

# Webtoon charts new course for entertainment



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The Korea Herald/ ANN

Web page views stand at near 600 million, each episode attracts about 2 million online users, and these incredible figures involve neither a large-scale news website nor a YouTube clip. They just explain how influential Korean Webtoon artist Jo Seok is.

Jo's *The Voice of the Mind* (Maeu-eui sori) appears twice a week on the Webtoon section of Naver.com, a leading online portal, and its reception has been hotter than a major TV series.

The Internet is now abundant with images and articles parodying his famous lines such as "I would be gentle to my woman" and "I'm a cold-hearted urban guy". If you do not get the humour, you're either too old or shut off from the Korean online community.

Jo's *The Voice of the Mind* is mostly about his life experiences. He spent much of his childhood at a chicken restaurant chain, so a host of episodes are devoted to mysterious chicken recipes. He also served in a police squad for his military service and much of the content is about his non-usual life as a sleep-deprived policeman.

His episodes almost always have a twist. Episode 204 shows that he is struggling to come up with ideas for his Webtoon series. He falls asleep, believing that something creative might occur in his dream. While he is in dreamland, his mother comes by and leaves a note about what to eat when he wakes up. Then his father comes by, leaving an encouraging note, followed by his older brother, who comes in the room, after messing up a toilet. He also leaves a candid note about the toilet disaster.

When Jo wakes up, he comes across a notebook where the three family members left their messages. And when the three messages, in a single page, are read together, a whole different meaning emerges, a clever joke that prompted 34,000 online users to log in to the portal service to leave their comments.

Jo's popularity and influence illustrate a new phenomenon in the Korean online community. Unlike foreign Web portals which provide links to outside content, Korean portals are hosting their own content through professionals such as Webtoonists.

Dozens of professional online cartoonists make a living by uploading new content on a regular basis. This has led to a

dramatic increase in Web traffic because Webtoon content is free.

Korean portals create free content, especially humorous and addictive cartoons, to increase online traffic - the key yardstick for setting online advertisement fees.

The strategy of Korean portals for Webtoons is highly successful. A growing number of students and office workers make it a daily ritual to log on to the cartoon sections of Naver or Daum to check out the latest episodes, a trend that continues to fuel online traffic and strengthen the portals' influence among Korean online users.

For Webtoon artists, getting a slot at Naver and Daum means instant success, not only on the internet but also in offline book sales. Most Web cartoonists publish their online cartoons in book format and people tend to buy them even though all the episodes are already available for free.

Jo Seok, for instance, has published a fourth installment of his Webtoon series. Despite the protracted slump in the publication industry, Jo's cartoon series sold more than 60,000 copies, emerging as a bestseller.

A host of other well-known Webtoonists are also rushing to the publication bandwagon. Seo Na-rae, another popular cartoonist who recently completed her first season of *Narm's Story*, put out her second comic book, whose episodes are selected from her online cartoons. Seo, fresh out of college, has a huge following thanks to her candid descriptions of her everyday life and her family members.

Kang Do-ha, who serialised *Great Gatsby* at Daum, also published his refined cartoons in book format, targeting online readers who want to read the famous series offline as well.

The pioneer of Webtoons is Kang Do-young, whose pen name is Kang Pull. His highly sophisticated and moving online tale titled *Sunjeong manhwa* began to get serialised at Daum in 2003, heralding a new era of online cartoons. Kang's cartoon series eventually made it to the silver screen last year, demonstrating that online cartoons are now a chief source of creative stories for other entertainment genres, especially movies.



The 'Muhurath' Ceremony of the Ruwan Danansuriya's 'Moda Unath Rajek' stage drama was held recently. Chandrasiri Kodituwakku, Menike Attanayake, Sandun Wijesiri, Premadasa Vithanage, Jeewan Hadunneththi, Namali Danansuriya, Gamini Ambalangoda, Senett Dikkumbura, Ariyaseena Gamage, Saman Nishantha Gunasinghe, Ranjith Laxman, Pavithra Danansuriya, Pethum Danansuriy and Indrajith Wijayaratne are acting in the drama. The drama will be staged in March in Colombo.



A copy of the book on the theme of leadership qualities of President Mahinda Rajapaksa by Piyal Attanayake, coordinating officer of Jathika Saviya Programme of the President's Office as a part of his Diploma in Human Resources Management course at the National Institute Business Management was handed over to the President by the author at Temple Trees, recently.

## 'Tikiri Suwanda' Muhurath Ceremony

Muhurath ceremony of the *Tikiri Suwanda*, the first direction by well known film producer Sunil Aruna Weerasiri was held last week (9) at Mawaramandiya. Script of the film is also written by Sunil Aruna.

Veteran Joe Abeywickrema, Jayalal Rohana, Anula Karunathilaka, Giriraj Kaushalya, Duleeka Marapana, Jayani Senanayake, Rodney Warnakula, Priyantha Senevirathna, Ramya Wanigasekara, Janaka Ranasinghe, Sarath Chandrasiri, Anura Bandara Rajaguru, Sarath Kothelawala, Upeksha Swarnamali and Saranapala Jayasuriya are the main casts of the film.



Veteran actress Anula Karunathilaka receives the film agreement from Jayantha Dharmadasa, Chairman of the National Film Corporation, who was the chief guest at the ceremony.



'Tikiri Suwanda' director Sunil Aruna Weerasiri and Nanda Malini at the lighting of the oil lamp at the 'Muhurath' ceremony while Consultant to the National Film Corporation, T. M. Sangadasa and veteran musician, Rohana Siriwardena look on.



'Tikiri Suwanda' team

by Sumith Kudaligama. Rohana Weerasinghe and Nanda Malini

directs music while Rodney Ven. Rambukkana Siddhartha Nanayakkarawasam. Lionel Warnakula sings the lyrics of thera and Bandula Gunaratne provides sound. (RSS)

## TV GUIDE

ETV	
A.M.	03.00 Kids Movie
05.55 Station Opening	05.00 What A Maess
06.00 Voice of America	05.30 Conan & The Young Warriors
06.30 News First	06.00 Enter 10 Music Lanka
07.00 Good Morning Sri Lanka	06.30 TV South Asia
08.00 Fox News	07.00 Tiny Toons Adventure
P.M.	07.30 Tom & Jerry Kids
12.30 News	08.00 Cricket Classics
12.45 VOA	09.00 Channel 1 News
01.15 Fly Tales and Untalkative Bunny Fillers	09.30 Night Movie
01.30 Fox News	10.30 Top Story



### CHANNEL EYE

A.M.	02.45 Tea Break
06.29 Station Opening	02.55 Match Contd.
06.30 Talk for the Day	05.30 Uthayam
06.45 Classical Songs	06.00 Magazine Programme
07.00 Vasana Sampatha	06.30 Saiva Neethi
07.15 Jayada	07.00 News & Weather Report
07.30 Naledugall Intru	06.00 Magic Box
08.00 Thirai Swarnagal	08.00 Tele Drama
08.20 Sri Lanka Tour of Bangladesh Final Day	09.00 Sampath Rekha
P.M.	09.15 Development Lottery
12.05 Lunch Break	09.30 News & Weather Report
12.35 Match Contd.	10.00 Tamil Film
01.30 Afternoon News	M.N.
01.45 Match Contd.	12.00 End of Transmission

### SIRASA TV

04.00 Pirith & Jayamangala Gatha	04.30 English Lesson
04.30 Mahamaluwa	05.00 Scooby Doo
05.00 Bana	05.30 Tom & Jerry
05.30 Cartoon	06.00 Magic Box
06.00 English Lesson	06.30 Nethara
06.30 News First	07.00 News 1st
07.00 Inspector Gadget	07.30 Situ Gedara
07.30 Sonic	08.00 Mahagedara
08.00 Jeevithayala Eda Derna	08.30 Kinduranga
10.30 Game Show	09.00 Praveena
12.00 Lunch Time News	09.30 Gando Nogando
P.M.	10.00 News 1st
12.15 Lunch Time TV	10.30 Asuru Senin
01.00 Nonawaruni Mahatwaruni	A.M.
01.30 Sinhala Movie	12.00 Diganthaya
04.00 Cartoon	01.00 MTV News

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12.45 VOA	09.00 Channel 1 News
01.15 Fly Tales and Untalkative Bunny Fillers	09.30 Biz News
01.30 Fox News	10.00 Night Movie

### DERANA

A.M.	01.30 Mix Songs
05.55 Station Opening	04.00 Dragon Tales
06.00 Cartoon	04.30 Cartoon
07.00 Derana Aruna	05.30 Bid To Win
08.00 Suba Dawasak	06.00 Mal Hathai
08.30 Eka Dawasak Ude	07.00 Dream Star Academy
10.30 Teledrama	07.30 Soora Goviya
08.20 Sri Lanka Hala	08.00 Ada Derana
P.M.	08.30 Saraa
12.00 Ada Derana	09.00 Doo Kumariyo
12.15 Sinhala Songs	09.30 Sikurada Ra
12.30 Sathulu Wila	11.00 Bid To Win



### RUPAVAHINI

A.M.	03.00 News
05.48 Station Opening	03.05 A Documentary - Contd.
05.50 Homage to the Triple Gem & Karaniya Metta Sutta	03.30 Tele Drama
06.00 News	04.00 News
06.06 Sivudesa	04.05 Ataka Nataka
06.30 Pathihara Sirasthala	04.30 Sarisara
07.00 News	05.00 News
09.05 Aadaraneeya Yavuvanaya	05.05 Havasa Paya
08.00 News	06.00 News
08.05 Nuga Sevana	06.05 Sangavunu Kahavunu
09.00 News	06.30 A Documentary
09.05 Nuga Sevana - Contd.	06.58 Suzuran
10.00 News	07.27 Tele Drama
10.05 Nuga Sevana - Contd.	08.00 News
11.00 News	08.30 Pasubima
11.05 Aluth Sri Lankawak	08.35 Hima Gira Nega
Noon	09.05 Tele Drama
12.00 Sanda Gomman Rea	09.32 Movie Mix
P.M.	10.00 Sampath Rekha
12.30 News	10.05 Development Lottery
01.00 Hiru Viyana	10.10 News
02.00 News	10.27 Vijayaparka Vithithi
02.05 Tele Drama	10.30 Movie Mix - Contd.
02.30 A Documentary	12.00 End of Transmission

### ART TV

A.M.	04.57 State of Business (3 min)
06.30 World Business Today	05.00 Flipper and Lopaka
07.00 The State of Business	05.30 World News Asia
07.15 Music +	05.57 State of Business (3 min)
07.30 CNN Today	06.00 Telesen Marketing
08.30 Anderson Cooper 360	06.30 International Correspondents
09.30 Quantum Teleshopping	06.57 State of Business (3 min)
09.57 State of Business (3 min)	07.00 Music +
10.00 Telesen Marketing	07.45 World News
10.30 CNN Today	08.15 The State of Business
10.57 State of Business (3 min)	08.30 World Business Today
11.00 Telesen Marketing	08.57 State of Business (3 min)
11.30 CNN Today	09.00 Friday Movie
11.57 State of Business (3 min)	09.57 State of Business (3 min)
Noon	10.00 Movie (Contd.)
12.00 Telesen Marketing	11.00 The State of Business
P.M.	11.30 Your World Today
12.30 CNN Today	12.00 The Campaign Trail
12.57 State of Business (3 min)	12.30 Business International
01.00 World Sport	01.30 World News Europe
01.30 CNN Today	02.30 Back Story
01.57 State of Business (3 min)	03.00 World Sport
02.00 World Business Today	03.30 World News Europe
02.30 World News	04.30 The Situation Room
03.00 International Correspondents	05.30 CNN Today
03.30 Larry King	
04.30 Fireman Sam	

### SHAKTHI TV

A.M.	12.30 Penngal Neram
06.00 Breakfast News	01.00 Madiya Salthigal
06.15 Filler	01.15 Movie
06.30 Good Morning Sri Lanka	04.00 Kids Movie
08.30 Caller Galatta	05.30 Shakthi Chat
09.00 Priyamana Thozhi	06.30 Kolangal
10.00 Vasantham	07.00 Kalasam
10.30 World News	07.30 Simran Thirai
11.00 Anandam	08.00 News 1st
11.30 Kasturi	08.30 Selvi
Noon	09.00 News 1st (English)
12.00 Penmanikkaga	09.30 Biz News
P.M.	10.00 Kavaya Cinema