

Abstract

The thesis examines webtoons and their consumers. Webtoons are comics suitable for publishing on the Internet. They are often published via social media and special platforms (for example webtoon. co mor tapas.io), which are often free and can be displayed on the phone. This makes webtoons easily accessible for consumers.

Because of absence a publishing house, authors have a lot of creative freedom, so webtoons can be very diverse. Webtoons can have various art style, different genres and plots, or they can contain sound or animation. This can make them appealing to a wide range of consumers. Author can even earn money from publishing webtoons on platforms with revenue program (for example webtoon.com have this type of program). Successfull authors sometimes publish books or some kind of merchandise.

This thesis aims to examine whether the respondents know webtoons, whether they actively consume webtoons, what their opinions are or what preferences consumers have. Important is also to find out if the respondents share webtoons with their freinds.

Respondents indicate their genre preferences, reading habits, favorite platforms or authors. Respondents appreciate practicality and accessibility of webtoon, because they can read thewebtoons even while traveling or waiting.