

From Scroll to Screen: Naver Webtoon Redefines IP Expansion at SDCC 2025

This article highlights Naver Webtoon's strategic transformation of webtoon IP into global franchises—via films, animation, and collaborations with major publishers—serving as a key reference for Korean content exporters aiming for cross-media success in the West.

□ **Naver Webtoon's Strong SDCC Showing**

- Naver Webtoon participated in five official Comic-Con sessions, showing growing global interest in vertical-scroll content
- 'The Omniscient Reader's Viewpoint' panel with live-action footage sold out instantly, grabbing both industry and fan attention

□ **Transmedia IP Growth in Action**

- 'The Omniscient Reader's Viewpoint' hit 2.5 billion global views and ranks #2 in Action on the Naver Webtoon English platform
- Its unique world-building and dedicated fandom prove Webtoon IP can scale across video, animation, and publishing

□ **Global Animation & Publishing Deals**

- 20+ Webtoon-based animation projects running through LINE Digital Frontier(Japan), including 'Eleceed' and 'Teenage Mercenary'
- Partnerships with IDW and Dark Horse are turning major IPs like 'TMNT(Teenage Mutant Ninja Turtles)' and 'Cyberpunk 2077' into mobile Webtoons launching this August

□ **Platform Strategy: Mobile-First, Creator-Friendly**

- Sessions focused on diversity, fan-driven storytelling, and mobile optimization
- Naver Webtoon positioned itself as the bridge connecting Gen Z audiences with global creators through accessible, IP-rich content

Source

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