The Manga-Anime Anti-Piracy Committee that consists of 15 major Manga publishers and Anime companies in Japan publically launched the Manga-Anime Guardians (MAG) Project today. The Manga-Anime Anti-Piracy Committee was formed in July of 2013 by private sectors in Japan in response to a proposal forwarded by the Ministry of Economy, Trade and Industry (METI). The secretariat for the committee is the Content Overseas Distribution Association (CODA). Our mission is to protect Manga and Anime from rampant infringement that take place in Japan as well as the rest of the world through cross-industry efforts.

Existence of piracy version is one of the biggest obstructions for Overseas expansion. Official estimates that the online contents thieves create vast sum of the damage. Converted usage time of piracy into retail price, it creates the revenue loss of JPY 2 trillion to copyrights holders.

Beside, the investigation of Japanese Agency for Cultural Affairs says that in main cities of China (Beijing, Shanghai, Guangzhou, and Chongqing) the damage cost to Japanese contents is JPY 560 billion per year.

The Manga-Anime Guardians (MAG) Project is launched with the mission to bring “genuine creations” to Manga-Anime fans all over the world. To archive this objective, we will work on the following three measures. The first is to take down pirated copies of Manga and Anime from the online space in efficient means. The second is to create a scheme to guide the fans from illegal sources to legitimate sites. The third is to promote awareness of copyright among viewers and consumers. Through these initiatives, we aim to support and expand the fan base of Manga and Anime, to eliminate infringing web sites, and to popularize the idea of making proper compensation for creative works.

<1> Large scale and efficient removal of pirated copies
From August 1, 2014, METI will start to monitor and remove illegally uploaded copies of around 580 works, including 500 works of Manga and 80 works of Anime over five months.

<2> Launching a web site of links to legitimate Manga and Anime
On July 30, 2014, we launches “Manga-Anime here” (URL : http://manga-anime-here.com) to guide Manga-Anime fans away from illegal sources and to legitimate sites by providing URL links to legitimate Manga-Anime. *The site is accessible from personal computers as well as smart phones.

<3> Promotion for watching and reading legitimate contents
A special promotional short movie has been created for this very project that consists of “Thank You” footage from selected masterpieces of Japanese Manga and Anime. We will continue to make further efforts for the promotion of anti-piracy measures.

Please visit “Manga-Anime here” to watch the special movie "Thanks, friends".

*To cut part of the movie and use as picture is strictly prohibited.
Create future of Manga and Anime together “MAG PROJECT”

MAG (Manga-Anime Guardians) Project crosses beyond Manga publishers and Anime companies to consider the possible “brilliant future” of Manga and Anime.

At the center of the project are fans all over the world who enjoy Manga and Anime culture. In other words, all of you.

Because of piracy, new talent isn’t being cultivated. Through everyone enjoying content in its official form, creation is spurred and new works that stretch beyond imagination can be born.

“Thank you for loving Manga and Anime.”

MAG Project was started in order to share this feeling with everyone.

Organizer: Ministry of Economy, Trade and Industry (METI), Content Overseas Distribution Association (CODA)
Committee: Manga-Anime Anti-Piracy Committee

MAG Project is carried out by CODA as a commissioned project with METI’s supplementary budget for the fiscal year of 2013 that referred to as “The initiative to strengthen anti-piracy measures (the initiative to support anti-piracy efforts for the purpose of promoting content distribution)”.

Function of “MAG PROJECT”

<1> Large scale and efficient removal of pirated copies

MAG Project monitors and removes illegally uploaded copies of Manga and Anime at piracy, and gains the knowledge and know-how for countermeasure through this project.

◆ Term : for 5 months from 1st August

◆ Targeted sites
  • Manga: Online reading site, Storage site, Torrent site
  • Anime: UGC site (sharing site·posting site), Storage site, Reach site, Torrent site

◆ Targeted title of deletion (TBD)
  Manga : 500 works
  Anime : 80 works
  * Criteria for selecting the works
    • Confirmed the infringement online.
    • Distributed legally or scheduled to do so.
<2> Launching a web site of links to legitimate Manga and Anime

This site is to provide “Genuine” for those who loves creations.

“Manga Anime here”, a legitimate link site to find “Genuine”, is now open.

◆ Launch date: 30th July

◆ Contents
  • Introduction of authentic contents, list, search function.
  • News from each companies, productions
  • Special movie “Thanks, friends” and other contents
  • About MAG Project activities

URL: http://Manga-Anime-here.com/
   * The site is accessible from personal computers as well as smart phones.
   * special movie “Thanks, friends” is available

<3> Promotion for watching and reading legitimate contents

A special promotional short movie has been created for this very project that consists of “Thank You” footage from selected masterpieces of Japanese Manga and Anime. We will continue to make further efforts for the promotion of anti-piracy measures.

◆ Launch date: 30th July

◆ Some scenes in the movie

“HUNTER×HUNTER” volume 30

“ONE PIECE” volume 59

“Creamy Mani, the magic angel” episode 52

“Attack on titan” volume 12

URL: http://Manga-Anime-here.com/
   * To cut part of the movie and use as picture is strictly prohibited.

◆ About music of special movie “Thanks, friends”
   A original song has been created only for this project with theme of “Thank you!”.
   Singers are JAM Project (Mr. Hironobu Kageyama known as a prince of Anime songs, Mr. Masaaki Endo, Ms. Masami Okui, Mr. Hiroshi Kitada and Mr. Yoshiki Fukuyama), Ms. Yoko Ishida, Ms. Sayaka Sasaki and Ms. Chihiro Yonekura
   Composed and edited by Ms. Shiho Terada
   Special thanks to Lantis
Remarks

※1 : The Manga-Anime Anti-Piracy Committee

The Manga-Anime Anti-Piracy Committee was formed in July of 2013 by private sectors in Japan in response to a proposal forwarded by the Ministry of Economy, Trade and Industry (METI). The secretariat for the committee is the Content Overseas Distribution Association (CODA).

- **Committee Members (in alphabetical order)**
  
  Aniplex Inc.  
  BANDAI NAMCO Games Inc.  
  Bushiroad Inc.  
  GOOD SMILE COMPANY, INC.  
  KADOKAWA CORPORATION  
  Kodansha Ltd.  
  Pierrot Co.,Ltd.  
  SHUEISHA Inc.  
  Shogakukan Inc.  
  Shogakukan-Shueisha Productions Co., Ltd.  
  STUDIO GHIBLI INC.  
  Sunrise Inc.  
  Tezuka Productions Co., Ltd.  
  TMS ENTERTAINMENT CO., LTD.  
  TOEI ANIMATION CO., LTD.

- **Observers**
  
  Ministry of Economy, Trade and Industry  
  Agency for Cultural Affairs  
  (in alphabetical order)
  
  Association of MANGA Publishers  
  Association of Copyright for Computer Software  
  The Association of Japanese Animations  
  Digital Comic Association  
  Japan Magazine Publishers Association  
  Japan Merchandising Rights Association

- **Cooperators (in alphabetical order)**

  In addition to the member of the Manga-Anime Anti-Piracy Committee as listed above, the following companies have endorsed and supported this project. In particular, the publishing industry has shown determination to promote copyright protection as the amended copyright law will be put into force on January 1st of 2015.

  AKITA PUBLISHING CO., LTD.  
  Asahi Shimbun Publications Inc.  
  EARTH STAR Entertainment  
  Futabasha Publishers Ltd.  
  GENTOSHA COMICS INC.  
  Hakusensha Inc.  
  HOUBUNSHA CO., LTD.  
  ICHIJINSHA  
  I.T.PLANNING, INC.  
  Issuisya  
  Jitsugyo no Nihon Sha, Ltd.  
  Kyoto Anime Co., Ltd.  
  LEED Publishing Co. Ltd.  
  Libre Publishing  
  MADHOUSE, Inc.  
  Mediax  
  NHK Enterprises, Inc.  
  NIHONBUNGEISHA Co., Ltd.  
  Nippon Television Network Corporation  
  Ohzora Publishing Co., Ltd.  
  SHIN-EI ANIMATION Co., Ltd.  
  SHINCHOSHA Publishing Co., Ltd.  
  SHINSHOKAN Co., Ltd.  
  SHODENSHA Inc.  
  Shonengahosha  
  SQUARE ENIX CO., LTD.  
  Takeshobo Co., Ltd.  
  Toho Co., Ltd.  
  TOKYO BROADCASTING SYSTEM TELEVISION, INC.  
  TV TOKYO Corporation

- **Cooperators in Planning and Production (in alphabetical order)**

  CAL Inc.  
  DAISUKI Inc.  
  Hakuhodo Incorporated/ HAKUHODO Kettle Inc.  
  HUMANMEDIA INC.  
  JAPACON  
  Lantis Co., Ltd.  
  Tokyo Otaku Mode Inc.  
  Xarts.Inc.

※2 : Content Overseas Distribution Association (CODA)

CODA was established as an organization through which content providers and copyright-related organizations cooperate to reduce piracy around the world, and to actively promote the international distribution of Japanese content, such as music, films, Anime, TV programs and video games. While CODA was formed to counter content piracy, the organization is now expanding its enterprise in cooperation with domestic and international government agencies, industry organizations and content holders.

URL : http://www.coda-cj.jp/