



PROJECT ANIME

The Landmark Square
TOKYO

MARCH 22, 2019

Welcome to Project Anime: Tokyo 2019!

We're at an inflection point for the worldwide distribution of anime. Those of us who are fans or who have been in this business a long time have been here before. We've seen viewers' passion give rise to fansubs distributed by VHS. We've watched VHS give way to DVD and eventually Blu-Ray. We've seen that in turn supplanted by digital distribution, which has grown exponentially over the past decade.

We've watched companies like Crunchyroll and Funimation grow through subscription-based streaming services, and we've seen how Netflix and Amazon and Hulu are all now pursuing the rights to stream anime. And now Hollywood is looking to anime and manga as source material for their biggest movies. From James Cameron's and Robert Rodriguez's *Alita: Battle Angel*, to Netflix's *Death Note*, to Legendary's upcoming *Detective Pikachu*, new titles are being announced more and more frequently. In addition to *Pokemon*, Legendary is developing a *Gundam* movie with SUNRISE, and their *My Hero Academia* film is currently in development.

This all means that anime is on the cusp of another major phase of growth. As pop culture fans throughout the world get introduced to more properties via books, streaming, film, TV, and gaming, the interest in anime and manga will only get higher.

Navigating these waters is not simple. Whether it's simply knowing who to talk to in Tokyo or Hollywood, or how to build relationships with someone from a very different culture, you need to understand the basics. You need to know what the expectations are from potential partners regardless of which side of Pacific Ocean you call home.

Project Anime exists to help with that. Drawing on decades of experience with Japanese pop culture, its fans, and the companies that create and distribute them, we want to create a bridge that helps companies and people work together. We want to support the growth of the manga, anime, music, and games that we love.

Thank you for joining us this year at Project Anime!



Azusa Matsuda
Director of Industry Relations



We want to hear from you!

To help us continue improving our event, please fill out the survey form included in the folder and submit them to one of our staff. We use your suggestions to plan future events, so we appreciate your feedback! You can also submit your feedback online at bit.ly/PATokyo2019

Schedule

Location: Monica 29F

Registrant Check-In

9:30 AM – 10:30 AM

Keynote

10:30 AM – 11:00 AM / Introduction by Ray Chiang (SPJA CEO)

Guest Acquisition and Handling

11:05 AM – 12:00 PM

What's the best way to attract anime and manga guests to a U.S. convention? There are a lot of details - and politics - involved. Join a Kiyoko Kato (Dream Planet) and Tak Furuichi (Japan Music Culture Report) as they discuss timing, setting deadlines, procuring visas, on-site handling and other questions.

Lunch Break

12:00 PM - 1:15 PM

Please refer to page 6 for a map of nearby food options.

How to Market Japanese IP at U.S. Conventions

1:15 PM – 2:00 PM

Japanese companies already know about panels and booths, but there are many other ways that content can be marketed at the hundreds of U.S. pop culture events that run every year. Join Jon Baumgardner (JBranding), Tara McKinney (Funimation), and Dallas Middaugh (Nonlinear World) for an informative discussion.

360 Anime: How US Companies are Handling a Lot More Than Just Streaming Rights

2:10 PM – 3:00 PM / Speaker: Rita Wang (President, Crunchyroll KK)

Rita Wang (President, Crunchyroll KK) talks about how Crunchyroll is leading the way in developing anime properties across multiple categories.

White Paper: US Manga Market

3:10 PM – 4:10 PM

Manga veteran Dallas Middaugh dives deep into U.S. manga sales to identify trends, sales drivers, and an analysis of the current U.S. manga publishing industry.

Break

4:10 PM - 4:40PM

Hollywood Meets Anime

4:45 PM – 5:45 PM / Speakers: Ken Iyadomi (Sunrise) and Robert Napton (Legendary Pictures)

Matt Schley (*The Japan Times*) hosts a conversation with Ken Iyadomi of SUNRISE and Robert Napton of Legendary Pictures about the two companies' collaboration on the upcoming *Gundam* movie.

Reception (Located in Coast)

6:30 PM – 8:30 PM

Matt Schley



**The Japan Times,
Otaku USA
Magazine**

Keynote Speaker

Matt Schley writes about anime for The Japan Times and Otaku USA Magazine, where he's held the role of Japan editor for the better part of a decade. He's especially interested in the confluence of business and art from which anime is born, and the possibilities and challenges that new technologies bring to the table. Aside from anime journalism, Matt works as a script consultant for several Japan-focused documentary series on NHK's international channel, NHK World-Japan.

More often than not, he can be found at Meiji Jingu Stadium, cheering on the Yakult

Rita Wang



**President
and Head of
Acquisitions,
Crunchyroll K.K.**

Rita Wang is the president and head of acquisitions for Crunchyroll K.K., the Japanese headquarters of the world's most popular anime brand. Crunchyroll currently has more than 45 million registered users and two million subscribers globally. In this role, Wang oversees content licensing, acquisition strategy and local Japanese operations for the platform.

Wang brings with her over 15 years of experience in content licensing and strategic acquisition. She joined Crunchyroll from Nelke Planning Co., where she was the project planning producer. Prior to that, she lead acquisitions at Mighty Media Co. as the general manager of the Tokyo branch.

Wang is a graduate of The World College of Journalism and Communications.

Kiyoko Kato



**Dream Planet Co., Ltd.
IOEA Supporter,
World Cosplay Summit
- Team Chile Organizer**

Kiyoko Kato has been involved in overseas anime event planning and content-related operations for about 15 years. Her company, Dream Planet, exports Japanese culture through cosplayers, voice actors, and J-Pop artists. She has partnered with overseas cosplayers for worldwide anime events, as well as connecting cosplayers with event sponsors. She has held a roundtable discussion on fan trends for companies several times and has access to a network of cosplayers all over the world.

Tak Furuichi



**Director,
Japan Music
Culture Export
(JMCE)**

Tak Furuichi is an international specialist of the Japanese music industry. Based in Tokyo, his career started at one of the largest independent labels in Japan, JVC Kenwood Victor Entertainment. For over two decades, he has played a key role in executing international businesses and creating extensive network of associates globally for the label. In 2015, in connection with the launch of the International Marketing Department of the Recording Industry Association of Japan (RIAJ), he took on the task at the association to help member labels take their artists, music and businesses international. In 2017, he took on a new challenge at the music industry trade body, Japan Music Culture Export (JMCE), to apply his expertise to help the Japanese music industry promote Japanese music internationally.

Tara McKinney



**Sr. Manager,
Conventions,
Funimation**

Tara McKinney started in the media department and subsequently moved into Campaign Management where she used her event planning experience to transition into the conventions department. She has transformed and innovated Funimation's presence at a variety of pop culture events across the United States and Canada.

Jon Baumgardner



JBranding

Jon Baumgardner is the owner of JBranding, a boutique Public Relations agency located in Anaheim, California. Catering primarily to Japanese companies looking to grow their market in America, JBranding has proven that cost effective PR services do not have to come with an expensive price tag. The company's services focus on publicity, disseminating news, media management and search engine marketing (SEM & SEO). JBranding's specialized approach brings simplicity to the confusing world of communications and delivers measurable results.

Dallas Middaugh



Nonlinear World

Dallas Middaugh has worked in the manga and anime field for almost 20 years, during which time he has authored, edited or published over 2000 books. He is the founder of several manga publishing companies and imprints, including Penguin Random House's Del Rey Manga in 2004, Seven Seas in 2005, and Kodansha Comics in 2010. He was the first person in the US to license Attack on Titan in 2011, two years before its anime debut. Middaugh spent four years at Crunchyroll, where, in addition to managing the manga program, he was head of events and was responsible for the creation and/or execution of Crunchyroll Expo, Crunchyroll Movie Night, and the Anime Awards. His company, Nonlinear World, is a pop culture consultancy working with clients in manga, comics, and anime on events, publishing, marketing, and industry analysis.

Ken Iyadomi



SUNRISE

Mar 2018 to Current: Executive Expert, Sunrise Inc. In charge of film adaptation
 Nov 2014 to Mar 2018 Executive Officer at Anime Consortium Japan
 Jan 2007 to Mar 2013 CEO & President Bandai Entertainment Inc.
 June 1996 to Dec 2006 Executive Vice President, Bandai Entertainment Inc
 1986 Started Career at Bandai Co.,Ltd.

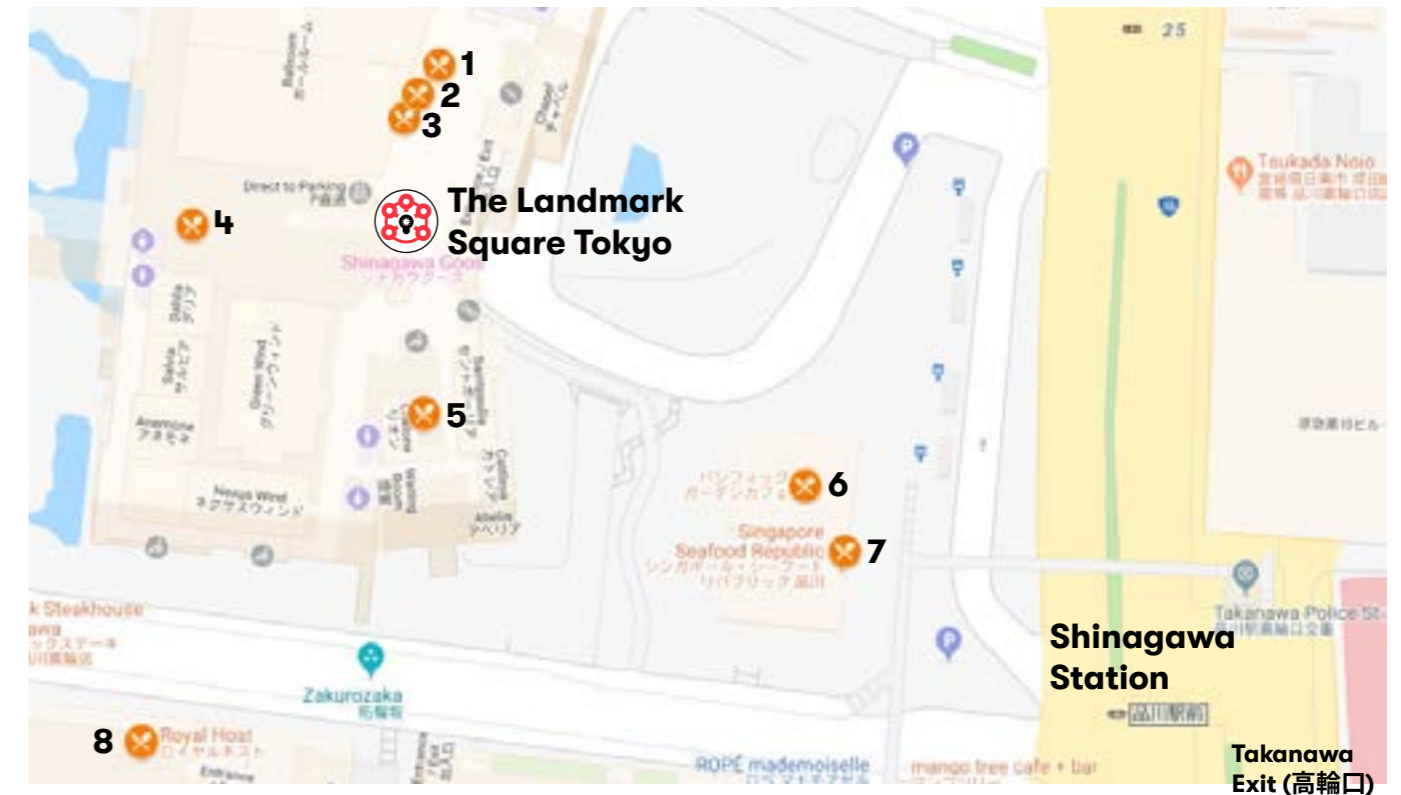
Robert Napton



SVP Publishing, Legendary

Robert Napton oversees publishing for Legendary Comics, Legendary Pictures' comics imprint. He has a long history in comics and anime, and prior to Legendary he worked at Bandai, where, among other duties, he was in charge of the company's manga program.

Food & Dining



1. Seikatsu Saika Shinagawa Goos 2F
 Convenience Store 6:00-24:30

2. GARDEN CAFE with TERRACE BAR
 Shinagawa Goos 3F
 Italian | Cafe | 10:00-24:00
 Lunch ¥1,000~ ¥1,999
 Dinner ¥4,000~ ¥4,999

3. SHINAGAWA DINING TERRACE
 Shinagawa Goos 3F

Casual Steak House Rib
 Steak | Western
 Lunch 11:00-15:00 / ¥1,000~ ¥1,999
 Dinner 17:30-24:00 / ¥5,000~ ¥5,999

PIZZA & TAPAS cibo
 Italian | Western |
 Lunch 11:00-15:00 / ¥1,000~ ¥1,999
 Dinner 17:30-24:00 / ¥3,000~ ¥3,999

September roast coffee
 Cafe | 9:00-20:30

KANDOU NIPPON real store
 International Grocery | 9:00-20:00

4. Garden Restaurant All Day Dining
 Shinagawa Goos 3F
 Buffet Style | Italian
 Morning 6:30-10:00
 Lunch 11:00-15:00 / ¥1,000~ ¥1,999
 Dinner 17:30-23:30 / ¥5,000~ ¥5,999

5. Restaurant CELLY with SKY BAR
 Shinagawa Goos 30F | Italian | French
 Lunch 11:30-15:00 / ¥2,000~ ¥2,999
 Dinner 18:00-23:00 / ¥6,000~ ¥7,999

6. Pacific Garden Cafe
 Shinagawa Goos 3F
 Cafe & Bar | 10:00-24:00

7. Singapore Seafood Republic
 Southeast Asian | Seafood | Curry (Other)
 Lunch 11:00-15:00 / ¥1,000~ ¥1,999
 Dinner 16:30-23:00 / ¥5,000~ ¥5,999

8. Royal Host
 Casual Dining | 6:00 AM - 4:00 AM
 ¥1,000~ ¥1,999



FROM TOKYO TO HOLLYWOOD AND BEYOND

JOIN US

JULY 2-3, 2019
LOS ANGELES

Track One:

Anime and Hollywood

There are many Hollywood films in development featuring anime properties. Learn about the anime market from the experts in both Japan and the U.S.

Track Two:

Navigating Conventions

There are a hundreds of pop culture conventions throughout the world. Whether you run one or want to work with one, our panel of experts will report on the current trends and best practices in the market today.

For more information, please visit ProjectAnime.org

For sponsorship inquiries, please contact EventSales@spja.org