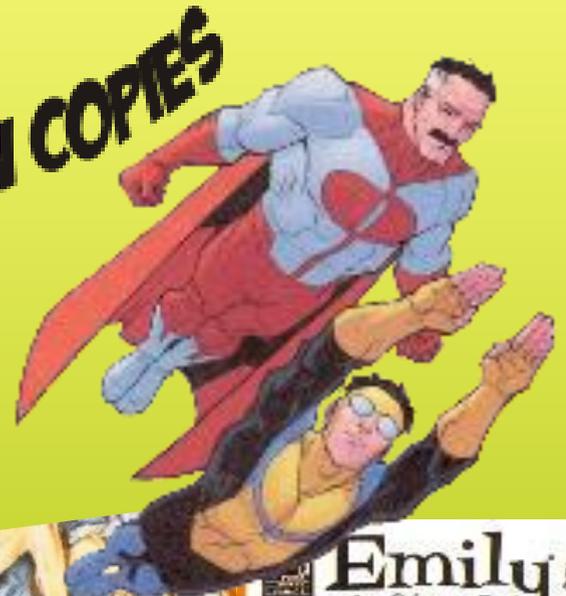
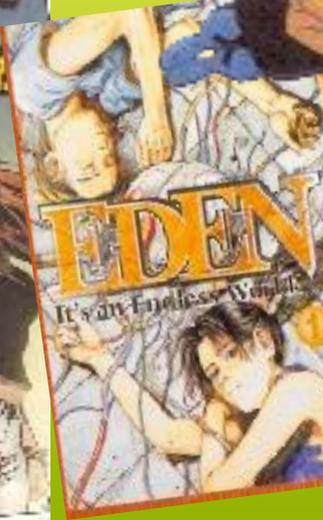
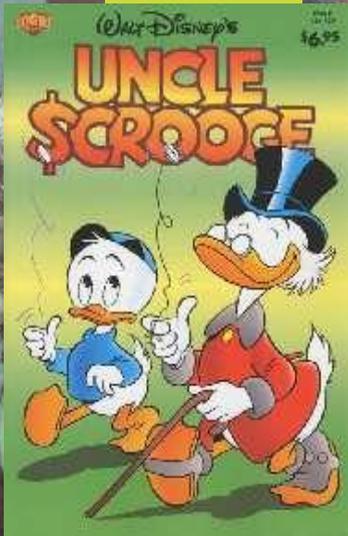


**SO,
HOW POPULAR
ARE
COMIC BOOKS
THESE DAYS?**

USA

Diamond Comics Distributors, the leading distributor to comics shops in North America and Great Britain, publishes a top 300 List, ranking comic books by the number of orders they receive.

ORDERS IN 2006 = 81.85 MILLION COPIES

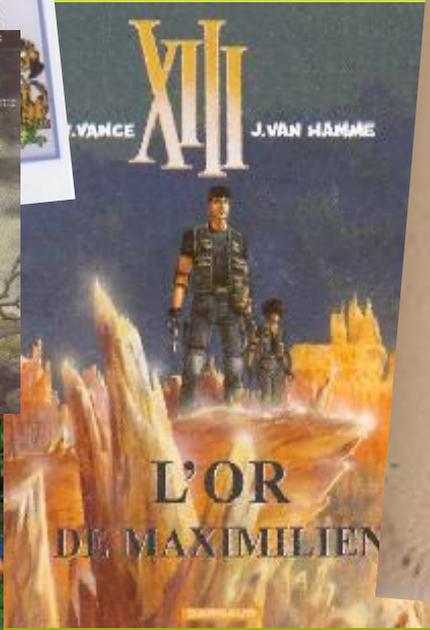
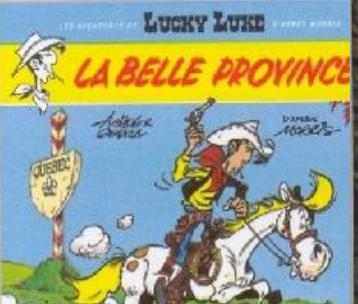
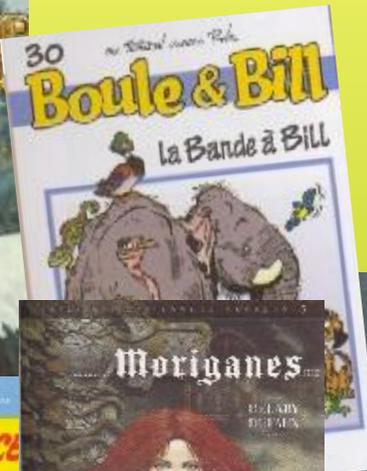


EUROPE

2005: 2,618 new graphic novel titles published

2006: 40 million graphic novels sold in France, worth 398 million €

**Comics account for 7.2% of new publications.
(Frankfurt Buchmesse Trade Information)**



ASIA

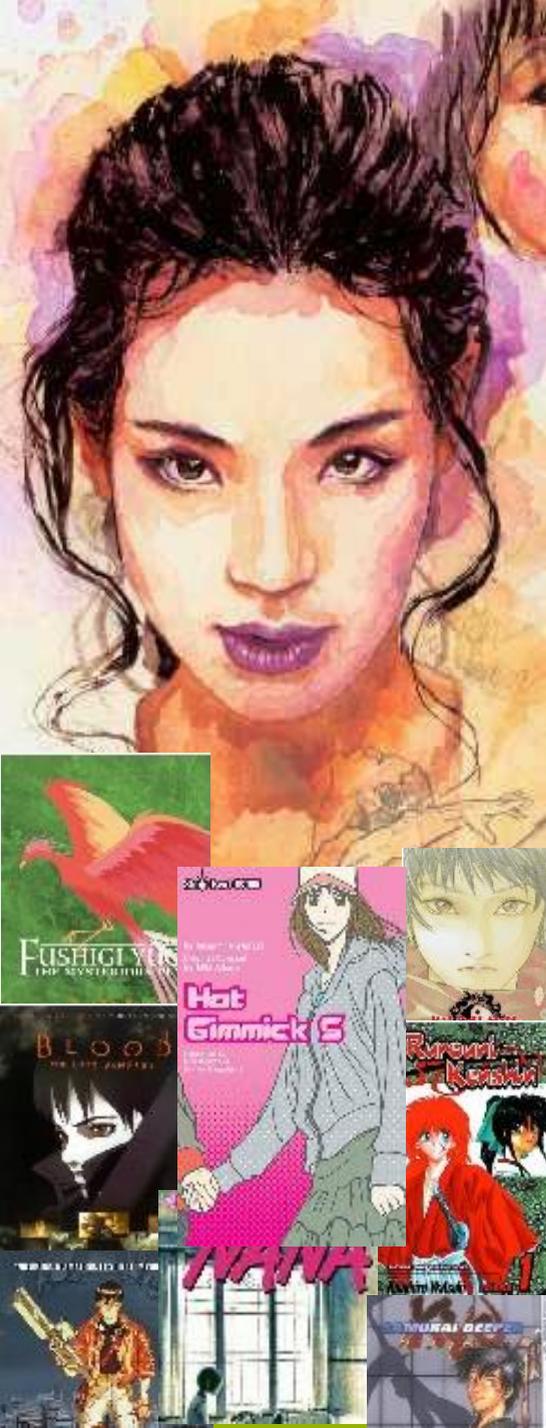
Approximately 70 thousand manga sell over 120 million copies every month.

(Presentation at the Frankfurt Book Fair, October 2004)

Manga plays a significant role in Japan's contemporary culture.

They account for one third of all print material in Japan, @ 4.75 billion dollars' worth every year.

'In Japan, you can get manga about taxes, about the constitution or about how to choose a defence lawyer. Anything can be manga.'



ASIA

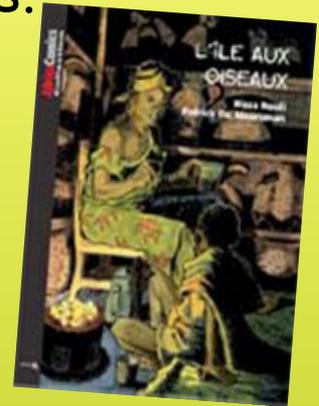
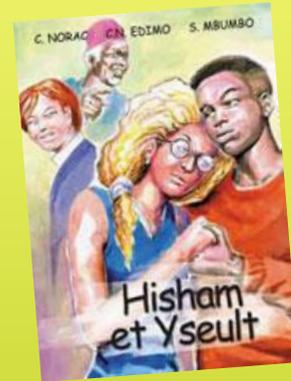
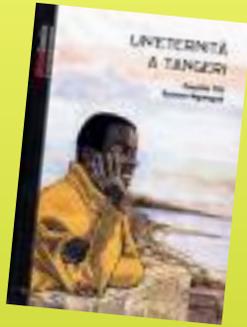
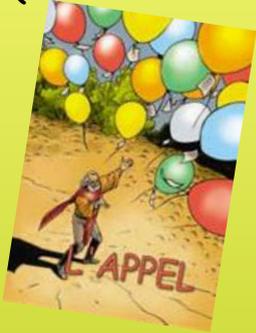
“Japan's Education Ministry says manga comics, ... are playing an increasing cultural role. In a government White Paper released last week, the ministry called comics a 'powerful representation of our times' and said manga is part of Japan's national culture, ... highly regarded abroad.

“... Manga is increasingly used for educational purposes and ... are a useful way of teaching history and other subjects”

(Ananova News Service, Nov 2000)

Africa

"The literary rate in Mtwara (Tanzania) is very low. Yet the few comic books ... seem to be 'read' by the semiliterate and illiterate... they usually get the point of the story from the pictures without depending a great deal on the words."
(from a Christian literature worker in Tanzania)



The Nelson Mandela Foundation, South Africa, runs a 9-part comic series on Mandela's life and values aimed at encouraging young South Africans to read.

"One of the sad realities today is that very few people, especially young people, read books," Mandela said.

"Unless we find imaginative ways of addressing this reality, future generations are in danger of losing their histories."

(From an AP news story, July 2005)

in GENERAL

Comics book fairs prove very popular.

Comic Con Intl. in San Diego, USA: 100 000+ visitors every year.

Festival Intl de la BD in Angouleme, France, 2006:

200,000 visitors

1100 authors

900 journalists

from 27 countries



young and old



Comiket in Tokyo,
Japan, has two
shows a year:
400,000 fans
attend
each show.



one of the many halls