



Protect Japanese Manga and Anime, and create quality future products

STOP ! Piracy "MAG PROJECT" launched!

- <1> Large scale and efficient removal of pirated copies
- <2> Launching a web site of links to legitimate Manga and Anime
- <3> Promotion for watching and reading legitimate contents

In the "Thanks, friends" movie, characters from 42 titles of Manga and Anime which created past 54 years, such as "Astro Boy" "Case closed" "ONE PIECE" "Attack on Titan" "Creamy Mami, the Magic Angel" are sending messages of "Thank you (Arigato)" to everyone who loves Manga and Anime! -"JAM Project" leading by Mr. Hironobu Kageyama, prince of the Anime song, join the project-

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.

Outline of "MAG PROJECT"

<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

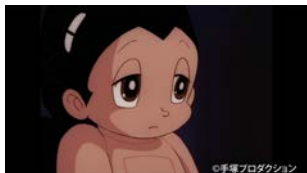
On July 30, 2014, we launches "Manga-Anime here" (URL : <http://manga-anime-here.com>) to guide Manga-Anime fans away from illegal sources and to legitimate sites by providing URL links to legitimate Manga-Anime. *The site is accessible from personal computers as well as smart phones.

<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.

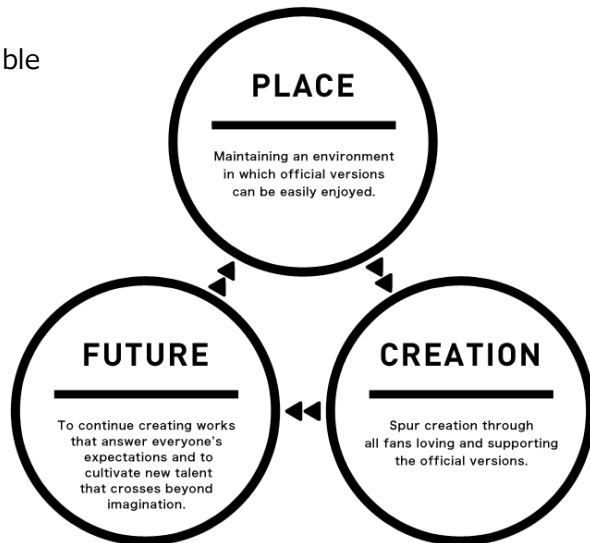
Because of piracy, new talent isn't being cultivated. Through everyone enjoying content in its official form, creation is spurred and new works that stretch beyond imagination can be born

"Thank you for loving Manga and Anime."

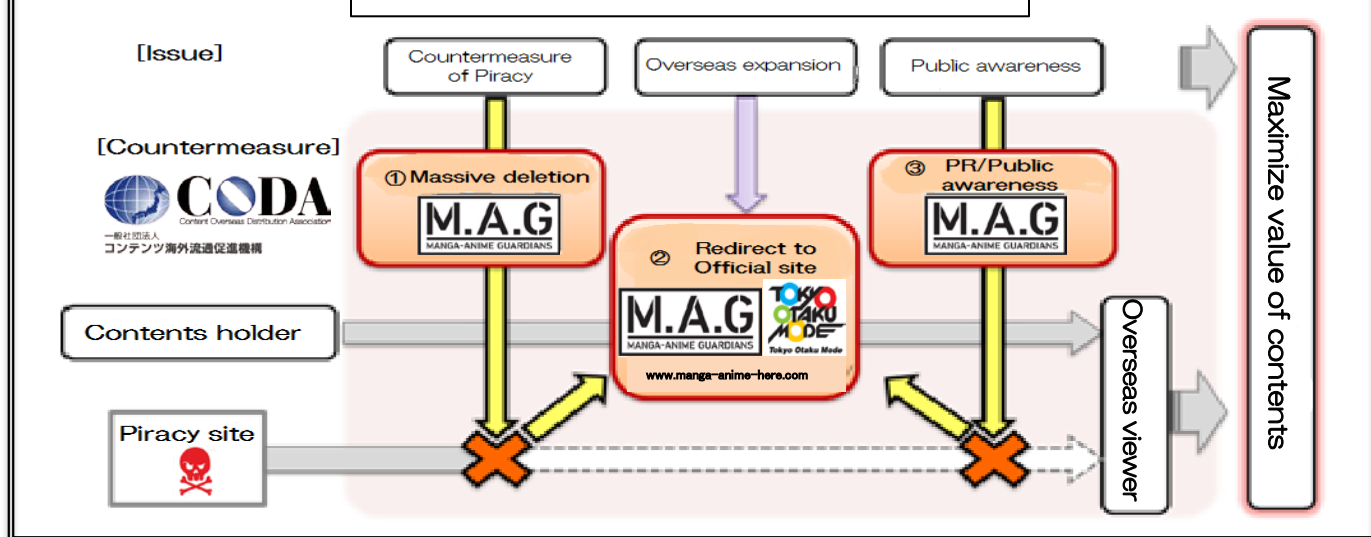
MAG Project was started in order to share this feeling with everyone.

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 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.

◆ **Targeted sites**

• Manga: Online reading site, Storage site
 Torrent site

• Anime: UGC site(sharing site·posting site)
 Storage site, Reach site, Torrent site

<2> Launching a web site of links to legitimate Manga and Anime

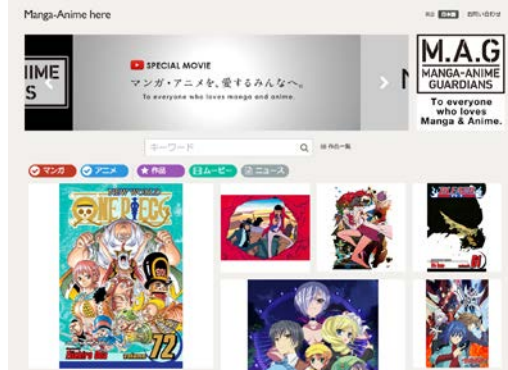
This site is to provide "Genuine" for those who loves creations.

"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



"Creamy Mani, the magic angel" episode52



"ONE PIECE" volume 59



"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

※ 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.	STUDIO GHIBLI INC.
BANDAI NAMCO Games Inc.	Sunrise Inc.
Bushiroad Inc.	Tezuka Productions Co., Ltd.
GOOD SMILE COMPANY, INC.	TMS ENTERTAINMENT CO.,LTD.
KADOKAWA CORPORATION	TOEI ANIMATION CO., LTD.
Kodansha Ltd.	
Pierrot Co.,Ltd.	
SHUEISHA Inc.	
Shogakukan Inc.	
Shogakukan-Shueisha Productions 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.	Jitsugyo no Nihon Sha, Ltd.	SHINCHOSHA Publishing Co.,Ltd.
Asahi Shimbun Publications Inc.	Kyoto Anime Co.,Ltd.	SHINSHOKAN Co.,Ltd.
EARTH STAR Entertainment	LEED Publishing Co. Ltd.	SHODENSHA Inc.
Futabasha Publishers Ltd.	Libre Publishing	Shonengahosha
GENTOSHA COMICS INC.	MADHOUSE, Inc.	SQUARE ENIX CO., LTD.
Hakusensha Inc.	Mediavax	Takeshobo Co.,Ltd.
HOUBUNSHA CO.,LTD.	NHK Enterprises, Inc.	Toho Co.,Ltd.
ICHIJINSHA	NIHONBUNGEISHA Co.,Ltd.	TOKYO BROADCASTING SYSTEM TELEVISION, INC.
I.T.PLANNING,INC.	Nippon Television Network Corporation	TOKUMA SHOTEN Co.,Ltd.
Issuisya	Ohzora Publishing Co., Ltd.	TV TOKYO Corporation
	SHIN-EI ANIMATION Co.,Ltd.	

• Cooperators in Planning and Production (in alphabetical order)

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