











JAPAN AND POP?



Top 10
Box Office Record
2001 Japan



Sen to Chihiro	 JPN
AI	 USA
Pearl Harbor	 USA
Jurassic Park 3	 USA
Dinosaur	 USA
Hannibal	 USA
Planet of the Apes	 USA
Vertical Limit	 USA
Pockemon	 JPN
The Mummy	 USA

Love
For
Manga



Manga Books
/All published Books
2001

69%

Manga magazines
277 titles

Love
For
Animation



60% of World's
TV anime
=
Made in Japan



Rating	
Sazae-san	28.1%
Since 1969	

 2000	
Survivor 2	29.8%
ER	22.4%
Who wants to be millionaire	20.1%
Friend	19.7%



Love
For
Game



Sales 2000



USA

\$8.5 B



JPN

\$4.7 B





Teenagers' allowance

♂

1	Cellphone	29%
2	Music CD	15%
3	Game soft	10%

♀

1	Cellphone	34%
2	Music CD	10%
3	Karaoke	9%

Manga

¥534B

(20 times bigger than France)

Game

Domestic ¥264B

Export ¥253B

(America 2 : Europe 1)

Anime

¥163B

Film Japan : Abroad 32:68

Music Japan : Abroad 56:44



2 promotion models

Creators

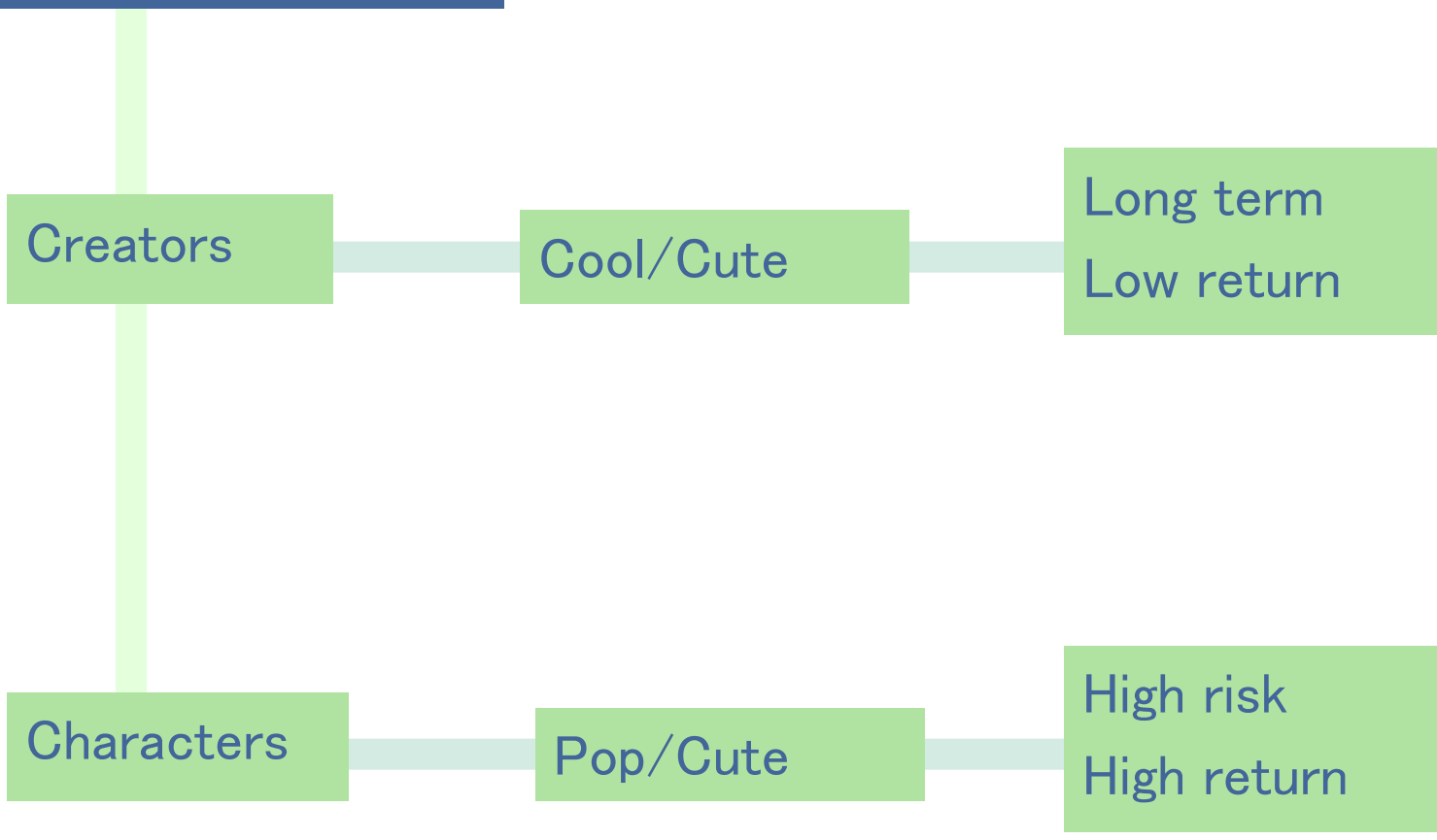
Cool/Cute

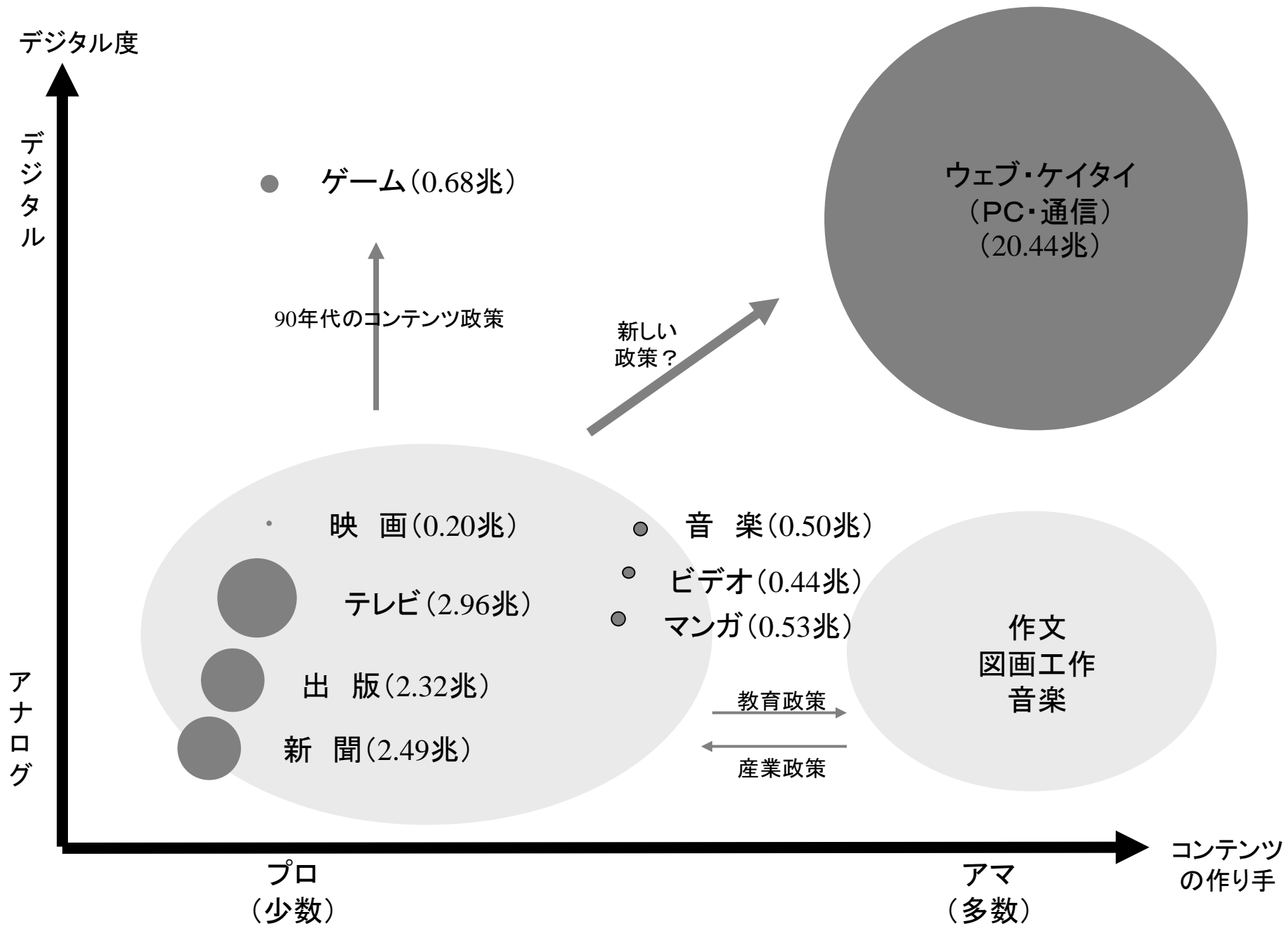
Long term
Low return

Characters

Pop/Cute

High risk
High return







Eisaku Ando Ministry of Telecommunications
Kenji Eno Game Creator
Toru Ijima Communication Mania
Nanako Ishido MIT/Tokyo Univ.
Masato Ina Professor, Tokyo Woman's Christian Univ.
Chie Ono Comedian's wife
Masayuki Kage ASCII Corp
Hagumi Kawasaki System Media
Kazuhiko Kawahara Hakuhodo
Naoto Kikuchi FMP institute
Hiroyuki Kishi Cabinet Office, Government of Japan
Masakazu Kubo Producer
Shintaro Kono @Net Home
Masayoshi Sakai Ministry of Economy, Trade & Industry
Yutaka Shigenobu TV MAN UNION CEO
Takenori Sentou Film Producer
Takashi Takai Okayama Prefecture
Toru Takeda Journalist/Critic
Mitsuhiro Takemura Researcher on Culture Assets
Riina Toya RIETI
Hidenori Nakai Show Manager
Hide Nakaya NHK
Hiroyuki Nishimura Courthousegoing
Hachiya Kazuhiko Media Artist
Yasuki Hamano The University of Tokyo
Hisakazu Hirabayashi Game Analyst

Sadahiko Hirose CEO, @Net Home
Toshihiro Hukuoka Weekly Ascii's Editor in Chief
Tadakazu Fukutomi Journalist, Media Producer
Naoya Matsunaga Daiwa Securities SMBC
Osamu Matsumoto Public Official
Tetsuya Mizuguchi Game Producer
Yasuko Miygagishi Instructor
Takahide Morita Lawyer
Yoshitaka Mouri Sociologist
Hiromi Yamaguchi Cheerleader of Modern Art
Naoko Yamano Shonen Knife
Kouji Watanabe President, GTV
Hiroshi Nakanishi ISAO
Shuichi Shibukawa
Fumio Miura Dentsu
Megumi Onouchi HUMANMEDIA
Kenji Hatakeyama Go Player 5D Amateur
Kiri Matsuura CG artist
Yoichiro Kawaguchi CG artist
Yoriko Kita Painter
Hiroki Azuma Philosopher
Yoichiro Yoshikawa
Taizou Iwanaga
Reiko Chiba Job:Chiba Rei
Ichiya Nakamura Stanford Japan Center-Research