

POPJOY LAUNCHES WEBCOMICS PLATFORM WITH INDUSTRY-FIRST MOTION EFFECTS & CREATOR-FIRST BUSINESS MODEL

San Fran-based PopJoy, billed “the future of comics”, debuts webcomic platform with game-changing animation tools & data, as the \$20 Billion comics market soars

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[PopJoy](#), a new webcomic platform, officially launched today during

National Arts & Humanities Month, in

humble acknowledgement of comic artists being a vital part of the rich culture of fine arts in the U.S. and around the globe. PopJoy is transforming the webcomic industry through its proprietary animation tools, deep analytics, and creator-first business model. Hundreds of webcomic



PopJoy Logo

“

PopJoy was built for real artists & storytellers. We imagined a home for webcomic creators where they're supported, celebrated and can easily build, engage, interact with fans and earn from day one.”

*PopJoy Co-Founder & CEO
Pete Ragias.*

creators already use the company's free, easy to use animation tools to create “pops” – immersive comics that come to life with motion effects – an industry first. Every PopJoy creator can start earning from day one, access unprecedented engagement analytics for their stories, use unique community-building tools, and retain 100% control of their intellectual property. That community – colloquially called “The [PopSquad](#)” – is united in their fierce support of artists who commit to human created webcomic creation and all forms of visual storytelling.

PopJoy has generated industry excitement, attracting the attention of widely known creators with millions of followers, as well as recipients of mainstream

entertainment awards. Acclaimed comic artists like Emezie Okorafor – creator of the wildly popular comic and YouTube series, Porkchop 'n Flatscreen – as well as Sophie Feher (aka SoapTears), winner of the Grand Prix award for Best Animated Short Film at ANMTN! and creator of the comic Color Aftermath, are just two of many noted creators who have joined PopJoy for its

industry-leading tools and positive community focus on real artists.

"I like PopJoy because it gives me an excuse to get back into creating comics again, and allows me to make something more dynamic than typical still images. It's like a mixture between traditional print comics and animation, two mediums that I love. The interface was unexpectedly easy to learn, and the team is very open to feedback," said artist Emezie Okorafor.

"PopJoy is amazing for creators; the platform is a celebration of human art! The diversity in styles and stories really makes it unique and powerful," shared rising artist Sophie Feher.

"PopJoy was built with and for real artists & storytellers from the beginning. We imagined a home for webcomic creators where they are appreciated, supported, and celebrated," stated PopJoy Co-Founder and CEO Pete Ragias. "A place where their stories could be elevated through animation, and they could easily build,

engage, and interact with their fans, and earn from the moment they publish their work. PopJoy is that home, and I could not be more proud of our team and our growing community."

PopJoy is entering the market as industry analysts have valued the global comic book market at roughly \$20 billion in 2026. For decades, Hollywood has been leaning closely into comics as source material, sending continuous runs of comic book and graphic novel adaptations through movie theaters and streaming services. With its deep bench of premier webcomic art and exclusive, easy-to-use tools that allow stories to move, PopJoy is positioned to become a preferred destination for webcomic entertainment and motion art.

PopJoy is built around four core capabilities that webcomic creators can not find anywhere else:

Proprietary tools. The web-based creation suite was built from scratch by PopJoy developers to enable creators to bring their stories to life, creating episodes the company calls "pops." These



PopJoy Creators Collab Logo



PopJoy CEO & Co-Founder Pete Ragias

tools – unlike anything available elsewhere in comics, animation, or social media – are the technical heart of the company, and the reason why PopJoy is, at its core, a technology company.

Monetization & Autonomy from day one. Every artist and storyteller on PopJoy has the ability to earn directly from their fanbase starting the moment they publish, with no waiting period, stipulations or gatekeeping to monetization. Creators retain 100% control of their intellectual property (IP) rights while using the platform’s monetization channels.

Deep, story-level analytics. Creators receive deep data analytics on exactly how audiences interact with their stories, panel by panel, chapter by chapter, which is a level of insight that other webcomic platforms simply do not offer.

Community building features. Creators can build and engage their fans using the same platform where they post their stories. The overall collaborative community – called The “PopSquad” – continues to fuel the PopJoy movement.

PopJoy is built to be the preferred home for comic artists — a place where they can have their work discovered, showcase their creations and earn from their art, while streamlining and maximizing interactions with their PopSquads. Together, the four pillars reflect PopJoy’s key operating principle: Creators come first!

Headquartered in San Francisco, PopJoy’s co-founders and leadership team are from Fortune 500 companies in the technology, gaming, and entertainment industries. Their combined storytelling, engineering, and operations experience helped shape the proprietary animation, analytics, community toolsets, and the creator-economics model. PopJoy chose Oct. 6, the first full week of National Arts and Humanities Month, to formally open the platform to the public, as a nod to human artists and storytellers the company was built to serve. Comic creators, illustrators, visual storytellers, and fans around the world can join today at: popjoy.app.

About PopJoy

PopJoy is a San Francisco Bay Area technology company focused on the webcomic industry, featuring signature animation tools that enable webcomic artists to bring motion to their stories and provides creators a single destination to publish, monetize, analyze, and build their fan bases. PopJoy is home to both popular webcomic creators - whose stories are followed by millions of fans around the world - and aspiring artists just beginning to share their stories.

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