

• Data for Content Business

By JEF Editorial Section

Media Content Market in the World

	Japan	US	EU	UK	France	Spain	South Korea	China
				*New Member=54				
GDP (¥ trillion)	497 *'04 c	1,180 *'02 l	1,286 *'02 h	158 *'01 i	146 *'01 i	65 *'01 i	56 *'02 p	146 *'02 p
Sales of Image Software (¥100 million)	5,828 *'03 a	32,197 *'02 f	15,751 *'02 f	5,326 *'03 j	3,142 *'03 j	940 *'03 j	617 *'03 j	344 *'02 n
Profits from Movies (¥100 million)	2,032 *'03 b	10,757 *'02 e	6,364 *'03 j	1,370 *'03 j	1,279 *'03 j	816 *'03 j	661 *'03 j	140 *'02 q
Sales of Music Software (¥100 million)	4,894 *'03	14,254 *'02 d	12,507 *'02 m	3,231 *'02 m	2,248 *'02 m	612 *'02 m	249 *'02 m	152 *'02 m
Sales of Home-Use Game Software (¥100 million)	3,861 *'03	10,475 *'03 g	4,799 *'02 j	1,695 *'02 j	841 *'02 j	361 *'02 j	238 *'02 o	322 *'03 n
Number of users of Internet (tens of thousands) (% = population ratio)	7,730 61.0% *'04 c	6,690 23.0% *'02 f	18,425 40.5% *'04 k	3,508 58.6% *'04 k	2,253 38.0% *'04 k	1,375 34.3% *'04 k	2,627 54.7% *'04 k	7,950 6.2% *'04 r

Notes: * =the year appears in the data. '04=2004. PC-games are included in the sales of home-use game software in South Korea

Source: Adjusted from Digital Content White Paper, 2004

References

- a Data by Japan Video Software Association
- b Data by Motion Picture Producers Association of Japan, Inc
- c Data by Ministry of Internal Affairs and Communications
- d RIAA *Research and Data*
- e MPAA *MPA Market Statistics*
- f Alexander & Associates *Video Flash : Historical Data*
- g CEA *Digital America*
- h Eurostat
- i IBRD
- j Screen Digest
- k Internet World States
- l US Dept of Commerce
- m IFPI *IFPI Recording Industry in Numbers 2003*
- n Shanghai Multimedia Industry Association
- o KGDI *South Korea Game White Paper, 2003*
- p JETRO *JETRO-FILE*
- q Research by Digital Content Association Japan (DCAJ)
- r Mitsubishi Research Institute, Inc.

Other information obtained from Market Research by DCAJ

The Character Business in Japan

The voice of Doraemon will change..... the news came as a great shock to Japan. Perhaps, this might be overstating the matter but various Japanese media reported the news that the voice actors of the 26-year-running TV animation program, *Doraemon*,



Doraemon is loved by many Japanese

(broadcast in 11 countries) will change. Doraemon is loved by many Japanese.

This is not only limited to Doraemon. Japanese people love "characters" in general. Character merchandise such as snacks, toys and stationery are everywhere and even banks and newspapers use characters for their campaigns. On top of that, characters are painted on airplanes and amulet sacks with characters are sold in famous temples. Even the Tokyo Metropolitan Police has its original symbol character, *Pipo-kun*. When you look around Tokyo, you can find countless characters, and most Japanese people own some character goods. Character licensed merchandise achieved retail sales of ¥1.7 trillion in 2003 in Japan.¹

Pokémon has created a ¥3-trillion market in 67 countries worldwide and a ¥1-trillion



Pokémon characters painted on a plane

market in Japan. Hello Kitty and other Japanese characters are also popular globally.

There are other aspects to the character business. *Hi Hi Puffy AmiYumi Show*, a TV animation, started last November in the United States. It features a Japanese duo,

Photo: THE YOMIURI SHIMBUN

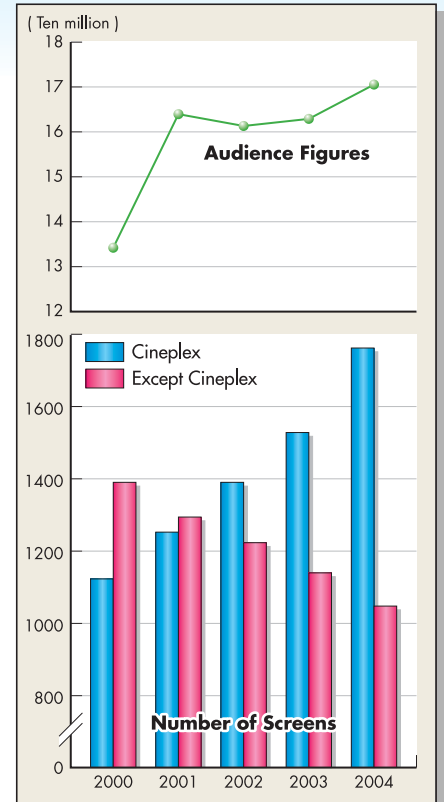
Exports of Japanese Content

	Year 2001	Year 2010
Overseas Market (¥100 million)	3,258	6,861 Comparison with 2001+110.6%
Game Market	2,532	5,364
Broadcasting Market	418	698
Publication Market	182	299
Music Market	34	56
Movie Market	92	444
Potential Needs in Major 4 Countries in Asia (Pirate Edition Market) (¥100 million)	9,805	16,134
Pirate Edition → Formal Edition		8,067
Prospect of Market Scale under the 50%-reform		8,067
Overseas Total (¥100 million)	3,258	14,928 Comparison with 2001+358.2%

Source: Ministry of Economy, Trade and Industry



Number of Screens and Audiences Figures



Source: Nihon Keizai Shimbun March 3, 2005 (researched by Motion Picture Producers Association of Japan Inc)

Puffy AmiYumi, or Puffy as they are known in Japan. The animation scored the highest-ever audience ratings of the Cartoon Network² for its maiden broadcast among children in the Kids 2-11 and Kids 6-11 rating groups, and the anime-characterized duo is now a “cultural phenomenon” in the United States.

The Powerpuff Girls is another megahit from the Cartoon Network (broadcast in more than 160 countries). To achieve a blockbuster hit in Japan, the Cartoon Network decided to remake the program in the form of a co-production with two Japanese companies.

Photo: ©SANRIO CO.,LTD.



Hello Kitty's amulet sack

Photo: TM & © Cartoon Network (s05)



Hi Hi Puffy AmiYumi (Cartoon Network will broadcast the program in Japan from this August)

The animation infuses all the elements that can appeal to Japanese kids thus the set-ups and the character appearances are changed altogether. The producer of the network told the press that the characters are the key to the success.

The goal of this completely new attempt is, of course, to get a big name in the world,



A press conference to announce the remake of the *Powerpuff Girls*

but first of all, it is necessary to achieve popularity in Japan, the home country of various animations now seen around the world. The collaboration of Toei Animation, the kid animation mogul, Aniplex, which recently recorded a worldwide hit with its *Fullmetal Alchemist*, and the US Cartoon Network, is now a real eye-catcher. **J.S**

2) The Cartoon Network cable station has an audience of 87.3 million US homes and 160 countries around the world. The data on audience ratings were supplied by Time Warner.