

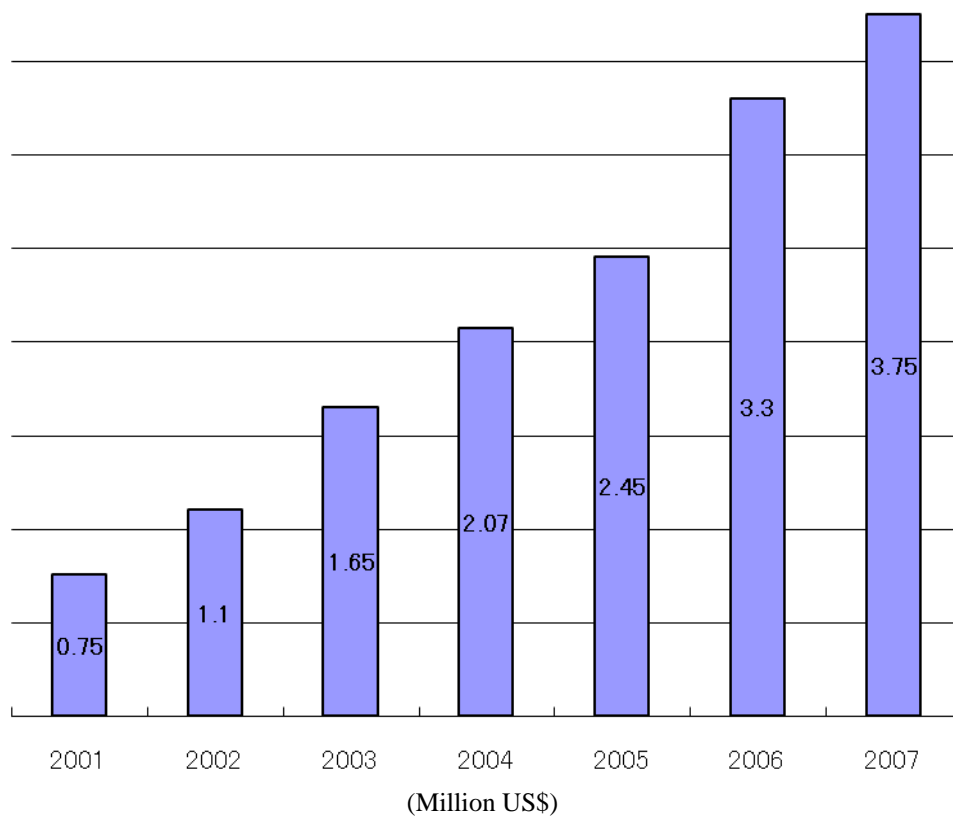
Manga (Japanese comic/graphic novel)

(1) The current status of manga in the US market

In February 2007, entertainment news site ICV2 made an announcement at New York Comicon that graphic novels had surpassed comics in gross sales for the first time in the US. In 2006, the sales of graphic novels were \$330 million, versus \$310 for comics. ICV2 has attributed the growth of graphic novels sales to increases in the release of manga, increased numbers of female readers, and increased attention to the medium due to film and TV adaptations by Hollywood.

[Table 4-1] Gross sales of graphic novels in the US

Source: ICV2 and Nielsen Book Scan. Edited by Wowmax Media!



As for the sales of manga, established franchises like *Naruto* and *Bleach* are doing very well due to TV exposure on American cable networks. It is interesting to note that popularity of titles like *Fruits Basket* indicates that there are significant numbers of teenage girls purchasing manga.

[Table 4-2] 2007 Top 30 Manga in the US

Source: Nielsen Book Scan. Edited by Wowmax Media!

Note: Index shows the ratio in comparison to the number 1 title.

Rank	Title	Original Title	Author	Publication	Publish Date	Price(\$)	Index
1	NARUTO: VOLUME 12	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	3/1/2007	\$7.95	100
2	NARUTO: VOLUME 0	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	7/1/2003	\$7.95	83
3	NARUTO: VOLUME 13	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	5/1/2007	\$7.95	77
4	FRUITS BASKET, VOLUME 15	FRUITS BASKET	TAKAYA NATSUKI	TOKYOPOP	4/1/2007	\$9.99	73
5	NARUTO: VOLUME 14	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	7/1/2007	\$7.95	69
6	NARUTO: VOLUME 1	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	12/1/2003	\$7.95	68
7	DEATH NOTE, VOLUME 0	DEATH NOTE	OHBA TSUGUMI	VIZ MEDIA	10/1/2005	\$7.99	62
8	BLEACH, VOLUME 0	BLEACH	KUBO TITE	VIZ MEDIA	5/1/2004	\$7.95	62
9	NARUTO: VOLUME 11	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	12/1/2006	\$7.95	62
10	NARUTO: VOLUME 17 [WITH STICKE	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	9/1/2007	\$7.95	61
11	NARUTO: VOLUME 26 [WITH COLLEC	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	12/1/2007	\$7.95	59
12	FRUITS BASKET, VOLUME 16	FRUITS BASKET	TAKAYA NATSUKI	TOKYOPOP	8/1/2007	\$9.99	58
13	NARUTO: VOLUME 23 [WITH EXCLUS	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	11/1/2007	\$7.95	57
14	NARUTO: VOLUME 2	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	3/1/2004	\$7.95	57
15	NARUTO: VOLUME 20	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	10/1/2007	\$7.95	56
16	VAMPIRE KNIGHT, VOLUME 0	VAMPIRE KNIGHT	HINO MATSURI	VIZ MEDIA	1/1/2007	\$8.99	54
17	NARUTO: VOLUME 16	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	9/1/2007	\$7.95	54
18	NARUTO, VOLUME 3	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	7/1/2004	\$7.95	54
19	KINGDOM HEARTS: CHAIN OF MEMOR	KINGDOM HEARTS	AMANO SHIRO	TOKYOPOP	2/1/2007	\$9.99	54
20	NARUTO: VOLUME 15	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	9/1/2007	\$7.95	51
21	NARUTO: VOLUME 25	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	12/1/2007	\$7.95	50
22	DEATH NOTE, VOLUME 1	DEATH NOTE	OHBA TSUGUMI	VIZ MEDIA	11/1/2005	\$7.99	50
23	BLEACH, VOLUME 1	BLEACH	KUBO TITE	VIZ MEDIA	7/1/2004	\$7.95	48
24	NARUTO: VOLUME 19	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	10/1/2007	\$7.95	48
25	BLEACH, VOLUME 18	BLEACH	KUBO TITE	VIZ MEDIA	6/1/2007	\$7.95	47
26	NARUTO, VOLUME 4	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	12/1/2004	\$7.95	46
27	NARUTO: VOLUME 5	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	4/1/2005	\$7.95	45
28	NARUTO: VOLUME 6	NARUTO	KISHIMOTO MASASHI	VIZ MEDIA	8/1/2005	\$7.95	45
29	VAMPIRE KNIGHT, VOLUME 1	VAMPIRE KNIGHT	HINO MATSURI	VIZ MEDIA	5/1/2007	\$8.99	45
30	DEATH NOTE, VOLUME 9	DEATH NOTE	OHBA TSUGUMI	VIZ MEDIA	3/1/2007	\$7.99	43