

2011-2012

Books

Magazines

# KODANSHA

Company Profile



Manga

Digital Content

CSR Activities

History

## Kodansha Company Ltd.

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### AFFILIATED COMPANIES

#### (Overseas)

Kodansha Beijing Culture Ltd.  
Kodansha USA, Inc.  
Kodansha USA Publishing, LLC  
Vertical, Inc.  
Kodansha Europe Ltd.  
Kodansha Taiwan Media Group Co., Ltd.

#### (Japan)

Kobunsha Co., Ltd.  
King Records Co., Ltd.  
Kodansha Editorial Co., Ltd.  
Kodansha Scientific, Ltd.  
Kodansha BC Co., Ltd.  
Kodansha Comic Create Co., Ltd.  
Star Seas Company

Kodansha has further affiliates in industries including publishing, printing, paper brokering, logistics and real estate, etc.



# KODANSHA



## Over 100 Years of Publishing

In the early 20th century, our founder Seiji Noma, had a clear vision of what Kodansha needed to do to succeed. Some of his aphorisms have become company lore. Here's a small selection to give you an insight into our philosophy.

### WORDS OF WISDOM

- PUBLIC TASTE IS OUR GUIDE
- WHATEVER WE PUBLISH MUST EDIFY AND ENTERTAIN.
- THE ESSENCE OF MAGAZINES IS ... EVERYTHING.
- GOOD EDITORS NEVER HOG THE LIMELIGHT. THEIR JOB IS TO BRING THE TALENTS OF OTHERS TO LIGHT.



**Yoshinobu Noma,**  
President of Kodansha

December 2012 will mark 103 years in the publishing business for Kodansha. Appointed the seventh president of the company on March 31, 2011, I plan to maintain the best of our traditions while bringing in new strategies to address the rapidly changing business environment.

As a publisher, Kodansha has always tried to provide the public with the enjoyable and the useful. Sticking to this ideal earned us the enthusiastic support of the reading public and helped us prosper over the last century. Today our basic aims remain unchanged: everything we publish should be of practical use and enrich people's lives. Our goal is to contribute to the prosperity of society and understanding between nations.

We intend to leverage our accumulated experience in order to provide attractive content to the maximum number of readers. We will continue to seize emerging opportunities in fields such as international publishing; the evolving world of e-books; and the licensing of properties for live-action films, TV dramas and anime.

Everyone at Kodansha is motivated by two core values: the joy of creating books, and the joy of getting those books into the hands of the reading public. That is why I am confident we will continue to publish appealing, accessible, and thought-provoking books, magazines and manga in the years ahead.

As a company, we look forward to earning the enthusiastic support of the reading public for another hundred years.

### COMPANY OVERVIEW

Company name: Kodansha Ltd.  
 President: Yoshinobu Noma  
 Established: November 1909  
 Full-time employees: 939 (April 1, 2011)  
 Capital: 300 million yen  
 Annual sales: 122.3 billion yen (FY 2010)



Editorial office

### Special Centennial Project 100 New Titles

In 2009, Kodansha celebrated its hundredth anniversary. To mark the occasion, we set out to publish 100 new titles in literature, children's fiction, non-fiction and the arts and sciences. All in all, 106 specially commissioned new titles came out over the two-year duration of the project. Together they showcase the magic of the printed word and the unbeatable pleasure of a good story.

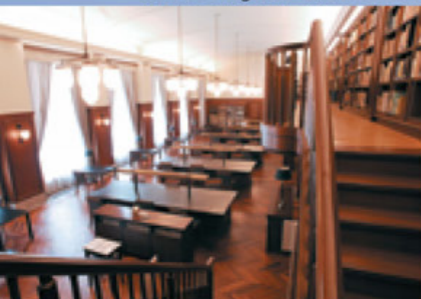


Atrium

We're broadening the scope of our publishing business as the market evolves

Leveraging the expertise we have developed over the past century, we're moving aggressively into new markets and formats, from international publishing to e-books.

The reading room at Kodansha



Tokyo head office



### International Business

Our offices in New York, London, Beijing and Taipei, publish comics and magazines targeted at markets in each country.



Staff of Kodansha Beijing Culture Ltd.



Staff of Kodansha USA, Inc.

### Rights

Selling the rights to adapt Kodansha novels and manga into live-action films, TV dramas, anime and merchandise is a fast-growing business. Maximizing the number of revenue streams from hit titles and creating new forms of merchandising is now a pillar of Kodansha's business model.



©2010 Norwegian Wood, Haruki Murakami, Asmik Ace, Fuji Television



©Mashima Hiro/Kodansha Fairy Tale A Gild/TV Tokyo production

### E-publishing

Kodansha was quick to see the potential of e-books. We are now a market leader and our titles are available for a range of e-readers. We aim to digitize around 20,000 titles in 2012 to offer a more convenient, high-quality reading experience.



Itsumi Hiroyuki (right), a leading writer of fiction and essays, was the first Japanese author to publish his complete works in e-book format.

# Manga ga

[ Comic Publishing ]

## A world of Japanese manga for the manga-loving world

Japanese manga are now an international craze — a new world culture in the making. For nearly a century now, from the prewar exploits of *Norakuro* to recent hits like *Fairy Tail*, Kodansha continues to be a driving force behind the manga movement.



### Supermanga Soar Round the World!

Kodansha manga in translation now claim avid readers in over 40 countries worldwide. The wine-themed manga *Kami no Shizuku* not only caused a commotion in France, but actually started an unprecedented wine drinking boom in Korea.



# Manga Magazines



Kiss  
bi-weekly

Kiss Plus  
bi-monthly

Nakayosi  
monthly

Nakayosi  
Lovely  
five issues per year



## Manga Masterpieces

Since 1967, Kodansha Comics have captivated leagues of die-hard fans with such immortal sports tales as *Kyojin no Hoshi* and *Ashita no Joe*, and romantic adventures like *Sailor Moon*.



Bessatsu  
Friend  
monthly

Dessert  
monthly

ARIA  
monthly

BE LOVE  
bi-weekly

Betsufure  
quarterly

The Dessert  
bi-monthly

## Girls' Comics

Romantic dream for every young girl and girl at heart



Evening  
bi-weekly

Shonen Rival  
monthly

Sirius  
monthly

Bessatsu  
Shonen  
Magazine  
monthly

Afternoon  
monthly

Magazine  
Special  
monthly

Young  
Magazine  
monthly

Morning Two  
monthly

Morning  
weekly

Good!  
Afternoon  
bi-monthly

Shonen  
Magazine  
monthly

Young Magazine  
weekly

## Boys' Comics

A proud world-class line-up! Massively popular across all age groups

Shonen Magazine  
weekly

# Books

[ Book Publishing ]

## Kodansha brings breadth and depth to book publishing

Each year Kodansha publishes some 2000 new book titles, from fiction and children's books to non-fiction and reference. Whether long-sellers or bestsellers, new authors or established names, our aims are always the same: to edify and to entertain.



### Paperback Series

A full range of paperback offerings—the Kodansha Bunko “pocket books” now in their 40th year, Kodansha Bungei Bunko, Kodansha Science Bunko, Kodansha Contemporary Series, Kodansha Blue Backs, Kodansha Metier, Kodansha Plus Alpha Shinsho, Kodansha Plus Alpha Bunko, and more.



Illustrations Dick Bruna © copyright Mercis bv, 1953-2011 www.miffy.com



### Hardcover and Trade Non-Fiction

Kodansha's line of cutting-edge reportage, inspiring essays and no-nonsense business guides to timely topics offers incisive reading.



### Lifestyle and Hobbies

From our bestselling *Oryori Kakeibo* “economic recipe” series and lavishly illustrated cookbooks to our Health Library guides to treating common ailments, Kodansha offers a diverse lineup of how-to titles for all tastes and lifestyles.



### Children's Books

From long-seller picture books and widely translated fantasies to young adult fiction and educational texts, Kodansha is always strong on titles for younger readers. Our Japanese edition Disney and Barbabapa series are especially well known.



### Hardcover and Trade Fiction

The most engaging reads in popular entertainment, mysteries, contemporary fiction and Japanese classics. Many of our offerings are now also available in electronic formats.



### Entertainment

The Kodansha Novels “lite fiction” series has launched countless bestsellers over three decades. And now the Kodansha Box series, started in 2006, has a major youth market following.



### Reference

Kodansha's rigorously edited and updated dictionaries feature distinctive layouts for greater clarity and ease in searching. Our electronic *Pax Chinese-Japanese Dictionary* is a major hit as an iPad/iPhone app as well as in standard computer format.

# Magazines

[ Magazine Publishing ]

In step with the times,  
on top of the trends

Kodansha started out in magazine publishing over a century ago and continues to be a leader in the field with monthlies and weeklies for every interest niche and age group. From the literary prestige of *Gunzo* to the breaking news analyses of *COURRIER Japon*, from the trend styles of *with* to the extracurricular exuberance of *Genki*, Kodansha has it all covered.



## International Style & Fashion

Foreign editions of Kodansha women's magazines are phenomenally popular in China, Taiwan, Hong Kong and Thailand—indeed all across Asia. Chinese *ViVi* alone sells nearly a million copies a month to today's trend-conscious Chinese woman—and the market keeps growing.

## General Interest



## Literary Magazines



## Fashion and Beauty



## Special Focus



## Juvenile



## Sport and Hobby



# Digital Content

[ Digital Content Business ]

## Creating content for every platform, from tablets to game consoles

Characters and storylines are a publishing company's most precious assets. This content can now be enjoyed on a range of electronic devices, from mobile phones and smartphones to tablets and game consoles. Kodansha characters also feature in popular anime and live-action dramas in Japan and overseas markets.



### Tablet PCs

First published in 2003, *Doko?* is a look-and-find picture-book series which challenges the reader to find specific objects in photographs.

Kodansha now publishes 7000 titles for tablet PCs, such as blockbuster *Nodame Cantabile* (right), longseller *Kiseichu* and buzz-generating titles like *Shingeki no Kyojin*.



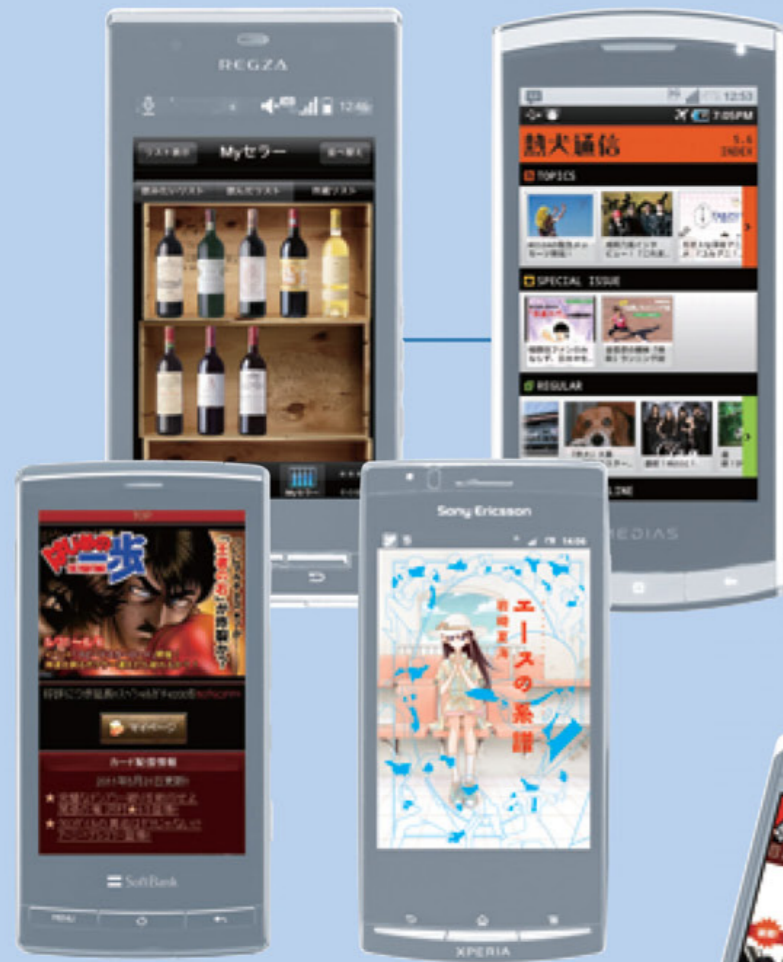
### E-readers, PSP® and PCs

Kodansha titles have been compatible with Sony's Reader™ since June 2006, and genres from literature to comics are available for download to this widely adopted platform. When PSP and PC devices are factored in, over 20,000 of our titles are available in electronic format.



### Mobile Phones

When iPad was first launched, 2010 was declared "year zero" for electronic publishing in Japan. But we had already been making our magazines and comics available on mobile phones for many years by then. *Mobile FRIDAY* (bottom left) appeals to readers by giving them access to celebrity gossip one day in advance of the magazine's print edition. Kodansha runs a total of 40 mobile websites such as *Chihaya Furu: Hyakunin Isshu*. We continue to roll out new sites such as *Eria no Kishi* and *Kashira Moji D.*



### Smartphones

Smartphones are driving the evolution of e-books in Japan. Kodansha's *Sekai no Meishu Jiten* wine guide app is a major hit in this competitive marketplace. Users can learn about different wine varieties and create a photo-archive of wines they drink. We are also focusing on developing social networking apps, such as one based on *Hajime no Ippo The Fighting!*, and magazine apps like *Nekkentsushin*.



### Licensing Business

Kodansha's proprietary content is the basis for a wide range of products: everything from live-action films, TV dramas, anime and guidebooks to figures and other merchandise, not to mention collector's packs that combine figures, DVDs and books. Kodansha characters have a high profile worldwide and licensed products are manufactured and sold globally.

[ Community Outreach ]

## Fostering literate culture, social awareness—and fun!

From promoting a love of reading among future generations to assisting auxiliary publishing endeavors, from recognizing literary talent to building links between local and foreign expertise, Kodansha actively contributes to a better global society through the advancement of publishing business and culture.



### Storytelling Troupe

Every month since Kodansha's 90th anniversary, our Storytelling Troupe has been traveling all over Japan with two truckloads of children's books to promote early literacy through "book play." Volunteers show-and-tell stories to young people who might otherwise shy away from print media. As of October 2010, the Troupe has completed 13,000 visits, a reading-is-fun "road trip" equivalent to 13 laps around the globe.



### The Kodansha Noma Memorial Museum

The Museum collection is comprised of paintings by early modern Japanese masters Taikan Yokoyama, Gyokudo Kawai, Takeji Fujishima and Saburosuke Okada; important manuscripts and papers from Kodansha history; and illustrations in ink and watercolors by Yutaka Murakami. The museum gardens are renowned for their tranquil beauty.



Eucalyptus grove near Melbourne

### Reforestation Projects

In 1998, Kodansha co-invested in a project in eastern Australia to convert overgrazed pasture land into renewable eucalyptus groves to be harvested for paper pulp. By the mid-2000s the project had proved so successful that we purchased 500 more hectares near Melbourne and another 765 hectares in New Zealand exclusively for our own needs. Since 2009 the New Zealand project has been shipping eucalyptus chips to Japan as part of a regular cycle of harvesting and replanting managed by local forestry cooperatives, while harvesting of the Australian groves is slated to begin in 2016.



Tokyo Disneyland / TOONTOWN ©Disney

### Disney Resort Sponsorship

Kodansha is an official sponsor of the ever-popular Toontown attraction at Tokyo Disneyland and Legend of Mythica show at Tokyo DisneySea.

[ Cultural Activities ]

### The Kodansha Literary Translation Fund

Established to commemorate Kodansha's centennial and the 20th anniversary of the Noma Award for the Translation of Japanese Literature, the Fund assists overseas publishers defray the cost of publishing translations of Japanese books.

### The Noma Cultural Foundation

The Foundation provides research grants and scholarships for postgraduate students in Japan.

### The Noma Prize for the Promotion of Reading

Awarded to groups and individuals who have contributed to the cause of literacy and book culture under the auspices of the Council for the Promotion of Reading.

### Chinese Publisher Internships

Six-month work-study programs coordinated through the Publishers Association of China give interns from the mainland an opportunity to learn about Japanese publishing first hand.

[ Award ]

Recognizing exceptional talent, contributing to publishing



### Noma Cultural Foundation

The Noma Prize for Literature  
The Noma Literary Prize for New Writers  
The Noma Prize for Children's Literature

### Yoshikawa Eiji Cultural Foundation

The Yoshikawa Eiji Prize for Literature  
The Yoshikawa Eiji Prize for New Writers  
The Yoshikawa Eiji Cultural Prize

### The Kenzaburo Oe Prize

Each year since 2006, Nobel laureate Oe has personally selected a superlative work to be translated for publication into English, French or German.

### The Kodansha Manga Awards

With special categories for Children's, Boys', Girls' and General genres

### The Kodansha Non-Fiction Award

### The Kodansha Essay Award

### The Kodansha Science Publication Award

### The Kodansha Publishing Culture Awards

With special categories for Illustration, Photography, Book Design and Picture Books

### The Noma Award for the Translation of Japanese Literature

### The Kodansha Readers' Awards for Advertising

With special categories for Men's/News, Women's, and Children's magazines