

Webtoon Insights Report: Engagement, IP Potential, and Growth Opportunities

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ABSTRACT

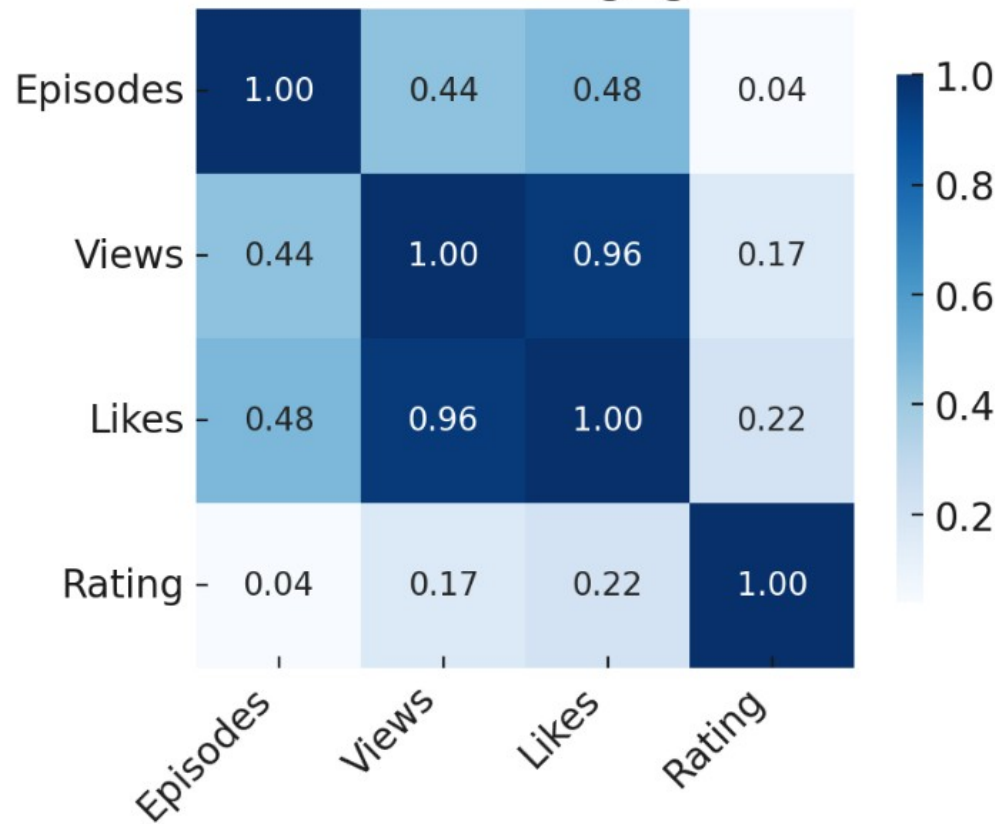
As someone passionate about the intersection of storytelling and data, I set out to understand what makes certain Webtoon Originals perform at the highest level. By analyzing genre trends, episode counts, ratings, and audience engagement patterns, I wanted to uncover both what’s working today and where future opportunities lie. This report blends hard data with strategic recommendations, all through the lens of building sustainable IP that resonates with audiences.

1. ENGAGEMENT PATTERNS

Webtoon engagement is highly concentrated at the top. The median title reaches about 8.5 million views, while the top 5% hit hundreds of millions—sometimes close to a billion. These blockbusters account for over half of all platform views.

Longer series generally achieve more views and likes, but they don’t have a monopoly on success. Many shorter series still perform exceptionally well, proving that strong storytelling can outweigh sheer episode count. Ratings tend to cluster above 9.5, so they’re not a primary differentiator among top titles.

Correlation Between Engagement Metrics

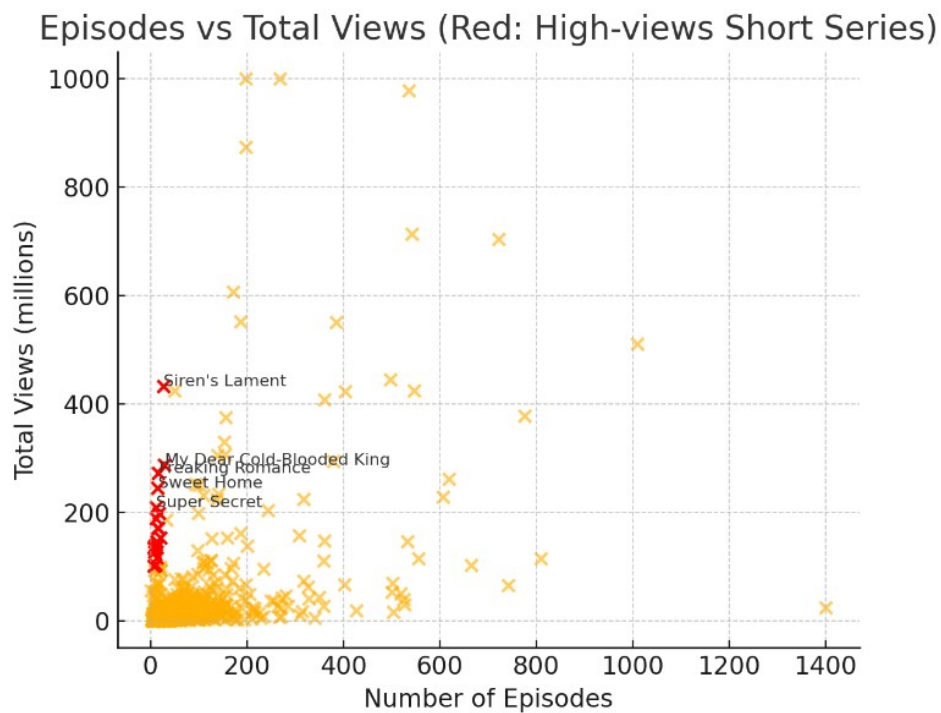


2. HIGH-ROI IP OPPORTUNITIES

Two clear categories stand out for IP development:

- Short series with massive reach – Siren’s Lament (26 episodes, 432M views) and Freaking Romance (16 episodes, 273M views) prove that shorter formats can rival the biggest hits.
- New titles gaining traction quickly without heavy marketing – “The Makeup Remover”, “Unholy Blood”, and “To Love Your Enemy” each broke 100M views in under 13 episodes through pure storytelling and word-of-mouth.

These series connect early, deliver high engagement, and are ripe for adaptation into animation, games, or other formats.

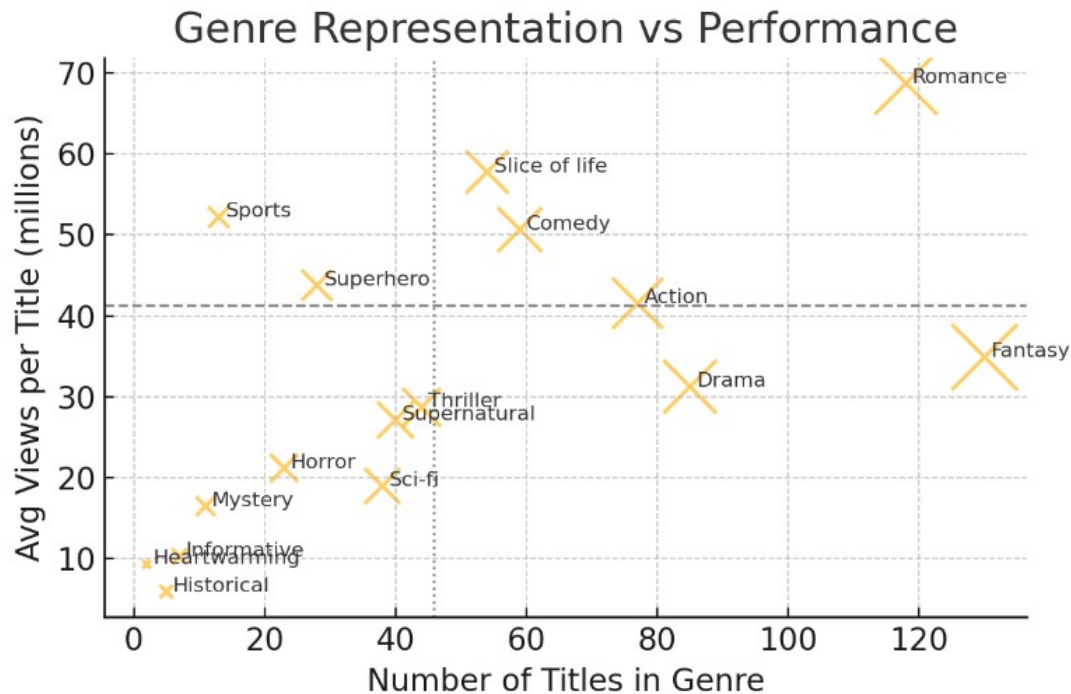


3. UNDERREPRESENTED GENRES & CONTENT GAPS

Romance, Fantasy, Drama, and Action dominate the platform, but high-demand gaps exist. Sports has only 13 titles yet averages over 50M views. Slice of Life and Comedy also overperform given their limited supply. Superhero content, led by unOrdinary, shows consistent appeal.

On the other hand, genres like Informative, Historical, and Heartwarming remain niche with

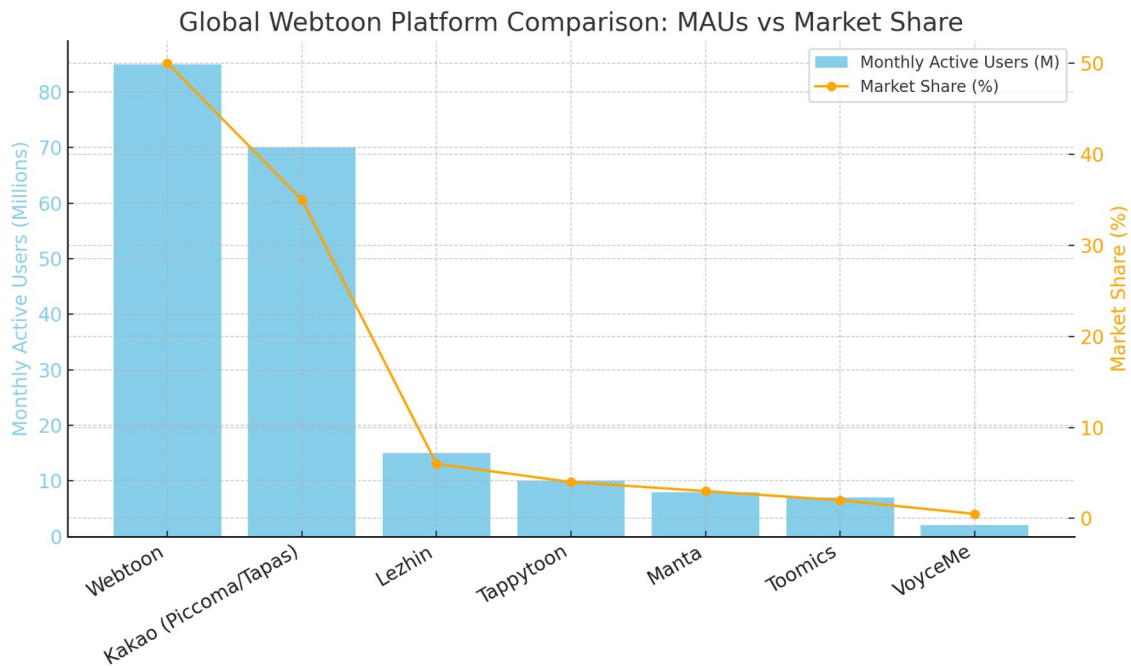
smaller audiences. These have loyal but limited readership, making them less impactful for large-scale growth.



4. GLOBAL MARKET & COMPETITIVE LANDSCAPE

Webtoon has grown from a Korean niche to a global leader with 85M+ monthly users. The global webtoon market reached \$8.8B in 2023 and is still expanding rapidly.

Competition is fierce. Kakao's Tapas and Piccoma are making strong moves in the U.S. and Japan. Lezhin thrives with mature, pay-to-read content. Tappytoon has carved out a lane in licensed romance and isekai. Smaller platforms like Manta, Toomics, and VoyceMe are also competing. Webtoon's edge lies in its variety, reach, and adaptability of IP.



5. IP ADAPTATION TRENDS

Webtoon titles adapt naturally into other media. **Sweet Home**, **All of Us Are Dead**, **True Beauty**, and **Hellbound** all began here before becoming global streaming hits. Each adaptation fuels a feedback loop—new viewers come back to read the originals, boosting engagement.

To maximize this advantage, Webtoon should:

- Spot adaptable titles early.
- Time promotions to coincide with adaptation launches.
- Strengthen ties with global streamers and publishers.

6. RECOMMENDATIONS

Based on my analysis, I recommend Webtoon:

- Double down on high-ROI short series with proven engagement.
- Expand high-demand but underrepresented genres like Sports, Slice of Life, and Comedy.
- Invest in marketing support for titles that gain traction organically.
- Continue building global adaptation partnerships to strengthen IP pipelines.

7. CONCLUSION

Webtoon has cemented itself as a global storytelling powerhouse. By capitalizing on short, impactful series, filling genre gaps, and pushing strong IP into other media, it can maintain market leadership while expanding its creative influence.