

# Anime (Japanese Animation)

## (1) Current status of anime in the US Market

In recent years, the US market for anime (Japanese Animation) has changed dramatically.

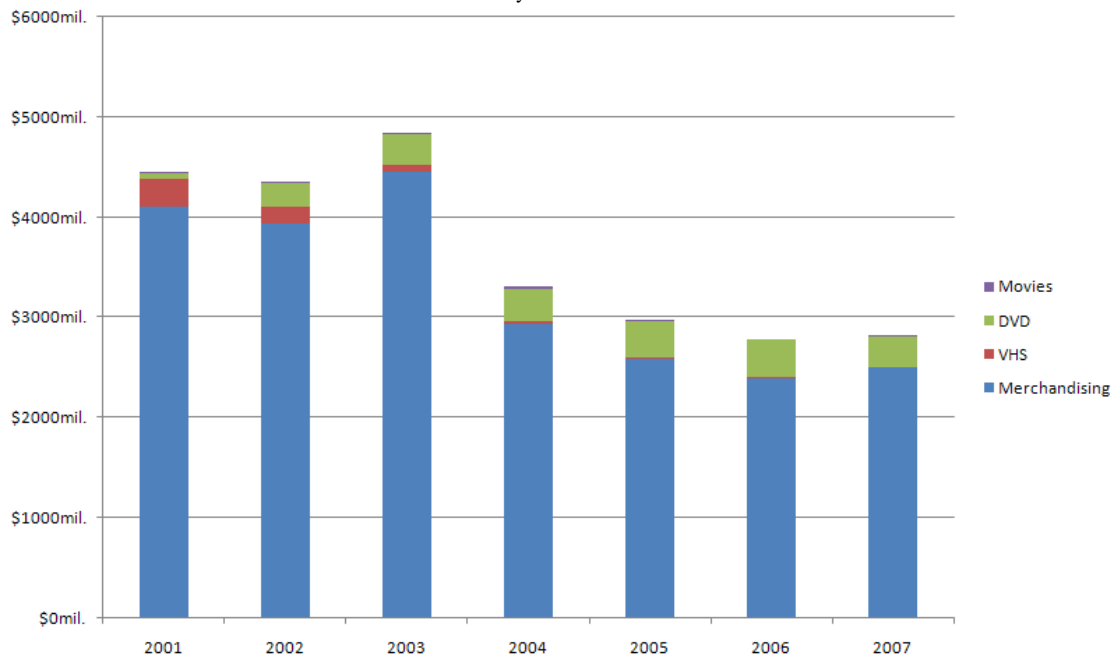
It was back in 1961 when the *Astro Boy* TV series was introduced to American audiences, the first anime to be exported out of Japan. In the 1980s, growth of the home video market and cable TV accessibility has made shows like *Starblazers* and *Sailor Moon* popular, creating the foundation for the fan base in the US. In 1999 *Pokémon* invaded the US, penetrating the mass market like no other anime had done before.

Also in the late 90s, the prevalence of DVD players contributed to the increase in anime sales, as a DVD's subtitle feature and ability to playback multiple languages appealed to those hardcore fans who wanted to enjoy both the original Japanese audio as well as English dubbed versions.

In 2003, *Spirited Away* won the Academy Award for Best Animated Feature, and anime DVD sales around that time reached its peak.

[Table 3-1] Estimated market size of anime in the US

Source: Nielsen Video Scan, NPD, and various industry and corporate reports.  
Edited by Wowmax Media!



## (2) Anime feature films in the US box office

Between 1980 and 2008, many anime feature films were released theatrically. However, with the exceptions of *Pokémon* and *Yugioh*, which were released nationally by major distributors, most of the anime films were distributed on a much smaller scale through art house theaters. For these hardcore fan oriented films, theatrical release is usually considered by their distributors as part of the promotion for the DVD release.

[Table 3-2] Anime released theatrically in the US

Source: BoxOfficemojo.com. Edited by Wowmax Media!

Movie Title	Studio	Total Gross		Opening Week		Open
		Box Office	Theaters	Box Office	Theaters	
Pokemon: The First Movie	WB	\$85,744,662	3,043	\$31,036,678	3,043	11/10/1999
Pokemon: The Movie 2000	WB	\$43,758,684	2,752	\$19,575,608	2,752	7/21/2000
Yu-Gi-Oh! The Movie	WB	\$19,765,868	2,411	\$9,485,494	2,411	8/13/2004
Pokemon 3 : The Movie	WB	\$17,052,128	2,675	\$8,240,752	2,675	4/6/2001
Spirited Away	BV	\$10,055,859	714	\$449,839	26	9/20/2002
Digimon: The Movie	Fox	\$9,631,153	1,825	\$4,233,304	1,823	10/6/2000
Howl's Moving Castle	BV	\$4,711,096	202	\$427,987	36	6/10/2005
Princess Mononoke	Mira.	\$2,375,308	129	\$144,446	8	10/29/1999
Pokemon 4 Ever	Dim.	\$1,727,447	249	\$717,061	249	10/11/2002
Little Nimo	Hemdale	\$1,368,000	579	\$407,695	579	8/21/1992
Ghost in the Shell 2: Innocence	GF	\$1,043,896	55	\$317,722	47	9/17/2004
Cowboy Bebop	IDP	\$1,000,045	29	\$234,429	19	4/4/2003
Paprika	Sony	\$8,882,267	37	\$35,593	2	5/25/2007
Pokemon Heroes	Mira.	\$746,381	200	\$260,372	196	5/16/2003
Metropolis	Sony	\$722,932	16	\$84,660	9	1/25/2002
Akira	Std.	\$553,171	2	\$11,263	2	12/25/1989
Ghost in the Shell	Palm	\$515,905	1	\$2,736	1	2/2/1996
Steamboy	Tru	\$468,867	46	\$136,148	39	3/18/2005
Vampire Hunter D: Blood Lust	UVE	\$151,086	12	\$25,521	6	9/21/2001
X	Mng	\$143,355	1	\$6,672	1	3/10/2000
Tokyo Godfathers	IDP	\$129,560	10	\$29,259	8	1/16/2004
Appleseed	Gen.	\$129,135	31	\$66,869	31	1/14/2005
Perfect Blue	Palm	\$112,536	1	\$9,600	1	8/20/1999
Jim-Roh: The Wolf Brigade	Tid.	\$94,591	1	\$7,098	1	6/22/2001
Escaflowne: The Movie	Band.	\$94,060	5	\$16,692	5	1/25/2002
Sky Blue	MEP	\$74,663	5	\$3,022	1	12/31/2004
Wings of Honneamise	Tara	\$55,572	-	n/a	-	3/10/1995
Millennium Actress	GF	\$37,641	6	\$18,732	6	9/12/2003
Sprigan	ADV	\$25,824	5	\$7,420	5	10/12/2001
Robot Carnival	Std.	\$10,642	2	\$10,642	2	3/15/1991
One Piece : The Desert Princess	Bpic	\$6,587	97	\$5,791	97	7/8/2002
Tekkon Kinkreet	Sony	\$6,000	2	\$3,332	2	7/13/2007
Vexille	Bpic	\$3,259	97	\$3,227	97	2/14/2008

## (3) Current status of anime in the US home video market

Established franchises, like *Dragonball Z*, *Final Fantasy*, *Pokemon*, and films by Hayao Miyazaki are doing very well in DVD sales. *Final Fantasy VII - Advent Children* and *Howl's Moving Castle* both sold over 400 thousand units, very impressive figures for anime. The total overall gross sales in 2006 were 5% less

than it had been in 2005.

[Table 3-3] 2006 Top 30 Anime DVD sold in the US

Source: Nielsen Video Scan. Edited by Wowmax Media!

Note: the index indicates the percentage in comparison to the number 1 title.

Rank	Title	Series Title	Distribution	Price(\$)	Index
1	FINAL FANTASY VII-ADVENT CHILD	FINAL FANTASY	SONY PICTURES HOME ENT	19.94	100
2	HOWL'S MOVING CASTLE	HOWL'S MOVING CASTLE	DISNEY/BUENA VISTA HOME VIDEO	29.99	86
3	CONQUERER OF SHAMBALLA-MOVIE	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	31
4	LUCARIO AND THE MYSTERY OF MEW	POKEMON	VIZ MEDIA	19.98	23
5	FUSION REBORN	DRAGON BALL Z	NAVARRE CORPORATION	24.98	22
6	MY NEIGHBOR TOTORO	MY NEIGHBOR TOTORO	DISNEY/BUENA VISTA HOME VIDEO	29.99	20
7	INU-YASHA MOVIE 4-FIRE ON THE	INU-YASHA	VIZ MEDIA	24.98	19
8	PLATINUM-COMPLETE COLLECTION	NEON GENESIS EVANGELION	ADV FILMS	89.98	19
9	WRATH OF THE DRAGON	DRAGON BALL Z	NAVARRE CORPORATION	24.98	18
10	SPIRITED AWAY	SPIRITED AWAY	DISNEY/BUENA VISTA HOME VIDEO	29.99	17
11	PRINCESS MONONOKE	PRINCESS MONONOKE	DISNEY/BUENA VISTA HOME VIDEO	22.99	16
12	KARAS-THE PROPHECY	KARAS	ANCHOR BAY	19.98	11
13	WHISPER OF THE HEART	WHISPER OF THE HEART	DISNEY/BUENA VISTA HOME VIDEO	29.99	10
14	NAUSICAA OF THE VALLEY OF THE WIND	NAUSICAA OF THE VALLEY OF THE WIND	DISNEY/BUENA VISTA HOME VIDEO	29.99	9
15	REUNION ON YOCK ISLAND V7	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	9
16	ALTAR OF STONE V8	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	9
17	SAMURAI CHAMPLOO V7	SAMURAI CHAMPLOO	GENEON	29.98	8
18	PAIN AND LUST V9	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	8
19	CONQUERER OF SHAMBALLA-LIMITED	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	44.98	8
20	ESCAFLOWNE-ANIME LEGENDS	ESCAFLOWNE	BANDAI	49.98	8
21	OUTLAW STAR-COMPLETE COLLECTION	OUTLAW STAR	BANDAI	49.98	7
22	BROTHERHOOD V13	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	7
23	BECOMING THE STONE V11	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	7
24	TRUTH BEHIND TRUTHS V12	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	7
25	NARUTO V1-UNCUT BOX SET	NARUTO	VIZ MEDIA	34.98	6
26	JOURNEY TO ISHBAI V10	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	6
27	CURSE V1	CONQUERER OF SHAMBALLA	NAVARRE CORPORATION	29.98	6
28	NARUTO V1	NARUTO	VIZ MEDIA	19.98	6
29	BIO-BROLY-UNCUT	DRAGON BALL Z	NAVARRE CORPORATION	24.98	5
30	STREET FIGHTER 2-UNCUT UNCENCO	STREET FIGHTER	ANCHOR BAY	19.98	5

#### (4) Hollywood Adaptations

In 2007, the live action film *Transformers* produced by DreamWorks grossed over \$700 million worldwide. The film is based on a line-up of toys released by Hasbro under the same name; however, the original toys were developed in the early 1980s by Takara Tomy, a Japanese toy company. When Hasbro licensed the rights to the toys, they also developed an animated show in order to promote the product, which became the basis for the film and the franchise we know today.

The success of *Transformers* has drawn attention to anime as a source of original ideas for Hollywood films, similar to the boom in the re-make of Japanese Horror films which happened after *The Ring* in 2002. Currently, there are many films based on anime in developed by the major studios, and Hollywood producers are continuing to approach Japanese rights holders for adaptation and re-make rights.