

The Association of Japanese Animations, Database Working Group

Anime Industry 2014

Summary

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March 2015

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* “Anime” is a proper noun meaning Japanese animation

Japanese animation industry beginning to peak again

The Japanese animation industry began to blossom in 1958 when the first Japanese feature length color animation film, The White Snake, was released. The industry developed dramatically in 1963 thanks to the broadcasting of the first Japanese TV animation series, Astro Boy. Since then, the industry has continued to grow for about 50 years. The 3rd animation boom in the mid-90s saw the market explode and the industry enjoyed bubble-like times until the mid-2000s. The market, however, shrank from 2007 to 2008 after the burst of the bubble, which seemed like the end of economic growth for Japanese animation. Still, animation itself did not lose its popularity. In 2010, the industry was growing h again and nearly reached a record in 2013. At this moment, there is no doubt that the number of animation works produced will continue to increase until 2016, and the result will certainly receive attention from both inside and outside the industry.

Theatrical Animations recorded the 2nd largest box office take of 47 billion yen, a 15% increase over the past year

In 2013, Japanese theatrical animations recorded the 2nd largest box office take in history with revenue of 47 billion yen. Hayao Miyazaki's "SHORT PEACE" released in the early summer earned the top box office yield of the year. Also, Another Ghibli animation directed by Isao Takahata was released in the winter of this year. Thus, the year 2013 was indeed the year of Ghibli. On the other hand, non-Ghibli animations have also been increasing box office revenues in recent years. Ghibli's closing and Hayao Miyazaki's retirement surely affected the market; however, it seems that Japanese theatrical animations have developed to strengthened the foundation of the industry and to ensure steady revenues for the market.

Chart : Japanese animation movies whose box office recorded more than 1 billion yen in 2013

	Title	Box Office	Distributor
1	SHORT PEACE	12.02 billion yen	TOHO
2	ONE PIECE FILM Z	6.87 billion yen	TOEI
3	LUPIN THE 3rd VS. DETECTIVE CONAN THE MOVIE	4.09 billion yen	TOHO
4	DRAEMON The Movie Nobita no Himitsu Dougu Museum	3.98 billion yen	TOHO
5	DETECTIVE CONAN Private Eye	3.63 billion yen	TOHO
6	Pokémon the Movie: Genesect and the Legend Awakened/Pikachu to Eevee ☆Friends	3.17 billion yen	TOHO
7	DRAGON BALL Z The Battle of Gods	2.99 billion yen	TOEI/FOX
8	THE TALE OF PRINCESS KAGUYA	2.29 billion yen	TOHO
9	Puella Magi Madoka Magica The Movie-Rebellion-	2.08 billion yen	WB
10	GINTAMA	1.70 billion yen	WB
11	Crayon Shin-chan The Movie Bakauma! B-kyu Gourmet Survival!!	1.30 billion yen	TOHO
12	Hunter X Hunter: Phantom Rouge	1.21 billion yen	TOHO
13	Anohana The Movie: The Flower We Saw That Day	1.04 billion yen	Aniplex
14	PRETTY CURE ALL STARS New Stagez: Fairly Friends Forever	1.03 billion yen	TOEI

Based on the survey conducted by AJA

Appearance of a new genre and its rapid growth

In 2013, a new genre called "live entertainment" appeared in the animation industry to meet recent demand for live-performances often found on music scenes. This new genre includes anime-song concerts, musicals, museums, exhibitions, café and other events in connection with animations, allocating sales of 28.8 billion yen in 2013; judging from these sales results, it is predicted that the genre will grow further in 2014.

Chart : Live Entertainment Market

	Item	Definition	Basis for Calculation	Sales (billion yen)
1	Anime-Song shows	Anime-song concerts mainly performed by voice actors	amount of thickets sold	6
2	Events related to animation	Event or stage performances mainly related to animation or voice actors	amount of thickets sold	3.9
3	Live viewing	Live viewing of anime-song concerts and events related to animation (including volacoid performances)	amount of thickets sold	0.6
4	Musical related to animation	Musical related to animation works	amount of thickets sold	12.8
5	Exhibition related to animation	Exhibitions related to animation	amount of thickets sold	4.5
6	Anime Café and the like	Café or restaurants featuring animation works	sales amount	1
			Total	28.8

Data of anime-song live: based on the survey conducted by PIA. Other data: based on the survey conducted by AJA

An 8.9% increase over 2012 – amazing growth in a shrinking market

Although the CD and DVD market is shrinking globally, sales of animation packages are doing surprisingly well, recording an 8.9 % increase over 2013. Since 1983, when the statistics for sales of animation packages was first recorded, animation has been at the forefront of the industry. However, after 2005, sales dropped, affected by a global shrink in the business with a decrease of approximately 20 billion yen over three years (in manufacturer's shipment). Yet, the animation business managed to stave off decline even after 2008 while other aspects of the business, including the music CD market, kept decreasing in size.

What was the reason for the 8.9 % increase in 2013? The main reason was the huge hit "Evangelion 3.33: You Can {Not} Redo", whose box office revenue recorded more than 5 billion yen. Furthermore, 199,000 Blu-ray disks of the work sold on the release day, which was the most sold in history. In addition, 398,000 Blu-ray and 177,000 DVD sold throughout the year. As a result, the work ranked at the top of Blu-ray general ranking, theatrical animation Blu-ray ranking and theatrical animation DVD ranking. The second ranked was "Mobile Suit Gundam Unicorn 6", whose respective volumes sold 250,000. The third ranked was "ONE PIECE FILM Z" produced by Toei Animation, whose box office revenue was 6.85 billion yen, a record for the series. The fourth and fifth ranked were "Magical Girl Lyrical NANOHA The MOVIE 2nd A's" and "Puella Magi Madoka Magica the Movie: Beginnings / Eternal". Those two works are categorized in the magical girl genre, which is unique to Japanese animations.

Chart : Animation Video Package Ranking Best 20 in 2013

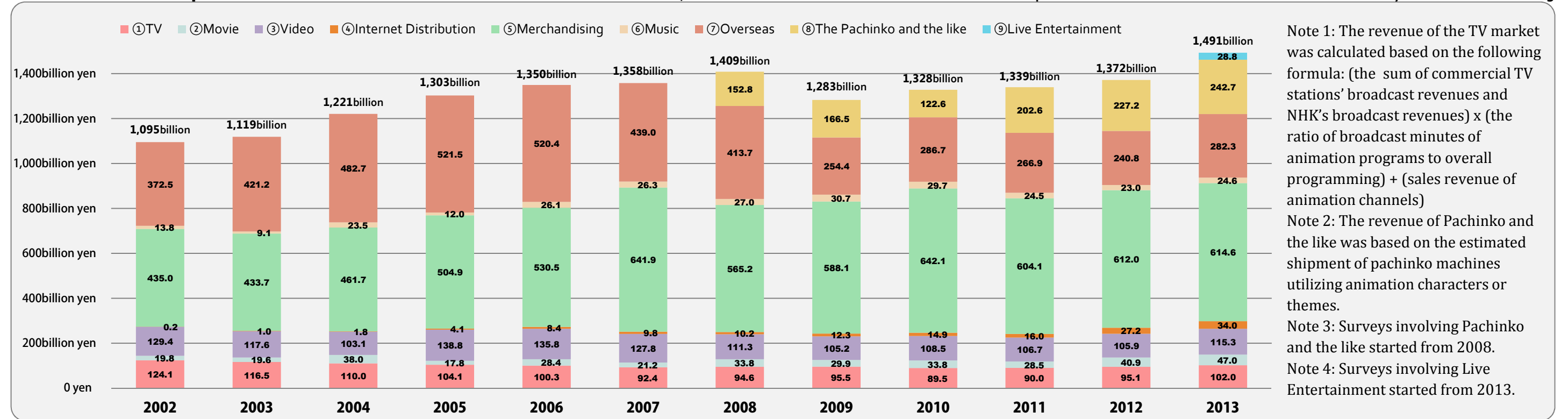
Ranking	Sales amount (million yen)			BD ratio	Title	Release day Total
	Total	BD	DVD			
1	3,527.2	2,451.3	1,075.9	69.5%	Evangelion 3.33: You Can {Not} Redo	13. 4.24
2	1,331.2	1,004.2	327.1	75.4%	Mobile Suit Gundam Unicorn 6	13. 3.22
3	1,311.0	591.5	719.5	45.1%	ONE PIECE FILM Z	13. 6.28
4	1,303.9	1,080.5	223.4	82.9%	Magical Girl Lyrical NANOHA The MOVIE 2nd A's	13. 3.22
5	1,206.0	1,206.0	-	100.0%	Puella Magi Madoka Magica the Movie: Beginnings / Eternal	13. 7. 24
6	961.1	440.8	520.3	45.9%	GINTAMA	13. 12.18
7	943.6	943.6	-	100.0%	Gurren Lagann COMPLETE BOX	13. 6.26
8	797.0	797.0	-	100.0%	Zoids Blu-ray BOX	13. 8. 2
9	718.2	715.3	2.9	99.6%	Mobile Suit Gundam Memorial Box	13. 8.28
10	645.9	388.4	257.5	60.1%	Wolf Children	13. 2.20
11	597.9	472.2	125.7	79.0%	Toaru Majutsu no Index The Movie -Endymion no Kiseki-	13. 8.28
12	555.8	279.5	276.2	50.3%	DRAGON BALL Z The Battle of Gods	13. 9.13
13	498.4	334.3	164.1	67.1%	attack on titan 1	13. 7.17
14	458.4	248.5	209.8	54.2%	Uta no Prince Sama 2	13. 6.26
15	454.2	454.2	-	100.0%	Macross Frontier Zentora Sakari Blue-ray BOX	13.12.25
16	443.4	443.4	-	100.0%	CODE GEASS Lelouch of the Rebellion 5.1ch Blue-ray BOX	13. 9.25
17	441.1	387.2	53.8	87.8%	Nekomonogatari <Black> Vol.1	13. 3. 6
18	434.2	278.7	155.5	64.2%	Resident Evil: Damnation	13. 1.30
19	432.0	380.1	52.0	88.0%	Nekomonogatari <Black> Vol.2	13. 4. 3
20	401.3	283.6	117.0	70.7%	attack on titan 3	13. 9.18

Based on the survey "ORICON White Paper on Entertainment Market 2013

Trends in the Japanese Animation Market (2014 version)

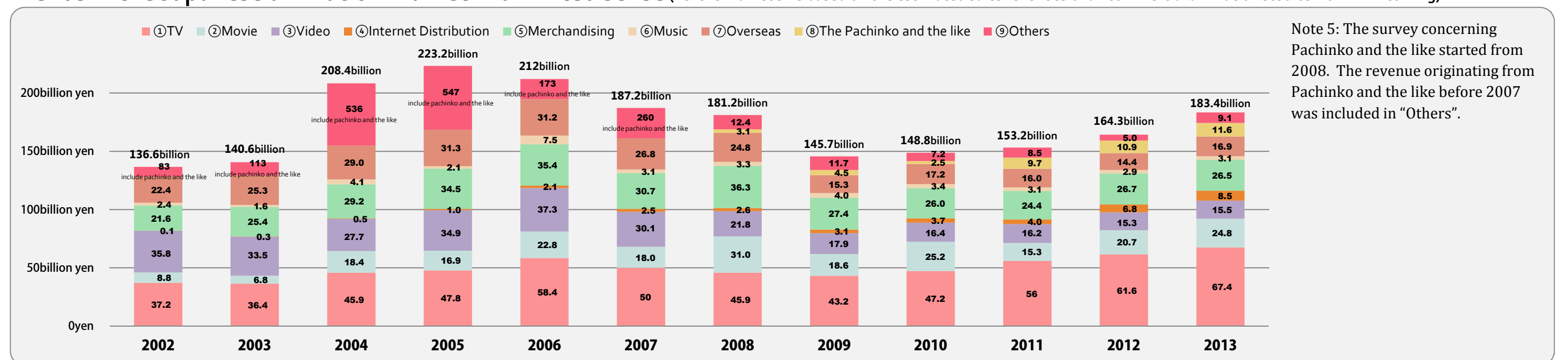
The upper part shows the trend of the animation market in a broad sense (i.e. the market size based on the estimated amount spent in the animation and animation related market by users). The lower part shows the trend of the animation market in a limited sense (i.e. the market size based on the estimated sales revenues of all commercial animation studios). It is obvious that the animation market in a broad sense is overwhelmingly larger than the animation market in a limited sense. This is because the animation related business such as the character business has a major leveraging effect.

Trends in the Japanese animation market in a broad sense (i.e. the market size based on the estimated amount spent in the animation and animation-related market by users from 2002 to 2013)



Based on questionnaires conducted by The Association of Japanese Animations and statistics released to public

Trends in the Japanese animation market in a limited sense (i.e. the market size based on the estimated sales revenues of all commercial animation studios from 2002 to 2013).



Based on a questionnaire conducted by The Association of Japanese Animations and other statistics released to the public.

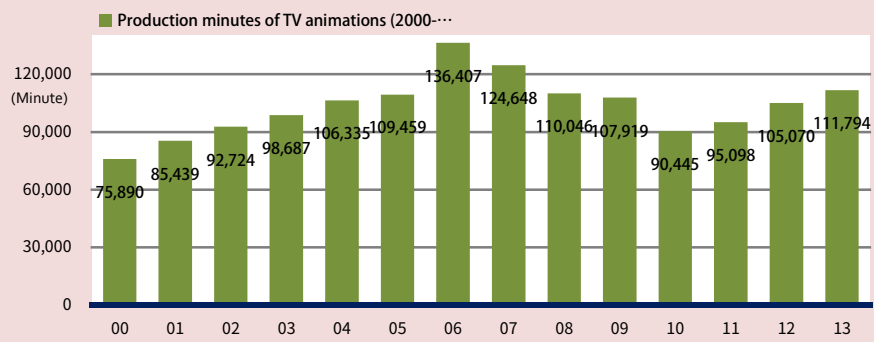
Trends in the Japanese Animation Market (2014 version)

Production minutes of TV animations and box office revenue of theatrical animations increased substantially in 2013.

Production minutes of TV animations (2000-2013).

11.1% increase over the previous year. Production minutes of TV animations increased for three years running.

Production minutes of TV animations increased significantly from the mid-90's and reached a record high in 2006. Then the minutes decreased and bottomed out in 2010, but again the minutes increased, showing a V-shape recovery. In 2013, the minutes of production were the 3rd highest in history. It is expected that animation production will increase from this point forward.

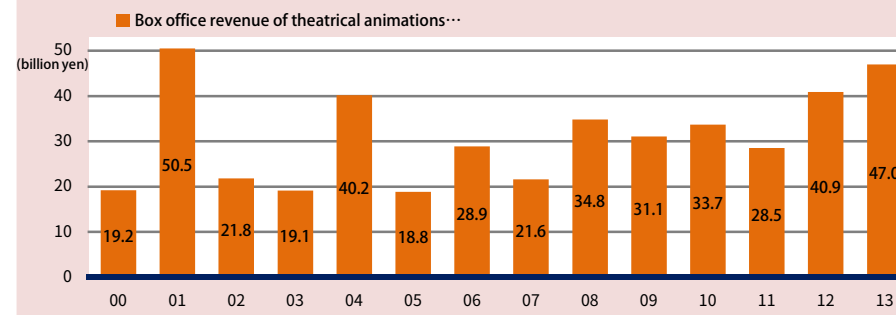


Based on the survey conducted by The Association of Japanese Animations.

Box office revenue of theatrical animations (2000-2013).

The box office revenue of theatrical animations in 2013 was the 2nd largest in history.

In 2013, two theatrical GIBULI animations, "THE WIND RISES" and "THE TALE OF PRINCESS KAGUYA", were released respectively, which led to the increase of box office revenue of over all theatrical animations, a 14.9% increase over the past year. Nine titles recorded more than 1 billion yen box office revenues. Comparatively, nine titles in 2010, ten titles in 2011, and eight titles in 2012 recorded that amount or more. Thus, the animation market in 2013 was quite active.

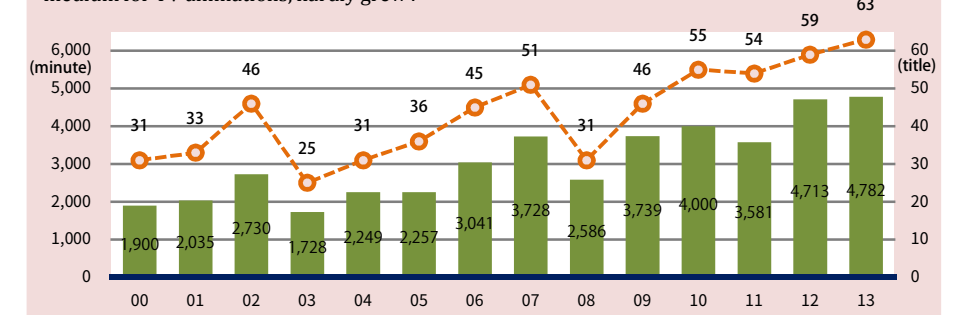


Edited based on the data provided by Motion Picture Producers Association of Japan, Inc., Kinema-Junpo, and Bunkatsushin (edited by Mindbase, Inc. from 2000 to 2008 and by The Association of Japanese Animations from 2009 to 2013).

Total production minutes and titles of theatrical animations (2000-2013)

The number of theatrical animations increased along with the change of medium.

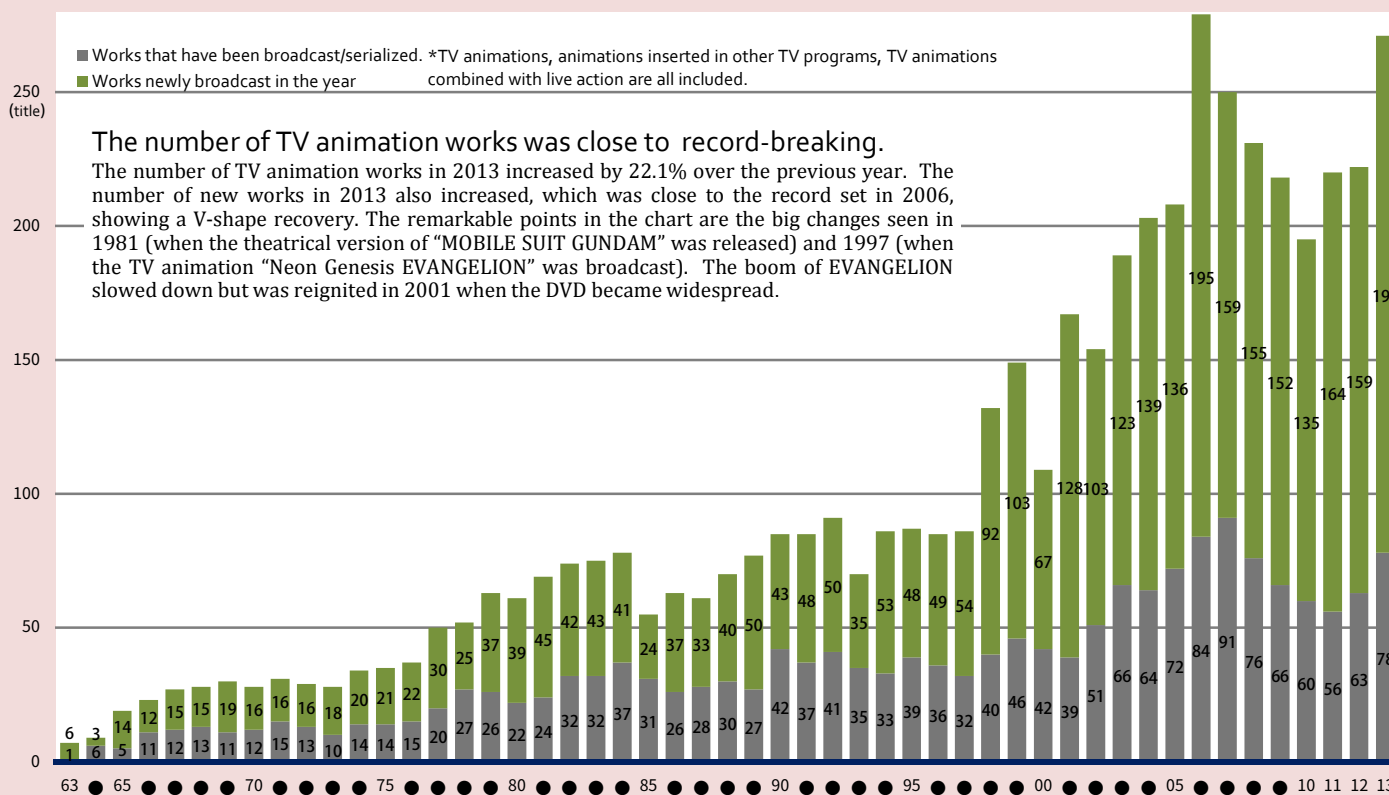
The number of production minutes of theatrical animations in 2013 was the largest in history. This may be because theatrical animations, which bring revenues directly, drew attention from the animation industry more than ever despite the possible risk of box-office failure. Under these circumstances, the sales of video packages, which used to be the second medium for TV animations, hardly grew.



Based on the survey conducted by The Association of Japanese Animations

Other data related to the Japanese animation industry

The number of TV animation works (1963-2013)



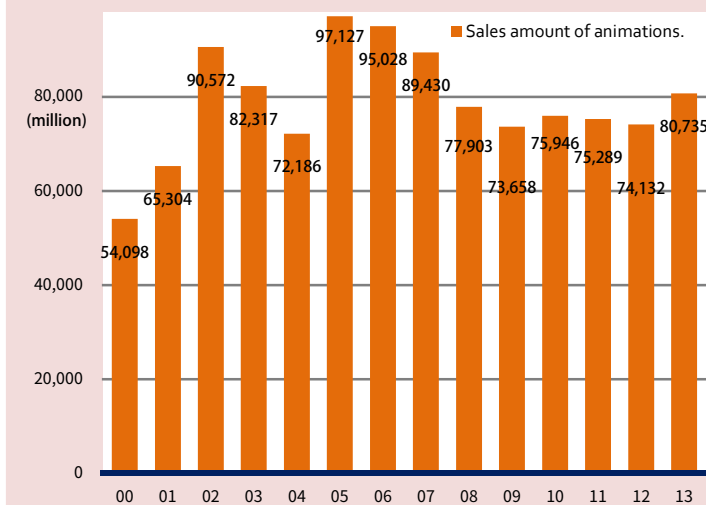
Based on the survey conducted by The Association of Japanese Animations.

Shipment value of videogram (2000-2013).

* The sales amount of animations here is the sum of sales of Japanese animation works for both adults and children.

The amount was unchanged for 6 years running.

The shipment value of videogram was 80.7 billion yen, a 0.8% increase over the previous year. The shipment value in 2008 was 77.9 billion yen, which essentially remains unchanged. Considering the decline of sales in music CDs and other video packages, the figure was phenomenal.



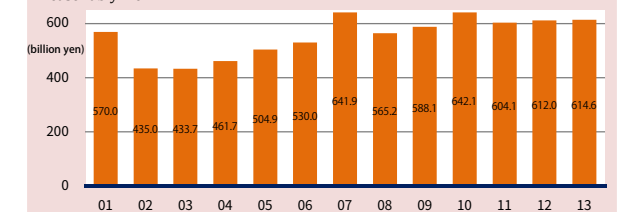
Based on the report published by the Japan Video Software Association.

Merchandising related to animations (2000-2013).

* Only the sales amount of Japanese animation characters that made the top 100 in domestic character sales were tallied.

Expanding merchandising market targeted for coreanime fans.

In 2013, the sales revenue of the merchandising market in connection with Japanese animation characters was 616 billion yen, a 0.4% increase over the previous year. It was the same as the previous year's revenue. The merchandising for kids/families slightly contracted; however, the merchandising for adults did reasonably well.

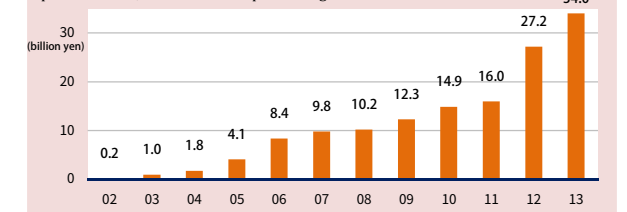


Edited by HUMAN MEDIA INC. based on the data from "CharaBiz DATA" published by CHARACTER DATA BANK Ltd. (2001-2013).

Internet distribution of Japanese animations (2002-2013).

Internet distribution of Japanese animations is now in its second growth phase. Further growth is expected.

The market size of Internet distribution of Japanese animation was 34 billion yen, a 25% increase over the previous year. Along with the expansion of the smart phone market, the market is expected to grow further.



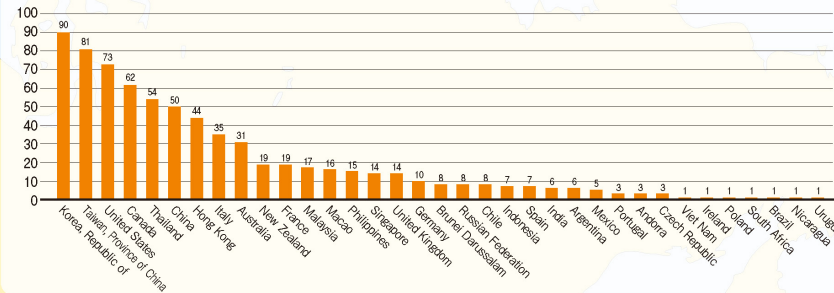
Based on the survey conducted by The Association of Japanese Animations

Overseas sales of Japanese animation (the year 2014 version)

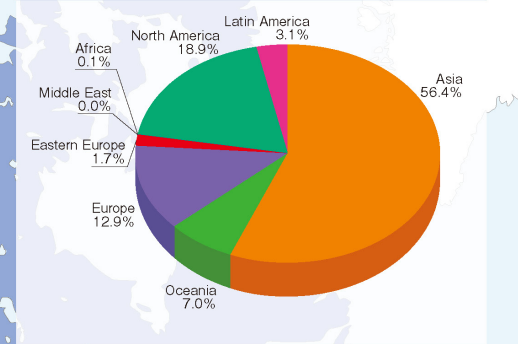
The number of works licensed

- = 0
- = up to 9
- = 10 - 39
- = 40 - 69
- = 70 - 99
- = 100 or more

Overseas contacts (country - by - country) - based on the statistical survey involving the Japanese animation industry (based on number of contracts).



Shares represented by individual countries among a total of 715 contracts (based on number of contracts).



Overview of overseas expansion (based on information provided by respondents to the statistical survey about the Japanese animation industry)

In 2013, 989 contracts were made in 53 countries/areas according to information provided

by 11 respondents to the survey. As seen in the graph, contracts were mainly made with countries that had close ties to Japan. Korea, Taiwan and the United States kept the same positions for a few years running, while France and Hong Kong lost several places. It is notable that the top 10 countries occupied 75.4% of the shares compared to 48.5% in the previous year.

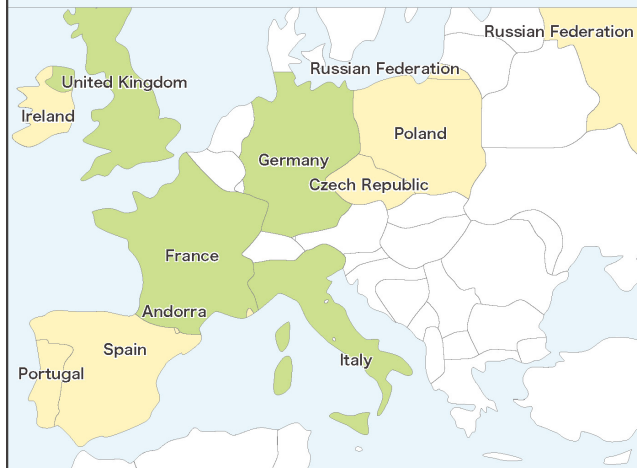
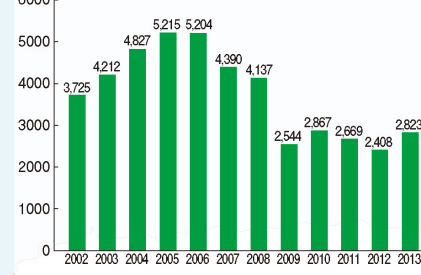
The number of contracts (on country-by-country basis)

Area/Country	Number of Contracts
Whole World	27
Pan-Pacific	1
Europe	29
Eastern Europe	1
Northern Europe	2
Asia	43
South-Eastern Asia	26
South America	3
Latin America	5
Middle East	2
Middle and Near East	1
Oceania	2
Africa	1
French-speaking countries	14
German-speaking countries	10
Italian-speaking countries	80
English-speaking countries	5
Spanish-speaking countries	8
Russian-speaking countries	0
Unknown	3
Total	263

Top 10 countries paying the most music copyright fees to Japan (last 2 years)

Rank	2014	2013
1	NARUTO SHIPPUDEN BACKGROUND MUSIC	1 NARUTO SHIPPUDEN Background Music
2	ONE PIECE BACKGROUND	2 DRAGON BALL Z Background Music
3	GTO BACKGROUND MUSIC	3 POKET MONSTERS Background Music
4	ONE PIECE BACKGROUND MUSIC	4 MACHINE ROBO RESCUE Background Music
5	SAILOR MOON BACKGROUND MUSIC	5 BABAPAPA SEKAINO MAWARU
6	INCREDIBLE ZORORI BACKGROUND MUSIC	6 UNKARI PENELOPE Background Music
7	DRAGON BALL Z BACKGROUND MUSIC (TV)	7 BEYBLADE Background Music
8	FAIRY TAIL BACKGROUND MUSIC	8 FUTARIWA PRECURE SPLASH STAR Background Music
9	HUNTER X HUNTER BACKGROUND MUSIC	9 BLEACH Background Music
10	POKEMON BACKGROUND MUSIC	10 SONIC X Background Music

The overseas sales revenue of the Japanese animation industry (yen in 100 million)



Distribution map of Japanese animation studios (2011 version)

* Animation studios in this survey include all companies and freelancers, either original contractors or sub-contractors, engaged in one or more of the following: planning, production, script writing, directing, key animation, in-between animation, computer graphics, flash, background, art, special effects, compositing, sound effects, music, and/or editing in connection with animation production.

Trends seen in the distribution map.

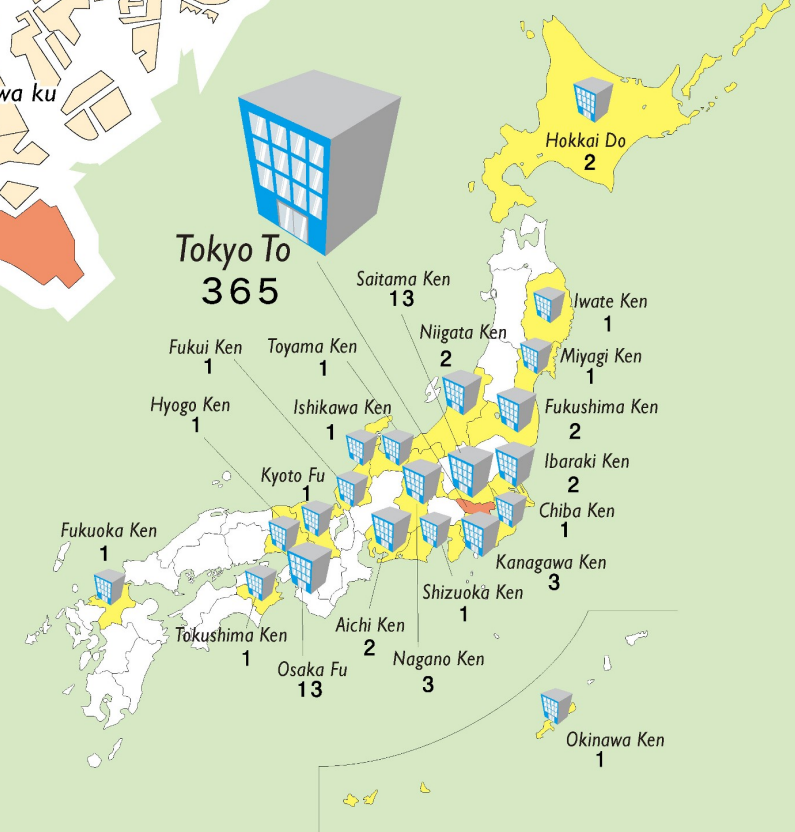
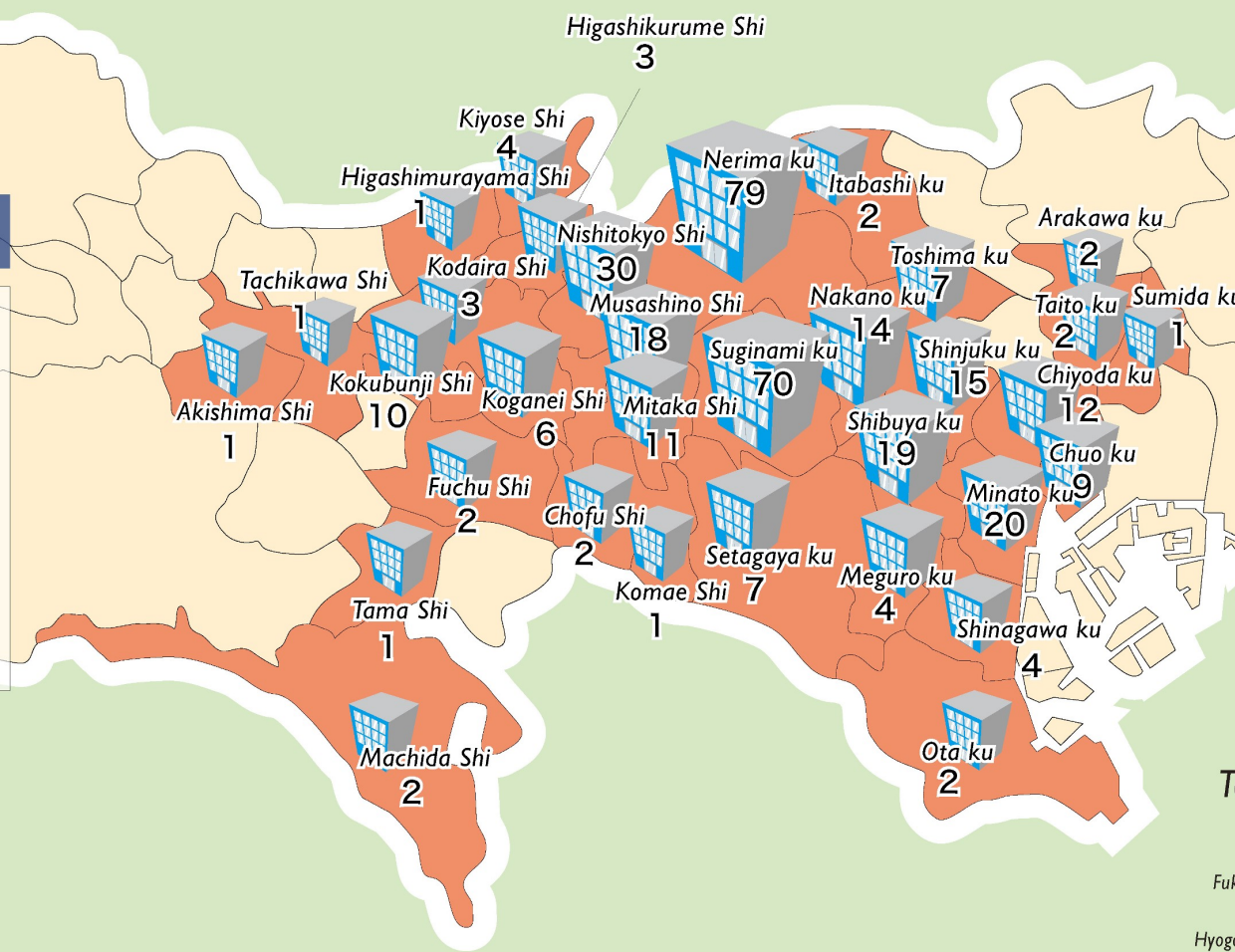
As apparent on the distribution map, most animation studios (87% of all studios) are located in Tokyo, especially in Nerima ward and Suginami ward. Concerning Nerima ward, two famous studios Toei Animation and Mushi Production are located in Oizumi and Takanodai, which inspired other studios to base themselves in Nerima. Regarding Suginami ward, which is adjacent to Nerima, TMS Entertainment, another well-known studio, was located there in the 1970's. This may be the reason many studios are concentrated in both areas.

Regional animation promotion.

Local governments as well as local industries are now trying to exploit animation, which has the potential to create additional value in their businesses. Kuki city (previously Saginomiya) in Saitama Prefecture is known as the setting of "Lucky☆Star". The city received great economic benefit thanks to the fans visiting the city as a "holy place". Miyagi Prefecture used characters appearing in "Sengoku BASARA" on miso and rice products to increase sales. They also collaborated on items for the Sendai Tanabata Festival. Another example is the case of Oarai in Ibaragi. A lot of tourists visit the town since it is the setting of "GIRLS und PANZER"

Animation studios outside Tokyo.

While most animation studios are concentrated in Tokyo, several local studios such as Kyoto Animation and P.A. Works (Nanto, Toyama) are also doing well. Although they lack business convenience, they work in an environment where they can concentrate on their works. Ufotable Tokushima Office, Asahi Production Miyagi Shiraishi Studio, and Anitus-Kobe are also studios we are paying close attention to.



Sum 419

The research was conducted by The Association of Japanese Animations.

List of Anime in 2013 (New TV titles and ongoing TV titles/Movies)

TV anime (new titles)

Classification	title	Japanese title	Original run	Running time	episodes
general	USAVICH Season5	ウサビッチ Season5	Jan.	15	12
general	Puchimasu! -PETIT IDOLM@STER-	ぷちます! -PETIT IDOLM@STER-	Jan.	3	64
general	Yama no Susume	ヤマノススメ	Jan.	5	12
general	Manga-ru!	まんがーる!	Jan.	5	14
general	Choboraunyopomi Gekijo Ai Mai Mi	ちょぼらうにょび劇場 あいまいみー	Jan.	5	13
general	Cuticle detective Inaba	キューティクル探偵因幡	Jan.	30	12
general	Archenemy and Hero	まおゆう 魔王勇者	Jan.	30	12
general	D.C.III~Da Capoll~	D.C.III~タ・カーポル~	Jan.	30	13
general	ORESHURA	俺の彼女と幼なじみが修羅場すぎる	Jan.	30	13
general	AKB0048 next stage	AKB0048 next stage	Jan.	30	13
general	Minamike Tadaina (4)	みなみけ ただいな (第4期)	Jan.	30	13
general	Hakkenden: Eight Dogs of the East	八犬伝~東方八犬異聞~	Jan.	30	26
general	Senran Kagura	閃乱カグラ	Jan.	30	12
general	LOVE LIVE	ラブライブ!	Jan.	30	13
general	Ishida to Asakura	石田とあさくら	Jan.	2	12
general	AMNESIA	AMNESIA	Jan.	30	13
general	LINE OFFLINE Salaryman	LINE OFFLINE サラリーマン	Jan.	5	114
general	Zettai Karen Children: THE UNLIMITED Hyobu Kyosuke	絶対可憐チルドレン: THE UNLIMITED 兵部京介	Jan.	30	12
general	ROMAN	幕末義人伝 浪漫	Jan.	30	12
general	Senyuu.	戦勇.	Jan.	5	31
general	Jigoku Youchien	地獄ようちえん	Jan.	1	12
general	Tamako Market	たまごまーけっと	Jan.	30	12
general	Seitokai no Ichizon Lv2	生徒会の一存 Lv2	Jan.	30	10
general	GJ CLUB	GJ部 (グッジョブ)	Jan.	30	12
general	gdgd Fairies 2	gdgd妖精 第2期	Jan.	15	12
general	Sasami-san@Ganbaranai	ささみさん@がんばらない	Jan.	30	12
general	VIVIDRED OPERATION	ビッドレッド・オペレーション	Jan.	30	12
general	Boku wa Tomodachi ga Sukunai NEXT	僕は友達が少ない NEXT	Jan.	30	12
general	Kotoura-san	琴浦さん	Jan.	30	12
general	Peeping Life -The Perfect Explosion -	Peeping Life -The Perfect Explosion -	Jan.	6	11
general	Gakkatsu!	ガッツ活! 第2シリーズ	Jan.	5	25
general	Mondaiji-tachi ga Isekai Kara Kuru Sō Desu yo?	問題児たちが異世界から来るそうですよ?	Jan.	30	11
general	Chihayafuru 2	ちはやふる 2	Jan.	30	26
kids	Gambare! Odenkun	がんばれ! おでんくん	Jan.	5	51
kids	Beast Saga	ビーストサーガ	Jan.	30	38
kids	LULU & LOLO -- TINY TWIN BEARS	かんぱね! ルルロロ TINY★TWIN★BEARS	Jan.	5	25
general	Hetalia The Beautiful World	ヘタリア The Beautiful World (第5期)	Jan.	5	20
kids	DOKIDOKI! PRETTY CURE	ドキドキ!プリキュア	Feb.	30	45
general	STRAIGHT TITLE ROBOT ANIME	直球表題ロボットアニメ	Feb.	15	13
kids	Nekoronde Telebi	ねころんでテレビ	Feb.	10	12
kids	Tempo Suikoden NEO	天保水滸伝NEO	Feb.	2	5
general	Yuuge	夕餉	Mar.	30	1
general	Kojiki Girl Hyugaji wo Tabisuru	古事記ガール 日向路を旅する	Mar.	12	1
general	Zinsei Best Ten	人生ベストテン	Mar.	30	1
kids	Ganbare Sadako-chan THE 3D ANIMATION	がんばれ貞子ちゃん THE 3D ANIMATION	Mar.	45	1
general	Dokokade wa nai Koko	どこかではないここ	Mar.	30	1
general	Little Witch Academia	リトル ウィッチ アカデミア	Apr.	30	1
general	Ryo -RYO-	龍 -RYO-	Apr.	30	1
general	Death・Billiard	デス・ビリヤード	Apr.	30	1
general	Aruva Rezurou -Gikaijike no Yōseitachi-	アルヴ・レズル 機獣士掛けの妖精たち	Apr.	30	1
kids	Train Heroes	トレインヒーロー	Apr.	30	26
general	DD Hokuto no Ken	DD北斗の拳	Apr.	30	13
kids	LINE TOWN	LINE TOWN	Apr.	30	39
general	Dansai Bunri no Crimeedge	断裁分離のクライムエッジ	Apr.	30	13
general	RDG Red Data Girl	RDG レッドデータガール	Apr.	30	12
general	Uta no Prince Sama 2	うたの☆プリンスさまっ♪マジLOVE2000% 第2期	Apr.	30	13
general	Kameval	カーニヴァル	Apr.	30	13
general	Hataraku Maou-sama	はたらく魔王さま!	Apr.	30	13
general	Majestic Prince	銀河機奇隊 マジエスティック プリンス	Apr.	30	24
general	My Teen Romantic Comedy SNAFU	やはり俺の青春ラブコメはまちがっている。	Apr.	30	14
general	PhotoKano	フォトカノ	Apr.	30	13
general	DEVIL SURVIVOR2 the ANIMATION	DEVIL SURVIVOR2 the ANIMATION	Apr.	30	13
kids	Eagle Talon NEO~MAX	秘密奇士 鷹の爪NEO~MAX	Apr.	55	37
general	Aku no Hana	悪の華	Apr.	30	13
general	SAMURAI BRIDE	百花繚乱サムライブライド	Apr.	30	12
general	DATE A LIVE	デート・ア・ライブ	Apr.	30	13
kids	Minivan	みんこっちゃん	Apr.	25	39
general	Tetsujin 28 GAO!	鉄人28号ガオ!	Apr.	8	37
kids	Jewelpet Happiness	ジュエルペット ハッピーネス	Apr.	30	39
kids	Duel Masters Victory V	デュエル・マスターズ ビクトリーV	Apr.	30	39
kids	Baku Tech! Bakugan Gachi	爆TECH!爆丸ガチ	Apr.	15	39
kids	Danchi Tomoo	団地ともお	Apr.	30	35
kids	BORU WA OUSAMA	ぼくは王さま	Apr.	30	12
kids	Pretty Rhythm・Rainbow Live	プリティリズム・レインボーライブ	Apr.	30	39
kids	Bakuju Gasshin Ziguruhazeru	爆獣合神ジグザグハザール	Apr.	2	6
general	Zettai Bouei Leviathan	絶対防衛レヴィアタン	Apr.	10	13
general	ore no imouto ga konna ni kawaii wake ga nai.	俺の妹がこんなに可愛いわけがない。 第2期	Apr.	30	16
general	Yondemasu yo, Azazel-san	よんてますよ、アザゼルさん。 Z	Apr.	30	13

Classification	title	Japanese title	Original run	Running time	episodes
general	Namiuchigiwa no Muroimi-san	波打ち際のむろみさん	Apr.	30	14
general	attack on titan	進撃の巨人	Apr.	30	26
kids	It is living happily on ground every day.	ちべたぐらし あひるの生活	Apr.	3	26
kids	SPACE BATTLESHIP YAMATO 2199	宇宙戦艦ヤマト2199	Apr.	30	26
general	Glass no Kamen Desuga	ガラスの仮面ですが	Apr.	5	17
general	GARGANTIA ON THE VERDURIOS PLANET	翠星のガルガンティア	Apr.	30	15
general	RealCrazyMan's Blood Types Comic	血液型くん!	Apr.	2	13
general	Nyarko -Another Crawling Chaos 2-	這いよれ! ニャル子さんW	Apr.	30	12
kids	Mazinger Z!P!	マシンガンZ!P!	Apr.	1	174
kids	Mushibugyo	ムシブギョー	Apr.	30	26
general	Hayate no Gotoku! Cuties	ハヤテのごとく! Cuties	Apr.	30	12
general	ARATA KANGATARI	アラタカンガタリ〜革神語〜	Apr.	30	12
general	Sparrows Hotel	スバロウスホテル	Apr.	5	12
general	YUYUSHIKI	ゆゆしき	Apr.	30	12
general	Aiura	あいうら	Apr.	5	12
general	Valvrave the Liberator	革命機ヴァルブレイブ	Apr.	30	24
general	Toarukagaku no Railgun	とある科学の超電磁砲S	Apr.	30	24
general	The "HENTAI" prince and the stony cat.	変態王子と笑わない猫。	Apr.	30	12
general	Miyakawa-ke no Kuufuku	宮河家の空腹	Apr.	5	11
general	Clinoppe	睡り子クリノッペ	May	3	26
general	Tenshi no Drop	天使のどろっぷ	May	7	1
kids	NINJA HATTORI-KUN	忍者ハットリくん	May	30	26
kids	Yuto-kun ga Iku	ゆうとくんがいく	June	1	26
general	Recorder to Ransel ミ☆	リコーダーとランドセル ミ☆	July	5	12
general	Inu to Hasami wa Tsukaiyou	犬とハサミは使いよう	July	30	12
general	BROTHERS CONFLICT (ブラザーズ コンフリクト)	BROTHERS CONFLICT (ブラザーズ コンフリクト)	July	30	12
general	Gifuu Doudou!! Kanetsugu to Keiji	義風堂々!! 兼続と慶次	July	30	25
general	Penelope 3	うっぴりベネロベ 第3シリーズ	July	5	13
general	Tamayura More Aggressive	たまゆら もあぐれっしぶ	July	30	12
general	Free!	Free!	July	30	12
general	Stella Women's Academy High School Devison Class C3	ステラ女子学院高等科C3部	July	30	13
general	Danganronpa Kibou no Gakuen to Zetsubou no Koukousei THE ANIMATION	ダンガンロンパ 希望の学園と絶望の高校生 THE ANIMATION	July	30	13
general	Rozen Maiden -ZURÜCKSPULEN-	ローゼンメイデン	July	30	13
general	Love Lab	恋愛ラボ	July	30	13
general	Senki Zesshō Symphogear G	戦姫絶唱シンフォギアG	July	30	13
general	Chronicles of the Going Home Club	帰宅部活動記録	July	30	12
general	SERVANT×SERVICE	サーバント×サービス	July	30	13
general	Ro Kyū Bu! SS	ロウきゅーぶ! SS	July	30	12
general	Maji de Otaku na English Ribbon-chan the TV	マジでオタクなイングリッシュ! りぼんちゃん the TV	July	5	10
general	Golden Mosaic	きんいろモザイク	July	30	12
general	Peeping Life-Tezuka Pro Tatsunoko Pro Wonderland-	Peeping Life-手塚プロ・タツノコプロワンダーランド-	July	7	10
general	Genie wo Kakeru Taiyo	女魔子駆ケル太陽	July	30	14
general	MONOGATARI SERIES SECOND SEASON	物語シリーズ 2nd season	July	30	26
general	Genshiken: Second	げんしけん 二代目	July	30	13
general	Kami-nai: Kamisama no Inai Nichiyoubi	神様いない日曜日	July	30	13
general	ANTASISTA DOLL	ファンタジスタドール	July	30	12
general	The Eccentric Family	有頂天家族	July	30	13
general	Bloodlad	ブラッドラッド	July	30	11
general	High School DxD New	ハイスクールD×D NEW	July	30	12
general	Makai Ouji devils and realist	魔界王子 devils and realist	July	30	12
general	Kaminomizo Shiru Sekai Megamihen	神のみぞ知るセカイ 女神篇	July	30	12
general	KAKUSEN KUN	にゆるにゆる!!KAKUSEN KUN	July	3	25
general	Watashi ga Motenai nowa Doukanngaetemo Omaera ga Warui	私がモテないのはどう考えてもお前らが悪い	July	30	12
general	Silver Spoon	銀の匙 Silver Spoon	July	30	11
general	Cho Jigen Game Neptune	超次元ゲーム Neptune	July	30	13
general	GATCHAMAN CROWDS	ガッチャマン クラウズ	July	30	13
general	Fate/kaleid liner Prisma☆Illya	Fate/kaleid liner プリズマ☆イリヤ	July	30	10
general	Hutari wa Milky Holmes	ふたりはミルクィホームズ	July	30	12
general	Kimi no Iru Machi	君のいる町	July	30	12
general	Yamishibai	闇芝居	July	5	13
kids	Lovely Movie Itoshi no Muro	ラブリームービー いとしのムロ	July	2	21
general	The Midnight☆Animal	ザ・ミッドナイト☆アニマル	Aug.	15	12
general	Fruity Samurai	フルーティー侍	Aug.	3	13
general	Super Seisyun Brothers	Super Seisyun Brothers 超青春姉弟	Sept.	5	14
general	DIABOLIC LOVERS	DIABOLIC LOVERS	Sept.	30	12
kids	Daikaiju Rush ULTRA FRONTIER	大怪獣ラッシュ ULTRA FRONTIER	Sept.	3	5
general	Mirai Nikki Redial	未来日記 リダイアル	Sept.	30	1
kids	Ultimate Zero~Battle Spirits~	アルティメットゼロ~バトルスピリッツ~	Sept.	30	13
general	Miyakawa-ke no Kuufuku	宮河家の空腹	Sept.	5	11
general	Miss Monochrome -The Animation-	ミス・モノクローム -The Animation-	Oct.	5	13
kids	Gaist Crusher	ガイストクラッシャー	Oct.	30	13
general	COPPELION	COPPELION	Oct.	30	13
kids	Pokémon: THE ORIGIN	ポケットモンスター THE ORIGIN	Oct.	110	1
general	Beyond the Boundry	境界の彼方	Oct.	30	12
general	KYOUSOGIGA	京騒戯画	Oct.	30	12
general	Nagi-Asu: A Lull in the Sea	凧のあすから	Oct.	30	13
general	Outbreak Company	アウトブレイク・カンパニー	Oct.	30	12
general	IS <i>∞</i> Infinite Stratos <i>∞</i> 2	IS ∞インフィニット・ストラトス <i>∞</i> 2	Oct.	30	12
general	KILL la KILL	キルラキル	Oct.	30	12
general	Golden Time	ゴールデンタイム	Oct.	30	12
general	Freezing Vibration	フリージング ヴァイブレーション	Oct.	30	12
general	Strike The Blood	ストライク・ザ・ブラッド	Oct.	30	12
general	Yuushan Narenakatta Ore wa Shibushibu Syuu syoku wo Ketsui Shimashita.	勇者になれなかつた俺まじぶしぶ就職を決めました。	Oct.	30	12

Classification	title	Japanese title	Original run	Running time	episodes
kids	LOG HORIZON	ログ・ホライズン	Oct.	30	13
general	Little Busters ~Refrain~	リトルバスターズ! ~Refrain~	Oct.	30	14
general	WHITE ALBUM 2	WHITE ALBUM2	Oct.	30	13
general	Hajime no Ippo: The Fighting! -Rising-	はじめの一歩 Rising	Oct.	30	11
general	Voice Actor Force VOICETORM 7	声優陣ボイスチーム7	Oct.	15	11
general	Tesagure!	てさぐれ! 部活もの	Oct.	15	12
kids	Ace of Diamond	ダイヤのA	Oct.	30	13
kids	MAGI	マギ The Kingdom of magic	Oct.	30	12
kids	Phibrain ~Kami no Puzzle 3	ファイ・ブレイン ~神のバズル 第3シリーズ	Oct.	30	13
general	Wanna Be the Strongest in the World!	世界でいちばん強くなりたさい!	Oct.	30	12
general	Yozakura Quartet Hana no Uta	夜桜四重奏~ハナノウタ~	Oct.	30	13
general	MEGANEBU!	メガネブ!	Oct.	30	12
general	Walkure Romanze	ワルクューレ ロマンソエ	Oct.	30	12
general	gingitsune	ぎんぎつね	Oct.	30	12
kids	Gundam Build Fighters	ガンダムビルドファイターズ	Oct.	30	12
general	Unbreakable Machine Doll	機不可失な機は傷つかない	Oct.	30	12
general	Yowamushi pedal	弱虫ペダル	Oct.	30	12
general	Non Non Biyori	のんのんびより	Oct.	30	12
general	Arpeggio of Blue Steel -Ars Nova-	蒼き鋼のアルペジオ -アルス・ノヴァ-	Oct.	30	12
general	Tokyo Ravens	東京レイヴンズ	Oct.	30	12
general	BLAZBLUE After Memory	BLAZBLUE After Memory	Oct.	30	12
general	Ore no nainai sentakushi ga Gakuen Love-comedy wo Zeniyoku de Jama shiteiru	俺の脳内選抜部が、学園ラブコメを全力で邪魔している	Oct.	30	10
general	GALILEI DONNA	ガリレイドンナ	Oct.	30	11
general	The hired gun	殺し屋さん	Oct.	5	10
general	Samurai Flamenco	サムライフラメンコ	Oct.	30	11
kids	Pokémon: XY	ポケットモンスターXY	Oct.	30	12
kids	LUPIN THE 3RD princess of the breeze ~Kakusareta Kuchu Toshi	ルパン三世 princess of the breeze ~隠された空中都市	Nov.	115	1
general	Hidamari Sketch Sae・Hiro Sotsugyo Hen	ひだまりスケッチ 沙英・ヒロ 卒業編	Nov.	50	1
kids	Cho Zenmai-robo Patrasche	超ゼンマイロボ パトラッシュ	Dec.	3	3
general	Pupipo!	プピポ!	Dec.	5	2
kids	VitaminX Addiction	VitaminX Addiction	Dec.	30	1
kids	Neppu Kairiku Bushi Road	熱闘海陸ブシロード	Dec.	180	1

TV anime(ongoing titles)

Classification	title	Japanese title	Original run	Running time	episodes
kids	SAZAE-SAN	サザエさん	ongoing	30	51
kids	DRAEMON	ドラえもん	ongoing	30	38
kids	ANPANMAN	それいけ! アンパンマン	ongoing	30	50
kids	Chibi Maruko Chan	ちびまる子ちゃん	ongoing	30	50
kids	Crayon Shin-chan	クレヨンしんちゃん	ongoing	30	31
kids	DETECTIVE CONAN	名探偵コナン	ongoing	30	43
kids	Ojarumaru	おじゃる丸	ongoing	10	70
kids	Nintama Rantarō	忍たま乱太郎	ongoing	10	75
kids	ONE PIECE	ONE PIECE	ongoing	30	48
kids	NARUTO	NARUTO -ナルト-	ongoing	30	49
kids	Isumomachi Koushi	いすのまちコッシー	ongoing	3	7
kids	Inazuma Eleven	イナズマイレブン	ongoing	30	48
kids	Tamagotchi!	たまごっち!	ongoing	30	51
kids	Shimajiro no Wow	しまじろうのわお!	ongoing	10	51
kids	Toriko	トリコ	ongoing	30	48
kids	Hana Kappa	はなかつぱ	ongoing	10	30
kids	Obetomo Gakuen	おべとも学園	ongoing	1	10
kids	Cardfight!! Vanguard	CARDFIGHT!! ヴァンガード	ongoing	30	52
kids	Oshirase Ninjatai Gatchaman	おしらせ忍者隊ガッチャマン	ongoing	3	65
kids	HUNTER×HUNTER	HUNTER×HUNTER	ongoing	30	51
general	Kayote! Chugaku	かよえ! チュー学	ongoing	1	190
kids	Chibi☆Devi!	ちび☆デビ!	ongoing	5	30
kids	Yu-Gi-Oh! ZEXAL	遊☆戯☆王ゼアル	ongoing	30	51
kids	Little Charo	リトルチャロ	ongoing	5	36
general	Kuroko's Basketball 2	黒子のバスケ 第2期	ongoing	30	12
general	Teekyū	てーきゅう	ongoing	2	28
kids	MAGI	マギ	ongoing	30	12
kids	Here Comes the Black Witch	黒魔女さんが通る!	ongoing	7	31
kids	SAINT SEIYA OMEGA	聖闘士星矢Ω (オメガ)	ongoing	30	46
kids	SPACE BROTHERS	宇宙兄弟	ongoing	30	49
kids	Furusato Saisei Nihon no Mukashibanashi	ふるさと再生 日本の昔ばなし	ongoing	30	52
kids	KINGDOM	キングダム	ongoing	30	38
kids	Kami Usagi Rope	紙兎ロペ	ongoing	2	258
kids	Bottom Biting Bug	おしりかじり虫	ongoing	5	21
kids	DRILAND	探検ドリランド	ongoing	30	52
general	Eagle Talon NEO	秘密基地鷹の爪NEO	ongoing	5.5	5
kids	AIKATSU!	アイカツ! アイドルカツドウ!	ongoing	30	51
general	INITIAL D FIFTH STAGE	頭文字D Fifth Stage	ongoing	30	10
kids	SMILE PRETTY CURE!	スマイルプリキュア!	~Jan.	30	4
kids	Ginga e Kickoff!	銀河へキックオフ!	~Feb.	30	9
kids	dumomo & nupepe	スモモとヌペペ	~Feb.	5	8
general	Aoi Sekai no Chuushin de	蒼い世界の中心で	~Apr.	30	1
general	Ore no Imouto wa 'Osaka okan'	僕の妹は「大阪おかん」	~Mar.	5	11
kids	Ad-lib Anime Kenkyujo	アドリブアニメ研究所	~Mar.	6	7
general	RoboticsNotes	ロボティクス・ノーツ	~Mar.	30	11

Classification	title	Japanese title	Original run	Running time	episodes
general	PSYCHO-PASS	PSYCHO-PASS	~Mar.	30	11
kids	COOKING!DOLLY MY MINE	クッキングアイドル アイ!マイ!まいん!	~Mar.	10	20
kids	JewelPet Kira☆Deco	ジュエルペットきら☆デコッ!	~Mar.	30	13
general	The Pet Girl of Sakurasou	ざくら荘のペットな彼女	~Mar.	30	12
kids	GON	『GON-ゴン』	~Mar.	30	13
general	Girls und Panzer	ガールズ&パンツァー	~Mar.	30	2
kids	NARUTO spin off! Rock Lee & his ninja pals	NARUTO-ナルト-SDロック・リーの青春フルパワー忍伝	~Mar.	30	12
general	From the New World	新世界より	~Mar.	30	12
kids	POLAR BEAR'S CAFÉ	しろくまカフェ	~Mar.	300	12
kids	GINTAMA (Enchosen)	銀魂 (延長戦)	~Mar.	30	9
general	Blast of Tempest	絶園のテンペスト	~Mar.	30	12
kids	OYAKO CLUB	親子クラブ	~Mar.	3	26
kids	FAIRY TAIL	FAIRY TAIL	~Mar.	30	13
kids	Paboo and Mojies	パブー&モジーズ	~Mar.	15	7

Movies

Rated	title	Japanese title	Release day	running time
G	"Space Battleship Yamato 2199" 4 'Ginga Henkyo no Koubou'	『宇宙戦艦ヤマト2199』第四章「銀河辺境の攻防」	1/12	131
G	HUNTER×HUNTER THE MOVIE: Phantom Rouge	劇場版 HUNTER×HUNTER 緋色の幻影 (ファンタム・ルーージュ)	1/12	97
R15+	BERSERK THE GOLDEN AGE ARC	ベルセルク 黄金時代篇 III 降臨	2/1	107
G	Arashi no Yoru ni ~Himitsu no Tomodachi~ Theater ~Selection Kizuna-hen~	あらしのよるに ~ひみつのともだち~ シアターセレクション ~きずな編~	2/2	63
G	STAR DRIVER THE MOVIE	スタードライバー THE MOVIE	2/9	150
G	Toaru Majutsu no Index The Movie -Endymion no Kiseki-	劇場版 とある魔術の禁書目録 エンデュミオンの奇蹟	2/23	90
G	DRAEMON The Movie Nobita no Himitsu Dougu Museum	映画ドラえもん のび太のひみつ道具博物館 (ミュージアム)	3/9	104
G	Shimajiro to Fufu no Daibouken ~Sukue! Nanairo no Hana~	しまじろうと フフの だいきぼうけん ~すくえ! 七色の花~	3/15	60
G	PRETTY CURE ALL STARS New Stage2: Fairly Friends Forever	プリキュアオールスターズ New Stage2 こころのともだち	3/16	71
G	DRAGON BALL Z The Battle of Gods	DRAGON BALL Z 神と神	3/30	85
G	Hanasaku Iroha ~Home Sweet Home-	劇場版 花咲くいろは HOME SWEET HOME	3/30	66
G	Hanakappa	映画 はなかつぱ 花ざけ! バッカ〜ん♪蝶の国の大冒険	4/12	50
G	Hanakappa	ザッツ・はなかつぱミュージカル バンとごはん、どっちなの?	4/12	10
G	AURA~Maryu Inkouga Saigo no Tatakai~	AURA~魔竜形七牙最後の闘い~	4/13	83
G	"Space Battleship Yamato 2199" 5 'Boukyou no Ginga Kukan'	『宇宙戦艦ヤマト2199』第五章「望郷の銀河空間」	4/13	110
G	STEINS;GATE The Movie Fukuyouiki no Deja vu	劇場版 STEINS;GATE シュタインズ・ゲート 負荷領域のデジャヴ	4/20	89
G	Crayon Shin-chan The Movie Bakauma! B-kyu Gourmet Survival!!	映画クレヨンしんちゃん バカうまっ! B級グルメサバイブ!!	4/20	96
G	DETECTIVE CONAN Private Eye	名探偵コナン 絶海の探偵 (プライベート・アイ)	4/20	110
G	SAINT YOUNG MEN	聖☆おにいさん	5/10	90
G	Baka Mukashi Banashi ~Jiji Wars~	バカ昔ばなし〜じいウオーズ〜	5/18	55
G	Moeru Butsuzou Ningen	燃える仏像人間	5/18	80
G	The Garden of Words	言の葉の庭	5/31	46
G	Dareka no Manazashi	だれかのまなざし	5/31	7
G	Haru	ハルレ	6/8	60
G	"Space Battleship Yamato 2199" 6 'Toutatsu! Dai Mazeran'	『宇宙戦艦ヤマト2199』第六章「到達大マゼラン」	6/15	116
G	Ghost in the Shell: ARISE Ghost Pain	攻殻機動隊 ARISE Ghost Pain	6/22	59
G	Glass no Kamen Desuga THE MOVIE Onna Spy no Koi Murasaki no Bara wa Kikena Kaori?	ガラスの仮面ですが THE MOVIE 女スパイの恋 紫のバラは危険な香り?	6/22	50
-	Yasai no Yousei Quiz Gekijo	やさいのようせいクイズげきじょう	6/22	45
G	GINTAMA	劇場版銀魂 完結篇 万事屋よ永遠なれ	7/6	110
G	ANPANMAN Tobase! Kibou no Hankachi	それいけ! アンパンマン とばせ! 希望のハンカチ	7/6	47
G	Minna de Teasobi ANPANMAN ti Itazura Obake	みんなであそび アンパンマンといたずらお化け	7/6	21
G	Pokémon the Movie: Genesect and the Legend Awakened	劇場版ポケットモンスター ベストウイッシュ 神速 (しんそく) のゲノセクト ミュウツーの逆襲	7/12	72
G	Pikachu to Eevee☆Friends	ピカチュウとイービー☆フレンズ	7/12	22
-	Kara no Kyokai Fuku Fukei 3D	空の境界 俯瞰風景 3D	7/13	49
-	Fate/Zero Café	Fate/ゼロカフェ	7/13	-
G	THE WIND RISES	風立ちぬ	7/20	126
G	SHORT PEACE	SHORT PEACE	7/20	68
G	TORIKO The Movie: Secret Recipe of Gourmet God	劇場版トリコ 美食神の超食宝	7/27	81
PG12	Hakuoki Film 1: Dai-ishu Kyoto Ranbu	劇場版 薄桜鬼 第一章 京都乱舞	8/24	96
G	"Space Battleship Yamato 2199" 'Soshite Fune wa Iku'	『宇宙戦艦ヤマト2199』「そして艦は行く」	8/24	141
-	Ohayo Ninjatai Gatchaman The Movie	劇場版 おはよう忍者隊ガッチャマン	8/24	3
G	Anohana The Movie: The Flower We Saw That Day	劇場版 あの日は見た花の名前を僕達はまだ知らない。	8/31	99
G	SPACE PIRATE CAPTAIN HARLOCK	キャプテンハーロック	9/7	115
-	Daikaiju Rush Ultra Frontier DINO-TANK hunting	大怪獣ラッシュ ウルトラフロンティア DINO-TANK hunting	9/7	6
G	Takano Tsume GO ~Utsukushiki E I l e a i r Shoshu Plus~	鷹の爪GO ~美しきエリール消臭プラス~	9/13	109
G	Love, Chunibyo and Other Delusions!Rikka Version	小鳥遊花・改 ~劇場版 中二病でも恋がしたい!~	9/14	97
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The summary of latest movements in Japanese animation industry

Anime Industry 2014

The Association of Japanese Animations is engaged in conducting research, maintaining statistics and analyzing data in connection with the Japanese animation industry and has released annual reports since 2009 in order to broadly disseminate information at home and abroad.

Now, the 2014 report is ready. In addition to information about trends in the industry and media, it has new sections about live entertainment such as anime-song concerts and anime musical, as well as exhibitions and events related to animation, providing information and data related to such new genres.

In this new report, the size of Japanese animation industry in 2013 is reported as 1.4913 trillion yen.

The report is for students interested in the animation industry, animation researchers, and people involved in the animation industry. We hope the report will be of help to you.

■Outline

【Title】	Anime Industry 2014
【Publisher】	The Association of Japanese Animations
【Release day】	September 12, 2014
【Size/Pages】	A4 / 66 pages + 4 chart sheets inserted
【Price】	3,000 yen (without tax)
【Contents】	

1. General overview of animation industry 2013

※Overview of the market trends/Japanese animation industry –tide of business and investment in animation related entities/“hot topics” in the industry

2. Explanation of each section

※TV animation/Theatrical animation/Distribution of video/Secondary exploitation including merchandising/
Animation and music/ Live entertainment

3. Overseas trends

※Japanese animation in the international market

4. AJA's activities

※Strategy of AJA to expand the animation market/Activities for cultivating human resources

Materials: Trend in Japanese Animation Market/Recent movement of Japanese animation industry and market/
Overseas sales of Japanese animation/Distribution map of Japanese animation studios

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