



rencontres  
internationales  
du **webtoon**  
monteux

fourth edition  
November, 5>7 2025



**FOCUS AFRICAN WEBTOON**  
PRESENTATION FILE



Salle du Château d'eau - Monteux - FRANCE



## About The International Webtoon Meetings

Launched in 2022 with the support of the **Monteux City Hall**, the **International Webtoon Meetings** (initially named the **World Wide Webtoon Festival**) was conceived from the start as a platform for all professionals involved in the webtoon industry, regardless of their role in its development.

This event comprises a two-day series of discussions, guided by the principles of knowledge sharing and conviviality. In 2024, it welcomed 65 participants from across the globe. Every attendee can contribute—whether on stage or from the audience—actively shaping a collective body of knowledge. From its inception, the event has embraced an international scope.

The fourth edition introduces several new features, detailed below.

It will take place from **November 5 to 7, 2025**.

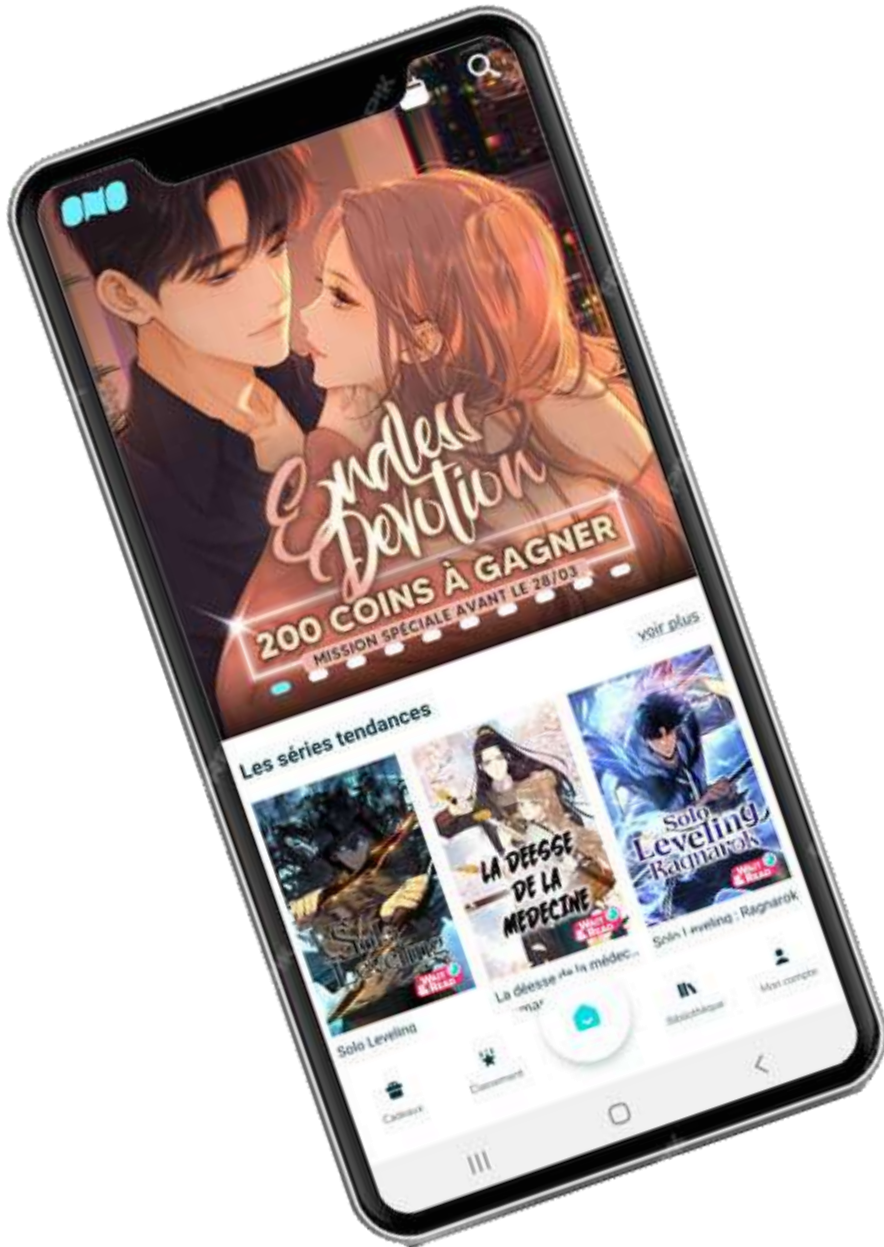


# What is a webtoon?

A webtoon is a digital comic specifically designed for smartphones, originating in **South Korea** over 25 years ago.

It is read through vertical scrolling and is hosted on specialized platforms. Its commercial reach has now expanded globally, with the market's revenue estimated at approximately **€3.2 billion for 2024**.

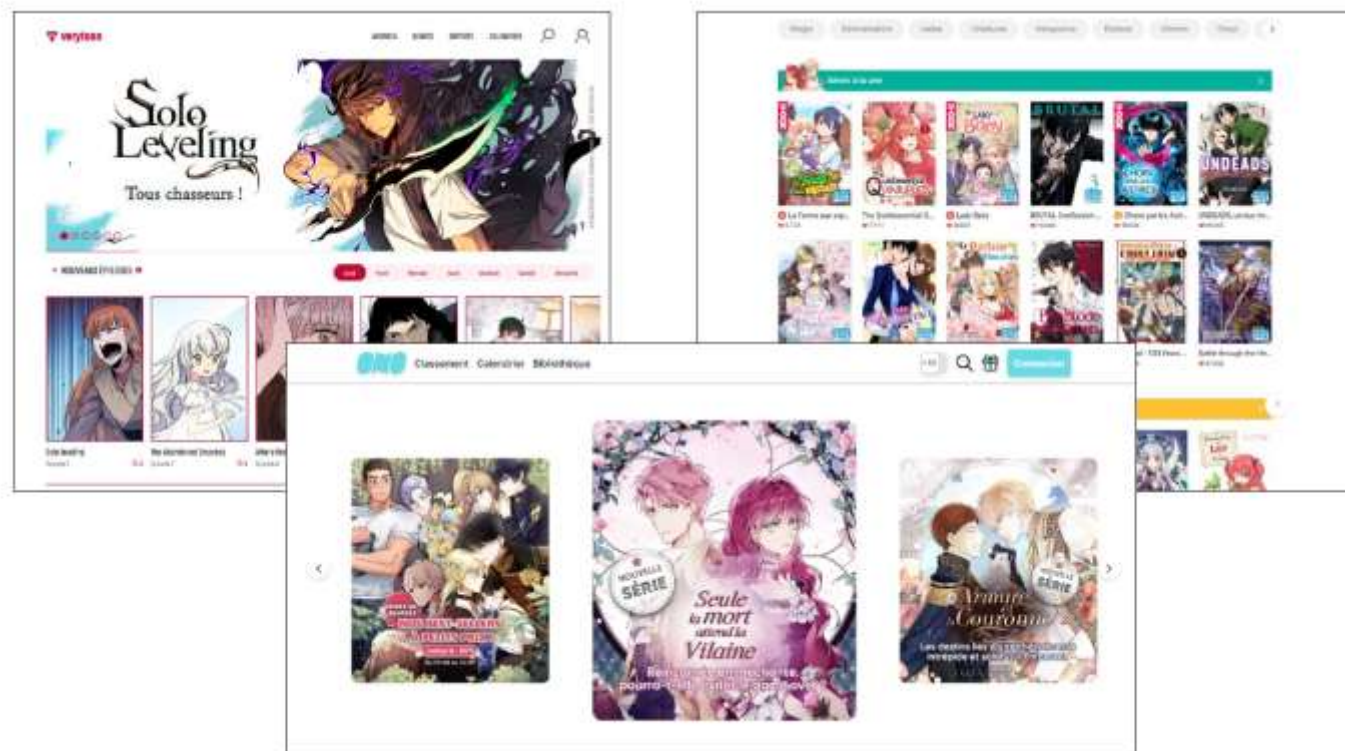
Its growth has been exponential, notably surging by **48% during the pandemic**, and projections indicate that the global market revenue could reach **€25 billion by 2028**.



*(Source: KOCCA 2025 Report).*

For comparison, the **French comic book market** in 2024 is valued at **€834 million** (source: GFK). In **Japan**, the **manga market** reached **€4.3 billion in 2023**, with **70% of sales coming from digital formats** (source). Meanwhile, the **US comic book market** amounted to **€1.75 billion** over the same period.

In South Korea, the **Korea Webtoon Industry Association (KWIA)** reports that the sector employs **17,000 professionals**, with **3,000 new graduates** entering the market each year, primarily aspiring to work as artists.



# How do we stand in France?

The webtoon market in France is to be considered within **2 segments** :

- ✓ **The paper publishing sector** has **21 publishers** who have released more than **135 webtoon-turned-books series** (as of end of november 2024). This niche éditoriale generated in **5 years** around **50 million euros in turnover**, a quite modest result really.



- ✓ **Digital content broadcasting** on French and korean webtoon platforms. Numbers are voluntarily not shared. The offer represents hundreds of series and thousands of chapters, mainly from Korean webtoons.

**Naver Webtoon**, announces more than **2 million users on its french version**.

France counts around **200 webtoon talents**, working in studios or as freelancers on their own.

The top serie is, there too, **Solo Leveling** →, which crushes the paper market (43%!) and reaches success also as an anime.



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Talents sharing their daily Work with the audience

# What about the rest of the World?

New platforms and talents pop up all around the globe, in **North and South America** (Quebec, USA, Brazil...), in **Africa** (Cameroun, Togo, Congo, Maroc...), in **Asia** (India, China, South Korea, Japan, Taiwan, Singapor, Indonesia, Philippins..) and of course, in **Europe** (Poland, Ukraine, Italia...).

This plurality is also found within the variety of contents available, intended to audiences of all ages, of any gender, in a dozen of different genres.



Manwha Museum

Bucheon, South Korea  
October 2024



# The International Webtoon Meetings succeeded The World Wide Webtoon Festival



**WORLD WIDE WEBTOON**  
MONTEUX

**22 et 23 octobre 2022**  
**SALLE DU CHÂTEAU D'EAU**  
**MONTEUX**

La première convention française du Webtoon !

**DESSIN LIVE EN DIRECT DE LA CORÉE !**

**RENCONTRES DÉDICACES**

**ANIMATIONS NUMÉRIQUES**

**ÉCOLES DE MANGA D'ANIMATION ET D'AUDIOVISUEL**

**15 auteurs de Webtoon de France, d'Europe et de Corée**

MONTEUX MAKMA #webtoonfestival2022 Programme, infos et billetterie : worldwidewebtoon.com

WU BUBON

2022

2023



**Festival WORLD WIDE WEBTOON**  
Monteux

**14 OCT**  
**15 OCT**

**RENCONTRES-DÉDICACES**  
LIEF (Because I can't love you)  
CYANN (Les Ravageurs)  
CÉCILE GARCIA (Mer et les filles de Sar)  
ART OF K (Château d'Ambré)  
KENJITTOON (Alpé et quêtes)  
GOUPELINE (philophobie)  
WEBTOON CAFÉ  
The NEB Studio

**CONCOURS COSPLAY**  
avant-premières  
CONFÉRENCES  
ATELIERS  
JEUX

entrée 5€

Salle du Château d'eau - 34 rue des Honorables - Montoux - 10h - 18h



rencontres internationales du **webtoon**  
monteux

**Edition 3**  
**5-7 NOV**  
**2024**

**Bienvenue !**  
**Bem-vindo !**  
**Welcome!**  
**환영 !**

MONTEUX MAKMA SORGOS Centre ONO

organisé en partenariat avec le MINISTÈRE DES ARMÉES ET DES ANCIENS COMBATTANTS

organisé en partenariat avec WHITE DRAGON EXHIBITION

2024



# Some snapshots of the previous editions





# Participants

## Audiovisual & Animation

**Andarta** (*France*)  
**Ellipse Studio** (*France*)  
**Établissement de Communication et de Production Audiovisuelle de la Défense** (*France*)  
**Madeleine Jullian**, productrice (*Canada*)  
**Médiawan Kids & Family** (*France*)  
**Millimages** (*France*)  
**Toonimotion** (*South Korea*)

## Publishing

**Abyse Publishing** (*France*)  
**Albin Michel** (*France*)  
**Bayard** (*France*)  
**Delcourt** (*France*)  
**Glénat** (*France*)  
**Nazca éditions** (*France*)

## Institutional

**Cité internationale de la bande-dessinée** (*France*)  
**Centre National du Livre** (*France*)  
**Conseil d'Etat** (*France*)  
**Institut français** (*France*)  
**KOTRA** (*Corée du Sud*)  
**Mairie de Monteux** (*France*)  
**Ministère des Armées** (*France*)  
**Ministère de la Culture** (*France*)  
**Sorgues du Comtat** (*France*)  
**Vaucluse Provence Attractivité** (*France*)

## Webtoon platforms

**Ankama/Allskreen** (*France*)  
**Delitoon** (*South Korea*)  
**Infinitoon** (*Brazil*)  
**ONO** (*France*)  
**Piccoma** (*Japan*)  
**Tacotoon** (*Italia*)  
**Verytoon** (*France*)

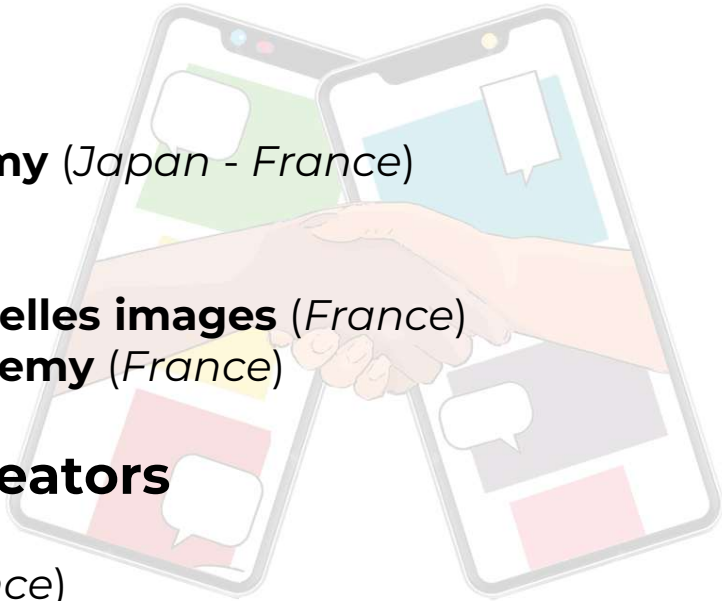


## Art Schools

**EIMA** (France)  
**Human Academy** (Japan - France)  
**IMCA** (France)  
**FDO** (France)  
**Ecole des nouvelles images** (France)  
**Webtoon Academy** (France)

## Webtoon creators

**Eventoon** (France)  
**FlagCat** (France)  
**KENAZ** (South Korea)  
**Slap Studio** (Italia)  
**Strange Tiger** (South Korea)  
**Studio Myrà** (France)  
**The NEB Studio** (France)  
**Webtoon Café** (France)  
+ **auteurs indépendants** (France, Spain, Italia, Indonesia...)



## IT / Services providers

**Beyond Stories** (La Réunion)  
**DeMarque-Géocomix** (Canada – France)  
**EDRLab** (France)  
**Herstory** (France – China)  
**MAKMA** (France)  
**Nube Consulting** (France)  
**Stripop** (France)  
**Studio Charon** (France)  
**ZOON** (France)

## Press

**Kcomics Beat** (USA)  
**Webtoon Planète** (France)  
**Webtoon Actu** (France)

## Intermediate bodies

**Ligue des Auteurs professionnels** (France)  
**SudAnim** (France)

# Sponsors

From the very beginning, Monteux City Hall supported the event and became the first institutional sponsor. It was joined by the Community of communes Sorgues du Comtat from the second edition. The **Mission cinéma et industries créatives** of **Ministère des Armées** has swiftly expressed its will to sponsor while the local business incentive agency **Vaucluse Provence Attractivité** brought its benevolence for the early stages of the event.

In the meantime, the first private support came from the Island of la Réunion thanks to the very positive team for **Beyond Stories**. They were followed by **Makma**, a major studio from Bordeaux specialized in localization and prepress services, and then by **ONO**, first European platform, subsidiary of **Media Participations**, the biggest comics publisher in Europe. In recent year, **mikae**, services provider, also joined the club as sponsor.

We deeply thank everyone for his constant and friendly support.



2023-



2023-



2022-



2022-2023



2023-



2022-



2022



2024

# 2025 Announcements

It's time to shake hands again, as suggested in our logo and on this lovely londonian mural!

We innovate with **3 new significant changes** for the next edition.



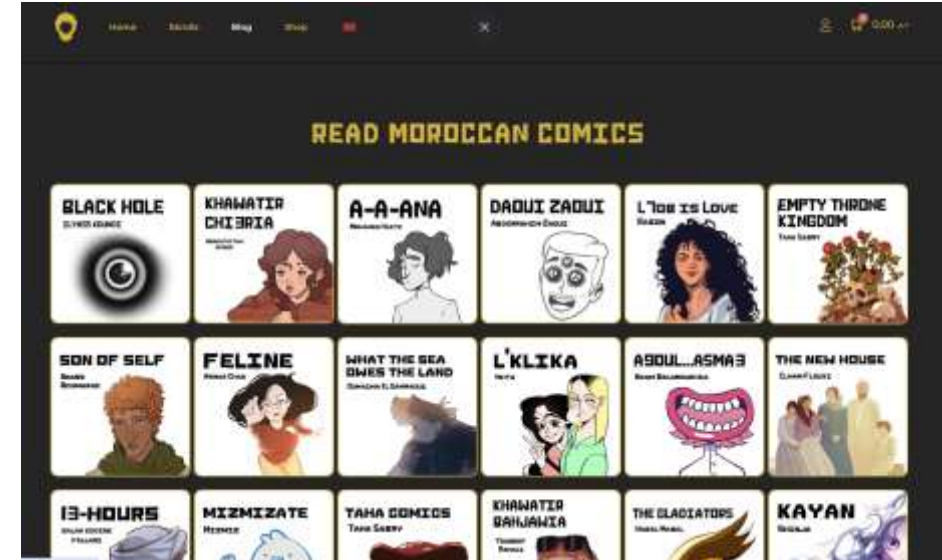
# Focus on African webtoon

## Welcoming a talents delegation

NEW 1

### MOROCCO

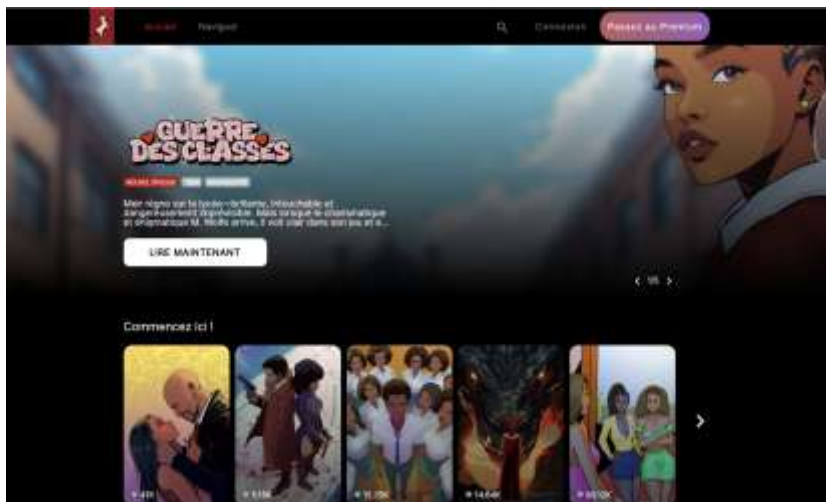
**Alkhariqun** (*The Invincibles*) is a moroccan collective of talents from Rabat, which releases its contents on its own platform and offers a space of expression to African artists, both Arabic- and French-speaking.



### CAMEROON

**Zebra Comics** is a Douala-based paper and digital comics publisher. It welcomes talents from all the West Africa area, and worked recently with **DC Comics**, in an anthology dedicated to the Joker.

**Portraits et attendees list currently in finalization**





## CENTRAL AFRICAN REPUBLIC

**GARA** is a mixed-contents platform offering webtoons, comics and video games. Its aim is to promote African digital creation. Its founder **Teddy Kossoko** was awarded twice by **Forbes** as most influent people under 30 in Africa.

## GUINEA

**BILILI** is the brand name of several comics festivals taking place in various African countries, starting with the Republic of Congo, and then Guinea, Rwanda and soon Mauritania... Its events welcome international professional meetings, particularly in digital developments, including Webtoon.



**Portraits et attendees list currently in finalization**



**NEW 2**

## **Pitches session at the event Opening night**

From the first evening, **a projects selection** will be pitched to the audience in order to create interest and obtain feedbacks for improvements and ranking. This event invites to dialog between attendees and highlights the creations.

Eventually, the projects will be submitted to a secret vote the collected points will be unveiled at the very end of the Meetings.



**NEW 3**

## **New B2B Meetings space**



Alongside the onstage program, we offer the opportunity to book a place for B2B confidential discussions. An host will be at your disposal for comfort and schedule monitoring.

### **Services included:**

- ✓ Coffee/pastries area
- ✓ Printer
- ✓ Secure WIFI access

### **Charged options:**

- ✓ Interpreter
- ✓ Hardware equipment (screen, laptop...)

## The organizer

The **International Webtoon Meetings** are a creation of **Sébastien CELIMON**, through his company **White Dragon Event**.

Sébastien CELIMON provides for years now a wide range of services about webcomics and webtoon. He wrote and published several essays on the topic, for example the very first webtoon guide ever in October '24.

He also **advises**, provides **market studies**, hosts **conferences** and **training sessions** in France and abroad.



©Laetitia d'Abouville pour l'Institut Français



Dans l'ordre : Festival d'Anecy, BICOF en Corée du Sud, Institut Français à Paris, Festival Bili à Brazzaville...



## NEXT STEPS

### Accreditations:

**Early Bird accreditations fee** and business conditions unveiled mid-May.

### Any topics such as:

**attending | speaking | sponsoring | pitching | booking a B2B slot:**

[sebastien@whitedragon.fr](mailto:sebastien@whitedragon.fr) | +33 6 27 51 35 79



**See you soon!**