

Focusing on the top genres(Romance, BL, Fantasy), the average length is even lower, it ranges between nearly 55 and 80..

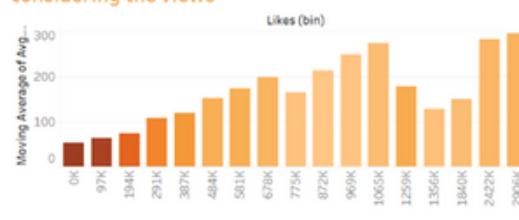
Eposides number impact on views and subscribers



Average length of each Likes range considering the views



Top genres average eposides of each Likes range considering the views



1

2

3

14

Length of webcomics impact

Is the length of the webcomic affect its views and subscribers number? That's what these graphs discuss.

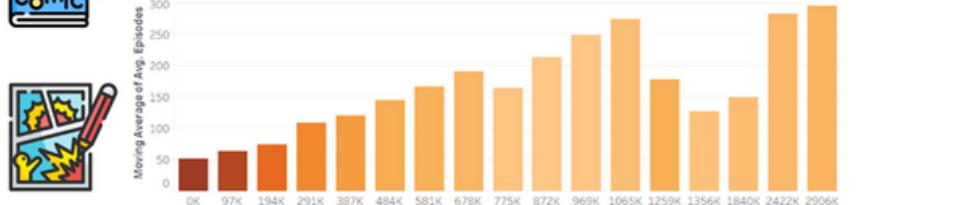
In the first line graph, The smaller the number of episodes, the higher the views and subscribers. While above average lines would secure a better chance of profitable length of webcomic. In the barchart graph, The two dark orange columns has highest views and subscribers yet considered in the top most liked webcomics. The average episodes number for a higher views and likes are between 50 to 80 episodes.

Focusing on the top genres(Romance, BL, Fantasy), the average length is even lower, it ranges between nearly 55 and 80..

Eposides number impact on views and subscribers



Average length of each Likes range considering the views

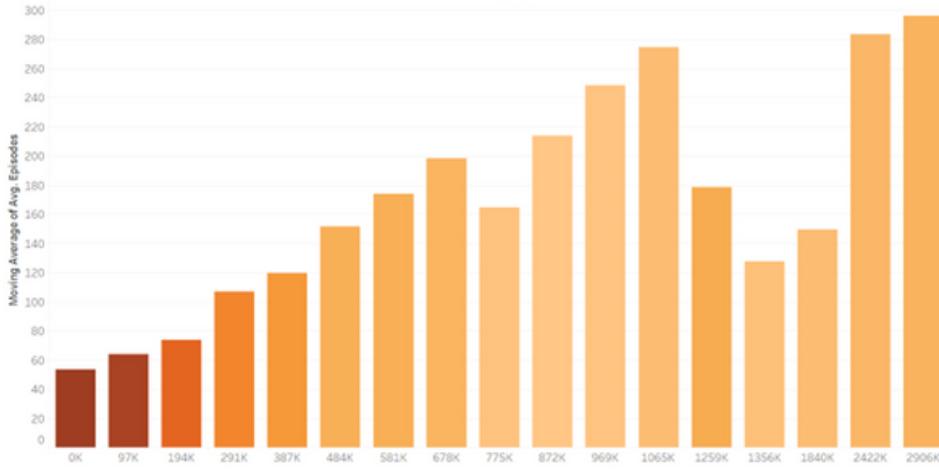


Length of webcomics impact

In the first line graph, The smaller the number of episodes, the higher the views and subscribers. While above average lines would secure a better chance of profitable length of webcomic. In the barchart graph, The two dark orange columns has highest views and subscribers yet considered in the top most liked webcomics. The average episodes number for a higher views and likes are between 50 to 80 episodes.

Focusing on the top genres(Romance, BL, Fantasy), the average length is even lower, it ranges between nearly 55 and 80.. Which means if we are going to plan out a webcomic in one of these genres, it is preferable to be between 55 to 80 episodes to secure highest views and likes.

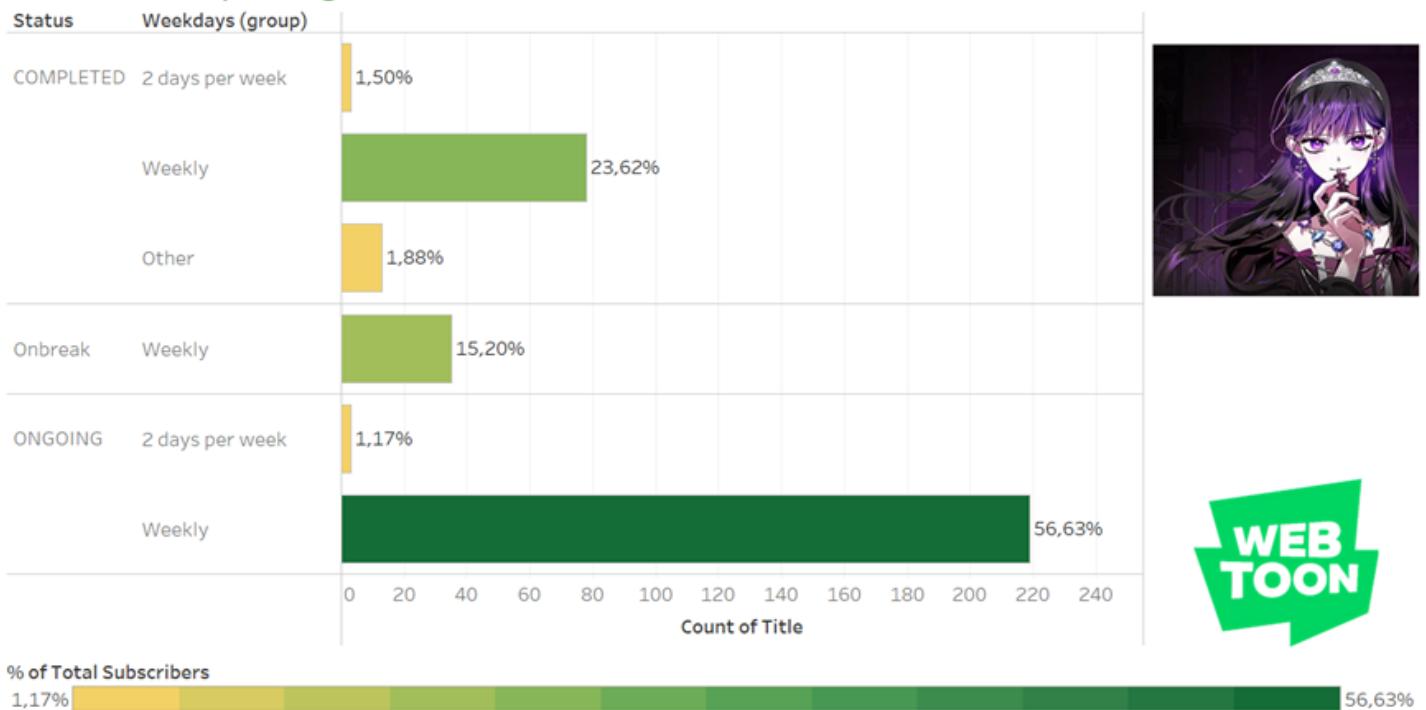
Moving Average of Avg. Episodes



Analysis of two of the leaders in Asia

How many times is it common to update webcomics?

The trend of updating webcomic



Most of webcomics are updated weekly and those updated weekly have the highest number of subscribers. Although it is not clear what is the perfect updating pattern, it is clear that the trend in updating webcomics is weekly and that trend has been there for a while that even the ones on break were also updated weekly.

Also, here tapas dataset didn't have any columns to help in drawing this conclusion. But using the time series data, we can find out the number of episodes needed to keep up with the number of subscribers and forecast the next quarter and year. So, the questions will be;

Analysis of two of the leaders in Asia

Is there a relationship between the number of episodes and subscribers? And What is its importance?

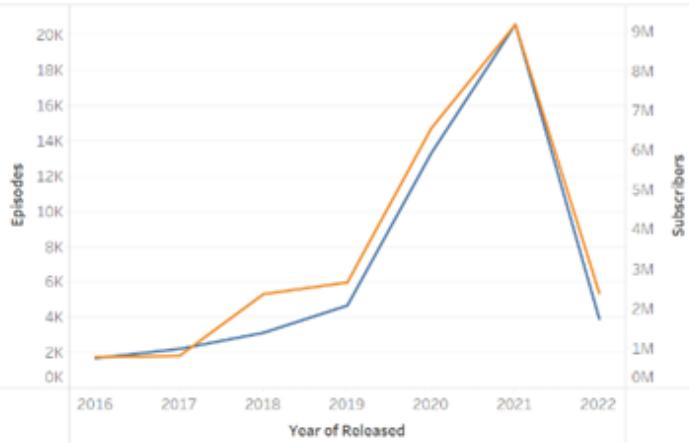
What would happen to the number of episodes forecast for next year and quarter?

Eposides Forcast story

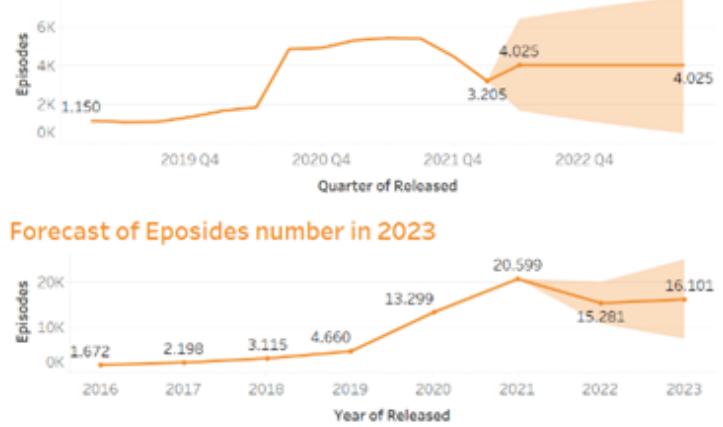
As shown here, when the eposides increase the subscribers increase, and according the companys revenues increase. Consequently, it is important to understand the eposides number throughout the years and forecast it as a target for the company to keep up.

So, the historical data for 2022 second quarter shows that it is nearly 3k eposides that will increase in the end of 2022 to be about 4k. The forecast shows that it will steadily keeps its growth till the end of the first quarter of 2023. Accordingly, the total number of eposides in 20..

Eposides number and subscribers per year



Forecast of Eposides number in 2022 Q4



Eposides Forcast story

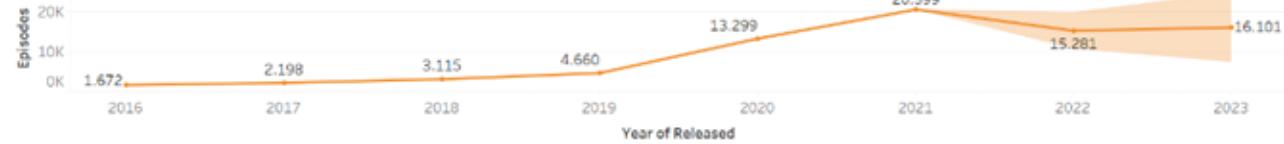
As shown here, when the eposides increase the subscribers increase, and according the companys revenues increase. Consequently, it is important to understand the eposides number throughout the years and forecast it as a target for the company to keep up.

So, the historical data for 2022 second quarter shows that it is nearly 3k eposides that will increase in the end of 2022 to be about 4k. The forecast shows that it will steadily keeps its growth till the end of the first quarter of 2023. Accordingly, the total number of eposides in 2021 would decrease about 25% in 2022 but it will slightly increase in 2023.

Forecast of Eposides number in 2022 Q4



Forecast of Eposides number in 2023



Analysis of two of the leaders in Asia

Who are the top authors by rating considering genres then status?

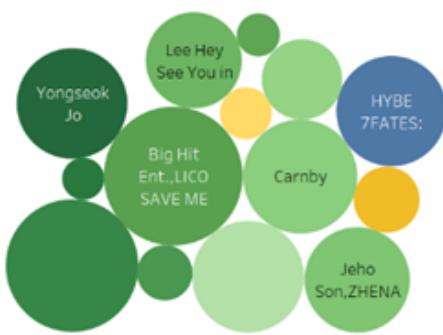
Authors Story

Sizes represent subscribers and those circles are in the top bin in rating. That's how they were selected as the top authors, yet there are authors on break, or completed their work or still working, the top authors in the top rating bin filtered by status has been added.

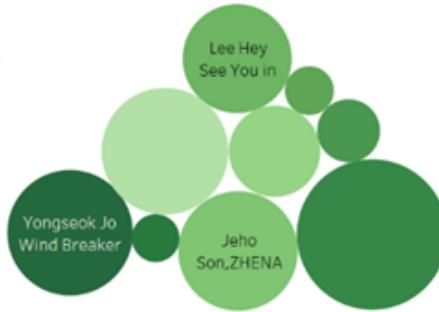
It is logical to find common authors in the top and other graphs filtered by status. For example, Lee Hey is form the top authors generally who has ongoing work called "See you in my 19th life". However, It is easier to target authors based on webcomics status as it gives us needed information about the authors.

H
y
b
...

Top authors in all webcomics



Top authors with ongoing webcomics



Top authors completed their work



- Authors
- Big Hit Ent.,LICO
 - Carnby Kim,Youngchan Hwang
 - Ephemerys,Sophism
 - Han Kyong Chal
 - HONGDUCK,NEMONE
 - HYBE
 - Hyeon A Cho
 - Jeho Son,ZHENNA
 - Lee Hey
 - Lee hyunmin,Kim Hyunsoo,BK_M..
 - LICO,Biga
 - singNsong,UMI,Sleepy-C
 - Soonkki
 - Yongseok Jo

Top authors on break



Sizes represent subscribers and those circles are in the top bin in rating, that's how they were selected as the top authors, yet there are authors on break, or completed their or still working, the top authors in the top rating bin filtered by status have been added. It is crucial to strategize a webtoon approach in dealing with those authors. For example, Haybe has been on break, so approaching this author to come back when needed will be helpful. There are collaborations between different authors, so maybe a new collaboration would increase the subscribers of different ongoing webcomics, or even launch a new one between authors who completed their work.

Analysis of two of the leaders in Asia

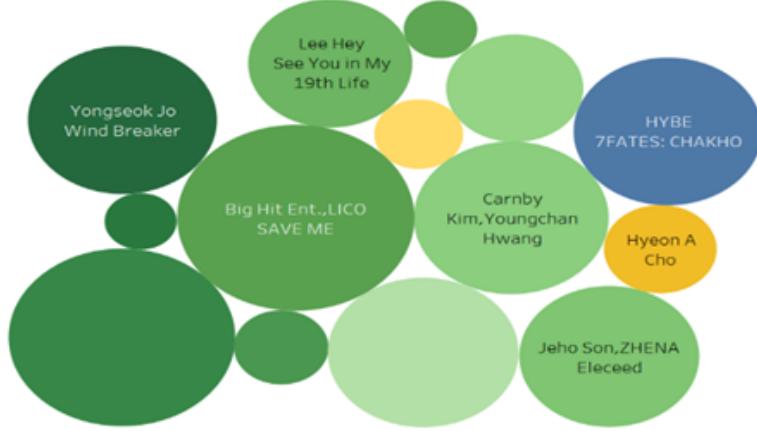
Authors Story

Sizes represent subscribers and those circles are in the top bin in rating. That's how they were selected as the top authors, yet there are authors on break, or complet..

It is logical to find common authors in the top and other graphs filtered by status. For example, Lee Hey is form the top authors generally who has ongoing work called "See you in my 19th life". However, It is easier to target authors based on webcomics status as it gives us needed information about the authors.

Hybe is the top author who is on break, it's individuality has been due to its work 7fates that captures BTS fans, which indicates that different entertainment sector could collaborate and generate more revenues. On the other hand, Authors with completed work, should be contacted to prepare for new release at the right time.

Top authors in all webcomics



Top authors with ongoing webcomics



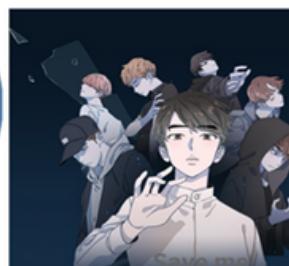
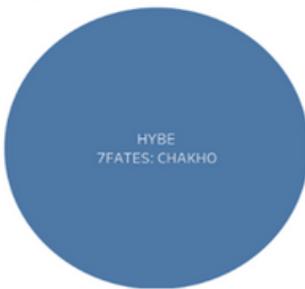
To scout authors or encourage collaboration, it is vital to know the author's style in drawing, storytelling, and creating its webcomics characters. Accordingly looking at the status and checking their most rated artwork would answer those questions and expose hidden opportunities and patterns.

Authors Story

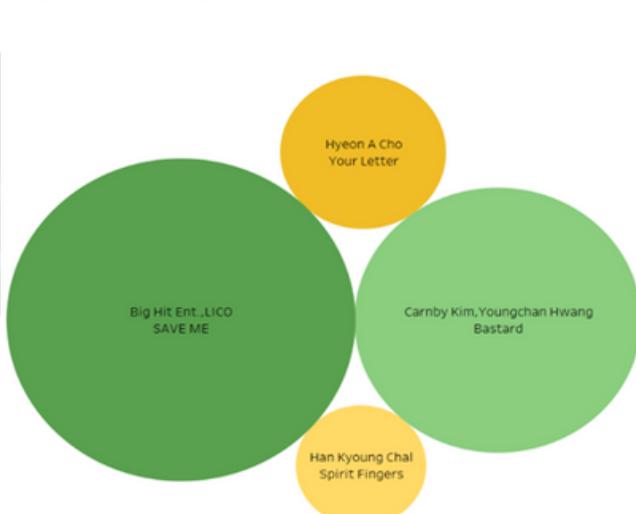
It is logical to find common authors in the top and other graphs filtered by status. For example, Lee Hey is form the top authors generally who has ongoing work called "See you in my 19th life". However, It is easier to target authors based on webcomics status as it gives us needed information about the authors.

Hybe is the top author who is on break, it's individuality has been due to its work 7fates that captures BTS fans, which indicates that different entertainment sector could collaborate and generate more revenues. On the other hand, Authors with completed work, should be contacted to prepare for new release at the right time.

Top authors on break



Top authors completed their work



Analysis of two of the leaders in Asia

Who are the top authors by rating considering genres then status?

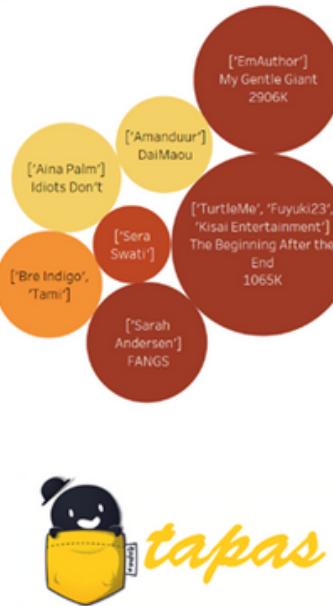
Applying the same concepts on tapas dataset, using likes instead of rates and years instead of webcomics status. The results are the following:

Authors Story

Sizes represent subscribers and those circles are in the top bin in likes. That's how they were selected as the top authors, yet each year the authors change. That's why the top authors in the last four to five years has been included and then each year has each top authors depending on the highest number of subscribers in each . We can clearly spot that three creators has the largest likes throughout the years (Turtle Me, Fuyuki23, Kisai Entertainment), which proves that collaboration is so helpful here

The trend of collaboration has successful outcomes in 2021 and 2019 as there 's collaborative authors got in the very top of the year. Individual creators are closely successfully and more common, for example, Amanduur has ranked in 2020 and 2022. However, it is easier to target authors based on their previous ranking as it gives us needed information about the authors as explained in webtoon earlier.

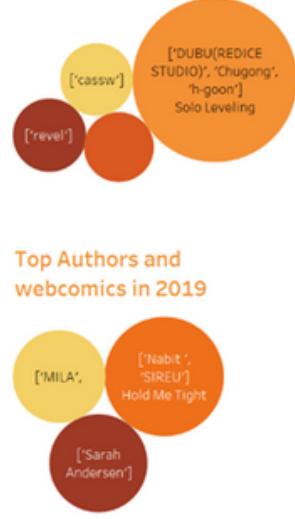
Top Authors in the last five years



Top Authors and webcomics in 2022 Q1



Top Authors and webcomics in 2021

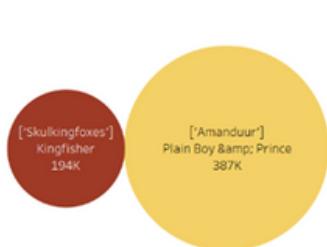


Authors Story

Sizes represent subscribers and those circles are in the top bin in likes. That's how they were selected as the top authors, yet each year the authors change. That's why the top authors in the last four to five years has been included and then each year has each top authors depending on the highest number of subscribers in each . We can clearly spot that three creators has the largest likes throughout the years (Turtle Me, Fuyuki...)

The trend of collaboration has successful outcomes in 2021 and 2019 as there 's collaborative authors got in the very top of the year. Individual creators are closely successfully and more common, for example, Amanduur has ranked in 2020 and 2022. However, it is easier to target authors based on their previous ranking as it gives us needed information about the authors as explained in webtoon earlier.

Top Authors and webcomics in 2022 Q1



Top Authors and webcomics in 2020



Top Authors and webcomics in 2019



Top authors over the last four years



Analysis of two of the leaders in Asia

What is the top webcomics common pattern?

The length or number of episodes in a webcomic ranges from at least 45 to at most 110 to secure high views, likes, and subscribers. It can be applied here in Egypt, while the other conclusion is that the most famous genres are Romance, Fantasy, Action, and Slice of life is all right till we mention BL (Boys Love) and LGBTQ+ due to religious regulations and cultural background. It is better to avoid those two genres. Views and subscribers are not usually the same, so keep in mind that not all the users would like to have an account and not all are willing to subscribe so adding a recently read section would be helpful and a trending section too, as in webtoon and tapas.

Adding features such as daily pass or WUF is vital for avoiding stopped revenues channel. As it gives completed webcomics a chance to keep on gaining revenues. Authors usually achieve success due to one artwork that booms handsomely. However, collaboration with real-life existing figures helps in increasing sales such as 7fates.



Analysis of two of the leaders in America

The available dataset for DC and Marvel is a bit specified. It may help in deciding the hero's characteristics such as gender, hair, eye, and how popular it is or appears often. However, it doesn't help much with the report's objective. To clear up my point, I am going to answer two questions in each dataset.

**Who are the most popular superheroes?
Which gender is dominant in superheroes?**



Top Superheroes In DC

Superheroes with highest appearances.

| | | | | |
|--------------------------------|--------------------------------------|--------------------------------------|---|------------------------------|
| Batman (Bruce Wayne) 3.093 | Green Lantern (Hal Jordan) 1.565 | Wonder Woman (Diana Prince) 1.231 | Dinah Laurel Lance (New Earth) 1.075 | Flash (Barry Allen) 1.028 |
| Superman (Clark Kent) 2.496 | James Gordon (New Earth) 1.316 | Aquaman (Arthur Curry) 1.121 | | |
| | Richard Grayson (New Earth) 1.237 | Timothy Drake (New Earth) 1.095 | | GenderTest 1.028 |
| | | | | |

DC characters by gender



Appearances number by gender over 10 years



Analysis of two of the leaders in America

**Who are the most popular superheroes?
Which gender is dominant in superheroes?**



Top Superheroes In Marvel



Appearances number by gender over 10 years



Analysis of two of the leaders in America

Who are the most popular superheroes? Which gender is dominant in superheroes?

As shown in the graphs, In DC, Batman and Superman are at the top with a huge difference while in Marvel, spider man and Captain America are the top two, and the others are not as far from it as in DC. This indicates that fans love those top superheroes and that's because they appear frequently.

However, in both, the gender bias is clear as the males in DC are nearly double the females' characters and in Marvel, the males are nearly quadrable the females. In addition, the appearance times difference over the years shows females' difference between the years is bigger than that of males whether it is negative or positive, which spots the stability of appearances percentage to the males' characters over the females over the years.

For entrepreneurs who want to emerge Egyptian superhero webcomics in the market. This dataset would help as they could analyze the list shown above of the superheroes and conclude trends in the superhero characteristics. It may help introduce strong female heroes with well-developed characteristics and relatable to Arab women to capture a new market segment that has been neglected. Although it may be captured by now due to the fact that this data covers past years. However, this is not the focus of this study, but it is important to expose the readers to American webcomics and give them a briefly helpful insight. Now, let's have a glance at the global drivers and challenges of this industry.

Webcomics drivers and challenges reflected in Egypt

What is the latest trend in the market?

As Asia is the leader in the industry with the highest revenue, it is practical to search for the trends they are following to shape the market. The trend is collaborative work between brands to grab customer's attention. For example, the partnership between Archei comics and Genius brands international to launch comics based on stan lee. The impact of this trend is vital to increase the sales whether it is physical or digital globally.

Following the latest trends, Entrepreneurs could try to secure collaboration with other brands to attract customers and intrigue their interest for the sake of a higher chance of success.



Webcomics drivers and challenges reflected in Egypt

What are the driving factors of the webcomics industry?

1. Popularity of Comic Events to Aid Market Growth

Comic events such as Comic-Con have been playing a huge role in increasing the adoption of comics. For example, the 50th annual Comic-Con held at its San Diego Convention Center recorded over 135,000 attendees. In Egypt, there is a growing interest in anime events, consequently, the adoption of manga has been increasing in Egypt. By observing the Egyptian market, South Korea and Japan Embassies have been hosting such events to increase awareness about their cultures in Egypt. Using the Comics events would help in promoting the webcomics industry in Egypt, it can be used in the marketing strategy for entrepreneurs' business plans. Especially, it is one of the proven driving factors used in the top markets as shown above.

2. Popularity of Comics Superhero

It has been proven by the success of Marvel and DC that the popularity of superheroes has been driving the webcomics industry sales due to the increasing number of movies and cartoon series. Recently in the entertainment industry in Egypt, the superhero concept has been trending such as Mosa the movie, and the series called El-Akhtiar. There is a chance to use the popularity of those superheroes and build a webcomic for them. For sure keeping in mind, that copyrights is essential, the return is promising and encouraging.

Webcomics drivers and challenges reflected in Egypt

What are the driving factors of the webcomics industry?

3. Adoption of Digital Technology to Fuel Comic Content

Digital technology is experiencing an escalating adoption in this industry, playing a significant role in surging comic content consumption. This is due to easier access for readers to their favorite comics across the globe through digital technology. For instance, Eudicom data shows that in 2020, Italy released 609 digital comics, which is a rise of 63% from 2019.

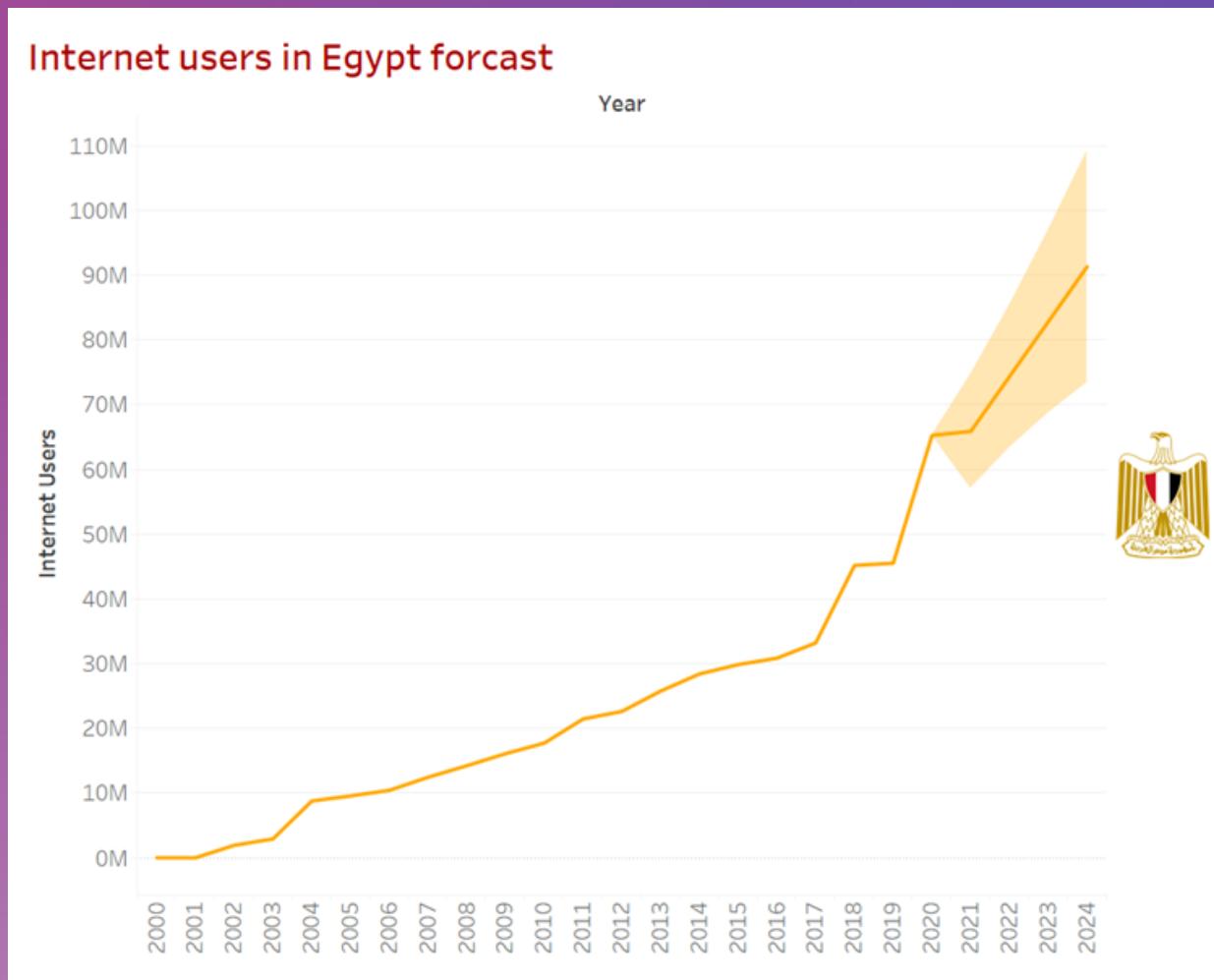
In addition, Egypt's internet users have been increasing throughout the year. And according to statistics, the average time spent online by Egyptian is 7:36 hours and 4:20 via mobile only. So digging deep, the number of mobile connections in Egypt in January 2021 was equivalent to 92.7% of the total population. However, keep in mind that many people have more than one mobile connection, so figures for mobile connections may exceed 100% of the total population.

As shown above, the Egyptian market is welcoming and going to grow handsomely, the potential it has would push an increase in the market growth. Considering the recommendations mentioned above, the growth will be notable. In Future business report about webcomics, it is mentioned that the Middle East & Africa is estimated to grab a notable share in the market by 2028.

Webcomics drivers and challenges reflected in Egypt

3. Adoption of Digital Technology to Fuel Comic Content

Using dataset of historical internet users and adding from Statista and Egyptian ministry, the recent internet users in Egypt has been added whether directly or calculated from multiplying the percentage of individual multiply the population. Here is the outcome, the graph below shows that internet users have been increasing throughout the year and is expected to increase significantly in the following two years. Which it indicates that the Egyptian market is promising for the webcomics industry.



Webcomics drivers and challenges reflected in Egypt

What are the challenges facing the webcomics industry?

Wide Availability of Substitute Products to Restrain the Market

However, alternatives to comics such as fiction and non-fiction books increasingly capturing the book market have decreased demand for comics in some regions. Similarly, the limited availability of adult comic content is hampering adoption among the adult population, affecting the market forecast to some extent. The middle eastern content has been increasing but still too little compared by other content. We can increase the kids' interest in comics by relating it to education just like what India has been done through government initiatives to promote comics to help children become more interested in reading and advance their education have played a crucial role in escalating the market growth. For example, Union Education Minister of India launched 100 comics created by teachers and students of the Central Board of Secondary Education (CBSE) schools.

There is a chance for the India case study to happen in Egypt, especially after the tablet system was launched by the Egyptian ministry of education. As of May 2020, the ministry signed an agreement to supply students with educational tablets with an investment worth \$70 million.

References:

- Tapas Webtoons Dataset | Kaggle
- Datasets of WEBTOON ORIGINALS | Kaggle
- <https://www.fortunebusinessinsights.com/comic-book-market-103903>
- Egypt: Governorates, Major Cities & Towns - Population Statistics, Maps, Charts, Weather and Web Information (citypopulation.de)
- Egypt: population by age group and gender 2021 | Statista
- Digital 2022: Egypt — DataReportal – Global Digital Insights
- Egypt Population (2022) - Worldometer (worldometers.info)
- The comics market in Europe: status, challenges and opportunities to go digital | Aldus - European bookfairs network (aldusnet.eu)
- Comics sales revenue in North America 2020 | Statista
- Samsung to manufacture high school students' tablets in Egypt as of September: minister - Egypt Independent