



MADMAN

MEANS

MANGA!

MANGA GUIDE FOR RETAILERS

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WHAT IS MANGA?

Literally translated from Japanese, manga means “whimsical or humorous pictures”. It is the term that refers to comic books, often Japanese in origin and rendered in black and white. Manga refers to the format of the book and should not be confused with genre. You can find many genres such as romance, mystery, science fiction as a manga. Manga is always a book; anime is the Japanese term for animated films that use a similar art style. Many popular manga are converted into anime or novels.

Manga in Japan is typically serialized in large manga magazines with many other manga stories each published one chapter at a time and continuing in the following volumes. If a series is popular it will be published as its own book or series.

Manga is very different from Western comic books. While both contain stories told through sequential art, western comics are in colour, a larger trim size with smaller page count and are more often superhero stories. Manga are approximately the size of a standard trade paperback, in black and white and have many genres.



HISTORY OF MANGA

While the history of manga can be traced back to the history of visual communication, most consider modern manga to have begun just after WWII with the publishing of Osamu Tezuka's Astro Boy and Kimba the White Lion. Heavily influenced by Walt Disney, Osamu Tezuka is considered the 'god' of modern manga.

Manga, originally considered to be a format for children, grew in style and popularity with this post-war generation who continued to enjoy the format well into adulthood. As the age of the fan increased so too did the number of topics and genres.

TYPES OF MANGA

Manga can be broken down into several types or categories of manga.

Shojo (also known as shojujo): manga aimed at a young female audience. Typically written by women, these stories are often romantic comedies or magical girl series (stories that feature young girls with superhuman abilities who save the world).

Shonen (also known as shounen): manga aimed at male readers typically action oriented featuring a male main character.

Shonen-ai: manga aimed toward women featuring the romantic relationship between two male characters.



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OTHER DEFINITIONS

Manga: Stories told visually through sequential art. Often refers to comics originating in Japan and drawn in black and white. Also typically features a specific style of art where people have large eyes, small mouths and other exaggerated features.

Anime: The Japanese word for animation also including a specific art style where characters have exaggerated features. Many manga are the source material for anime.

Bi-shonen: also shortened to bishi or bishie, this term refers to impossibly beautiful men often with long hair and appearing in romance manga.

Otaku: A term that refers to fans in the manga and anime realm. In Japan this term is more derogatory and is used for the most obsessive fans, but Western fans have adopted it with a very positive context.

Mecha: Derived from the Japanese word "mecha" an abbreviation for the English word "mechanical", mecha refers to mechanical robots controlled by a pilot found in many manga.

WHO READS MANGA?

In Japan, manga are widely read by children and adults of all ages enjoying everything from an action adventure to historical drama to comedy to business and commerce.

As manga enters more western cultures, teens are the first group to pick it up. The current reader in Australia has an equal chance of being boy or girl and will age anywhere from 10-19. Older fans who are interested in anime, are often also interested in manga.

HOW TO READ MANGA

Traditional manga from Japan is in the Japanese right to left reading format. To maintain its authenticity and to stay true to the artists' original creation, most publishers will keep manga in that right to left format. Manga created by a western artist often is drawn in the creators left to right reading format. The following diagrams illustrate how to read both formats.

THIS EXAMPLE SHOWS MANGA IN A FORMAT READ FROM LEFT TO RIGHT.



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THIS EXAMPLE SHOWS MANGA READ FROM RIGHT TO LEFT.



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RATINGS

Madman and our partner publishers understand that because of the visual nature of manga and prior misunderstandings regarding comics and graphic novels in general, you and your customers may be concerned about the appropriateness of each series for different age groups. Most manga from Madman has been rated based on their content and those ratings can be found on our order forms as well as on the back of each book. The general descriptions of the ratings are below:

- 'All Ages' - Suitable for readers of any age. May contain cartoon violence and potty humour.
- 'Youth' - Suitable for ages 10 and up. May contain mild language, fantasy violence and bullying.
- 'Teen' - Suitable for ages 13 and up. May contain mild profanity, mild violence and gore, crude humour, suggestive themes or situations, as well as references to tobacco, alcohol and drug use.
- 'Older Teen' - Suitable for ages 16 and up. May contain profanity, moderate violence and gore, moderate sexual themes, nudity, alcohol and drug use.
- 'Mature' - Suitable for ages 18 and up. May contain extreme profanity, intense violence and gore, mature themes and graphic depictions.

For more detailed information, please visit www.manga.com.au/ratings

HOW TO START A SECTION IN YOUR STORE

In general there are two schools of thought on how to shelve manga. The first is treating manga as a format and shelving each series by its genre. If you are just getting started in manga, this may make it more difficult for the consumer to discover the availability of manga in your store.

The best way to get started with manga is to create a manga section and shelve all manga together. Often this new section is situated near science-fiction and fantasy or with other graphic novels or comic books you may be carrying. Some bookstores have also created a separate teen section heavily populated by manga series.



COUNTER DISPLAY

With the incredible amount of books available across formats and genres, it is often challenging to find the shelf space for a new section. It can also be intimidating to clear out the space that can be used for known sellers for a section yet unproven in your store. If that is a concern, Madman does offer both a 60 unit floor display as well as a counter display.



60 UNIT DISPLAY STAND

Manga will also perform better when the consumer knows that they are available in your store. Front of store placement, whether table, floor or counter display will improve your sales. Manga fans are loyal fans and will keep coming back for the continuing volumes of their favourite series. Once they know you are carrying their favourite format, they'll come back for more!

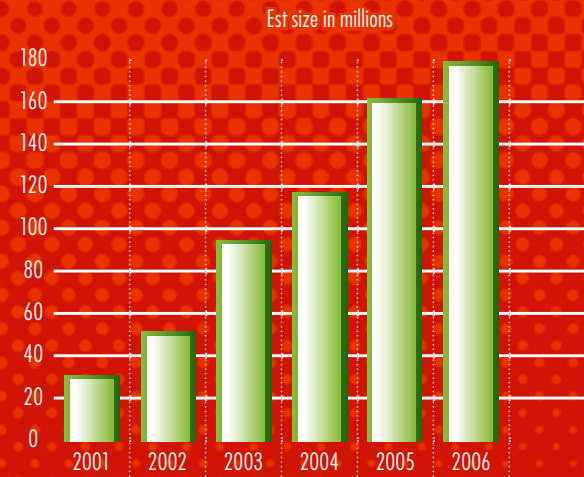
Because of the visual format of manga, books faced out on the shelves also tend to do the best.

MANGA GROWTH AROUND THE WORLD

Manga has grown incredibly fast in almost every country into which it has been introduced.

Quick Facts:

- Nearly 40% of all publishing in Japan is manga. Manga-mania in France. 4 Feb 2004. <<http://www.animenewsnetwork.com/news/2004-02-04/manga-mania-in-france>>
- "German and French sales of manga totaled \$212.6 million last year (2006)" Fishbein, Jennifer. Europe's Manga Mania. 26 Dec 2007. <http://www.businessweek.com/globalbiz/content/dec2007/gb20071226_346610.htm?chan=globalbiz_europe+index+page_top+stories>
- The sales of manga in the US have skyrocketed in the past decade. The chart below shows the growth in the US from 2001:



(Data compiled from: ICF Retailers Guides to Manga)

REVIEWS AND RESOURCES

- www.manga.com.au for upcoming releases from Madman
- www.animenewsnetwork.com for general industry information, reviews and news
- http://au.comics.ign.com/index/mangaseries.html for manga news and reviews
- www.icv2.com for general industry information, reviews and news

BESTSELLERS AVAILABLE THROUGH MADMAN ENTERTAINMENT...



Astro Boy

© HINOKAWA Akira / Tezuka Productions • 983 / Shogakukan Inc., Tokyo



Full Metal Alchemist

© Hiromu Arakawa / SQUARE ENIX CO., LTD



Ouran High Host Club

© Bisco Hatori / HAKUSEISHA, Inc., Tokyo



Fruits Basket

© Natsuki Takaya / HAKUSEISHA, Inc., Tokyo



Vampire Knight

© Matsuri Hino / HAKUSEISHA, Inc., Tokyo



Kingdom Hearts

ORIGINAL MANGA: GAINA ETI SHIRO MAMAYU / ENTERTAINMENT INC. © DISNEY CHARACTER NAMES: THE MIGHTY DEEDS OF SECTER © 1998, 1997, 1999, 2001, 2002 SQUARE ENIX CO., LTD. ALL RIGHTS RESERVED



Warcraft: The Sunwell Trilogy

© 2005 Blizzard Entertainment, Inc. All Rights Reserved.



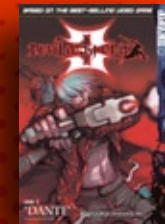
Gravitation

© 2002 AKIO HIRAKAWA



The Dreaming

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Devil May Cry 3

© 2005 Square Enipomachi © CAPCOM CO., LTD./MEDIA FACTORY, INC. 2005



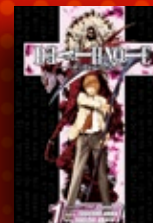
Naruto

© 1999 by Masashi Kishimoto/SHUEISHA, Inc.



Bleach

© 2001 by Tite Kubo/SHUEISHA, Inc.



Death Note

© 2003 by Tsugumi Ohno / Takeshi Ueboshi/SHUEISHA, Inc.



The Gentleman's Alliance †

© 2004 by Arino Genmei/SHUEISHA, Inc.



Nana

© 1999 by Yozumi Muroga / Shueisha/SHUEISHA, Inc.

MADMAN ENTERTAINMENT

THE MADMAN ENTERTAINMENT GROUP proudly showcases the best in Japanese anime, world cinema, arthouse film, Australian independent features and animation. Madman is Australia's leading distributor of home entertainment and an industry innovator with a sought-after interactive and DVD authoring studio; printing division; film production involvement; and a range of DVD and video labels. Madman was recently awarded exclusive DVD distribution rights to the Cartoon Network and SBS home entertainment labels.

ABOUT MADMAN MANGA

Established in February 2004, Madman's manga business has grown to become Australia's number one distributor of manga graphic novels, with a wide range of titles available in major book and specialty stores across the country. Best-seller series include Fruits Basket, Naruto and Warcraft: The Sunwell Trilogy.

For more information, visit www.manga.com.au.

For sales information and general manga and graphic novel enquiries, contact:

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