

Background

Japanese creative content—from manga and anime to games—continues to gain strong global attention. The Japanese government has designated content as a core national industry and set a goal of expanding overseas revenue to 20 trillion yen by 2033.

Meanwhile, Korea has significantly increased public investment in cultural industries, establishing a strong environment for overseas expansion. With its global platform WEBTOON and the worldwide popularity of vertical-scrolling webcomics, NAVER has built a system where creator-originated works evolve into globally distributed films and dramas. Through this alliance, note aims to create new global distribution pathways for Japanese creators and contribute to the sustainable growth of the content industry.