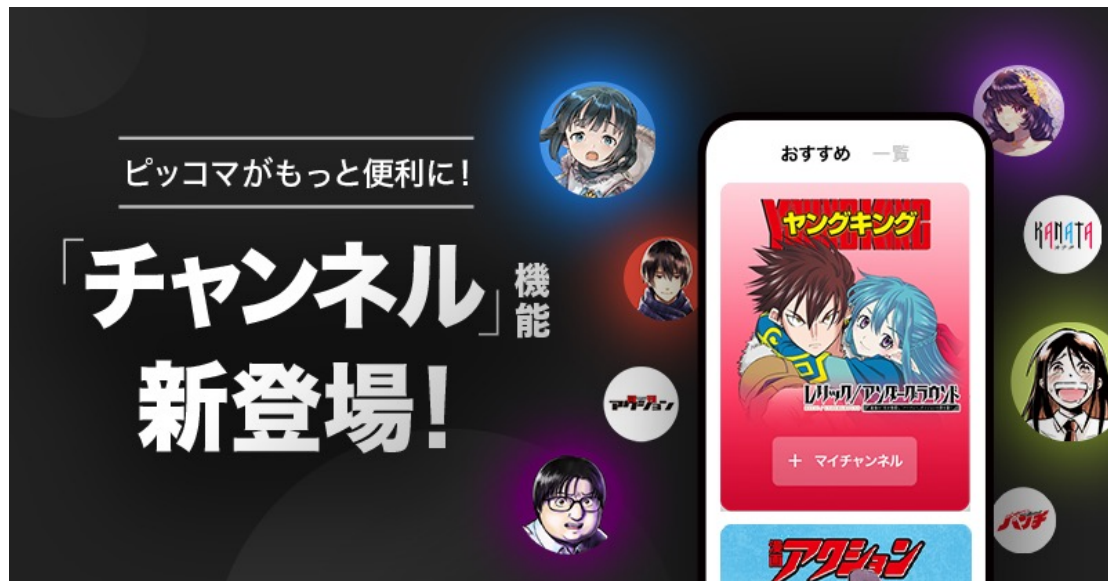


**NEW "CHANNEL" FUNCTION ADDED TO THE APP!
PUBLISHER CURATED SUB-BRAND CHANNEL PAGES, LAUNCHES
IN PICCOMA APP ON AUGUST 10TH UPDATE**



E-manga & novel subscription service Piccoma today announced the “Channel” feature launched on August 10, 2022 which allows users to access dedicated pages of each publisher's Sub brand. The Channels can be viewed from the top page.

Since their service launch in April 2016, Piccoma has pioneered in providing innovative ways for manga titles to be explored by readers. The service is characterized by the "Wait-or-Pay" model, where one chapter becomes free to read every 23 hours, and the “Buy-per-chapter”, where volumes which are split into chapters, are individually purchasable instead of entire volumes.

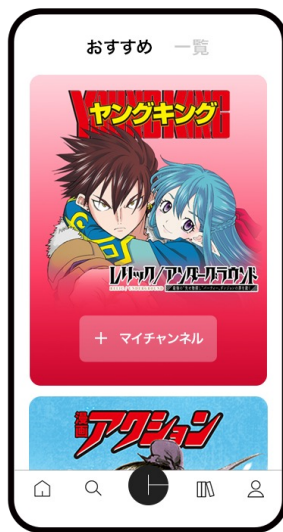
The "Channel" is a new function on the Piccoma top page that allows readers to access brand-specific pages called Channels which are curated by each publisher.

Publishers will run their own Channel within Piccoma as their own marketing and branding tool. Combining this with the simultaneous release of latest chapters of serialized titles, Piccoma aims to match readers with the "Sub-brands" in addition to titles to expand the full user experience.

Starting from the app update on August 10, Piccoma-led curations will be available first, followed by publisher-led Channel curation and operation which is set to begin from autumn 2022.

Piccoma envisions this new feature to propel the growth of publisher Sub-brands to set the direction for publishers and manga apps to co-exist.

What is the "Channel" feature?



1. Unique publisher-curated Channel pages

Each publisher will uniquely curate their Channel Home. In addition to increasing exposure of featured titles of each publisher, publishers will have more opportunities to communicate with readers through optimized banners.

Publishers will be able to manage their own Channel Home, reflecting each Sub-brand's personality while marketing only to readers who subscribe to their Channels.

Piccoma's focus is on expanding the entire platform through simultaneous release of the latest titles serialized on the app, in sync with publishers.

2. Aims for publisher "Sub-brand" development via the Channel for Piccoma's 9.5 million MRU (Monthly Reading Users)

Currently, there are 9.5 million readers monthly on the Piccoma app, creating a path for enormous traffic to each publisher Channel page which is accessible from the app's top page.

This space will enable publishers without platform development resources to showcase their titles as well as native smartphone users to explore new titles.



3. Cultivating title based fans, into "Sub-brand" based fans

One of our major goals is to cultivate title focused readers into Sub-brand based fans, through Channel Homes that are unique to each Sub-brand's identity. Piccoma's philosophy of "Title-First" thrives to set an environment for readers to continuously encounter more titles, benefiting both readers and publishers.

Browse publisher Sub-brands from the "Channel" feature

Starting from the August 10 update, popular titles from 8 publisher Sub-brands will go live on the "Channel" feature. These Channels represent a variety of each publisher Sub-brand, managed individually by each publisher. More Brands, housed under the Channels, will be added in the future.

[Publisher Channels]

- Shonen Gahosha: Young King
- Shinchosha: KANATA
- Shinchosha: Kurage Bunch
- Shinchosha: Monthly Comic Bunch
- Takeshobo: Web Comic Gamma
- TO Books: Corona Comics
- Futabasha: Monthly Action
- Futabasha: Manga Action

About Piccoma

Piccoma is a digital manga and novel service where users can access 1 chapter for free daily per title, by simply waiting everyday. Their library includes the latest mega-hits as well as Piccoma exclusive titles. Since their 2016 service launch, the Piccoma app has surpassed 35 M downloads.

*Total of downloads on iOS/Android as of August 2022.



For more information, find us on (JP): [Piccoma.com](https://piccoma.com) [Twitter](#) [Facebook](#) [YouTube](#) [Instagram](#) [Corporate website](#)

Download our app here: [App Store](#) [Google Play](#) |

For inquiries please contact: Kakao piccoma PR Team: Kiyohara & Ushio pr@kakaopiccoma.com