

# Kuaikan Manhua: Empowering China's Digital Comics Landscape

**Hailin Wang**

*University of Manchester, UK*

## **EXECUTIVE SUMMARY**

*This case study examines Kuaikan Manhua, a prominent player in China's digital comics industry, focusing on its strategic evolution and entrepreneurial journey under the leadership of founder Annie Chen. Beginning with a mission to foster a vibrant Gen Z content community, Kuaikan Manhua employed an "intellectual property plus community" strategy, leveraging AI and big data to enhance content creation and user engagement. The study highlights key initiatives, such as IP development, community integration through the Community World platform, and international expansion efforts, like the Columbus Plan. It also explores challenges, including regulatory constraints and shifting market dynamics, offering insights into Kuaikan Manhua's resilience and innovation in navigating these obstacles. Through this analysis, the case underscores Kuaikan Manhua's pivotal role in shaping China's digital comics landscape and provides strategic lessons for businesses operating in dynamic and competitive digital content markets.*

## **EXECUTIVE SUMMARY**

Since its launch in 2014, Kuaikan Manhua has become one of China's fastest-progressing comic applications. It fosters a vibrant community of comic enthusiasts, providing forums, social features, and interactive elements that encourage user participation and collaboration. Its business scope has expanded to various fields, such as cartoons, games and derivative products. Through the operation strategy of

“intellectual property plus community”, multi-marketing methods, and the double audits of human and artificial intelligence, Kuaikan Manhwa has created a differentiated path for the Chinese female Gen Z entertainment market. In addition, Kuaikan Manhwa has formed strategic partnerships with authors, organizations, and platforms in other regions to introduce high-quality foreign comics to the platform. Kuaikan Manhwa has become a universal comic platform. However, compared with the well-developed animation industry in Japan and Korea, China's animation industry still has a long way to go. How to develop in the future is worth thinking about.

## **DESCRIPTION OF KUAIKAN MANHWA**

### **Brief History of Kuaikan Manhwa**

In 2014, the online cartoonist Annie Chen released a cartoon about her entrepreneurial experience on Weibo named Sorry, I am Only Living a 1% Life. This received a large number of retweets and became an instant hit. This also announced the establishment of Kuaikan Manhwa. As a new generation of Chinese online content community and original electronic comic entertainment platform, Kuaikan Manhwa has quickly occupied a place in the highly competitive Chinese electronic comic entertainment platform since its inception. Not long after Kuaikan Manhwa was launched, it got the most significant number of downloads on the smartphone application shop's total free list. In December of 2017, the market valuation of Kuaikan Manhwa reached \$12.5 billion. In 2018, Kuaikan Manhwa was named the most popular application for the 00s (Zheng, 2019). As of 2021, the total number of users of Kuaikan Manhwa exceeds 340 million, with nearly 50 million monthly active users (Kuaikan Manhwa official website). Among them, more than 85 per cent of the application users are Generation Z. Currently, Kuaikan Manhwa has more than 100,000 creators and more than 10,000 comics, with a market share of more than half of the Chinese comic market (Zheng, 2019). Kuaikan Manhwa's community, Kuaikan Community, has more than 250,000 interest hashtags. About 400 of these tags have over 100 million views. Up to now, Kuaikan Manhwa has received six rounds of financing.

### **Business Model**

In the early stage of the establishment of Kuaikan Manhwa, to occupy more markets, Kuaikan Manhwa adopted a differentiated competitive strategy, i.e., it tended to occupy the female comic market and captured many new users. Subsequently, the business strategy of “intellectual property plus community” (Kuaikan Manhwa

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/kuaikan-manhua/357077](http://www.igi-global.com/chapter/kuaikan-manhua/357077)

## Related Content

---

### Frequent Sets Mining in Data Stream Environments

Xuan Hong Dang, Wee-Keong Ng, Kok-Leong Ong and Vincent Lee (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 901-906). [www.irma-international.org/chapter/frequent-sets-mining-data-stream/10927](http://www.irma-international.org/chapter/frequent-sets-mining-data-stream/10927)

### Classification Methods

Aijun An (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 196-201). [www.irma-international.org/chapter/classification-methods/10820](http://www.irma-international.org/chapter/classification-methods/10820)

### Mining Smart Card Data from an Urban Transit Network

Bruno Agard (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1292-1302). [www.irma-international.org/chapter/mining-smart-card-data-urban/10989](http://www.irma-international.org/chapter/mining-smart-card-data-urban/10989)

### Knowledge Acquisition from Semantically Heterogeneous Data

Doina Caragea and Vasant Honavar (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1110-1116). [www.irma-international.org/chapter/knowledge-acquisition-semantically-heterogeneous-data/10960](http://www.irma-international.org/chapter/knowledge-acquisition-semantically-heterogeneous-data/10960)

### Data Quality in Data Warehouses

William E. Winkler (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 550-555). [www.irma-international.org/chapter/data-quality-data-warehouses/10874](http://www.irma-international.org/chapter/data-quality-data-warehouses/10874)