



## Kodansha Company Profile 2016-2017

### Head Office

2-12-21 Otowa, Bunkyo-ku  
Tokyo 112-8001 Japan  
Tel: +81-3-3945-1111 (switchboard)

### Affiliated Companies/Organizations

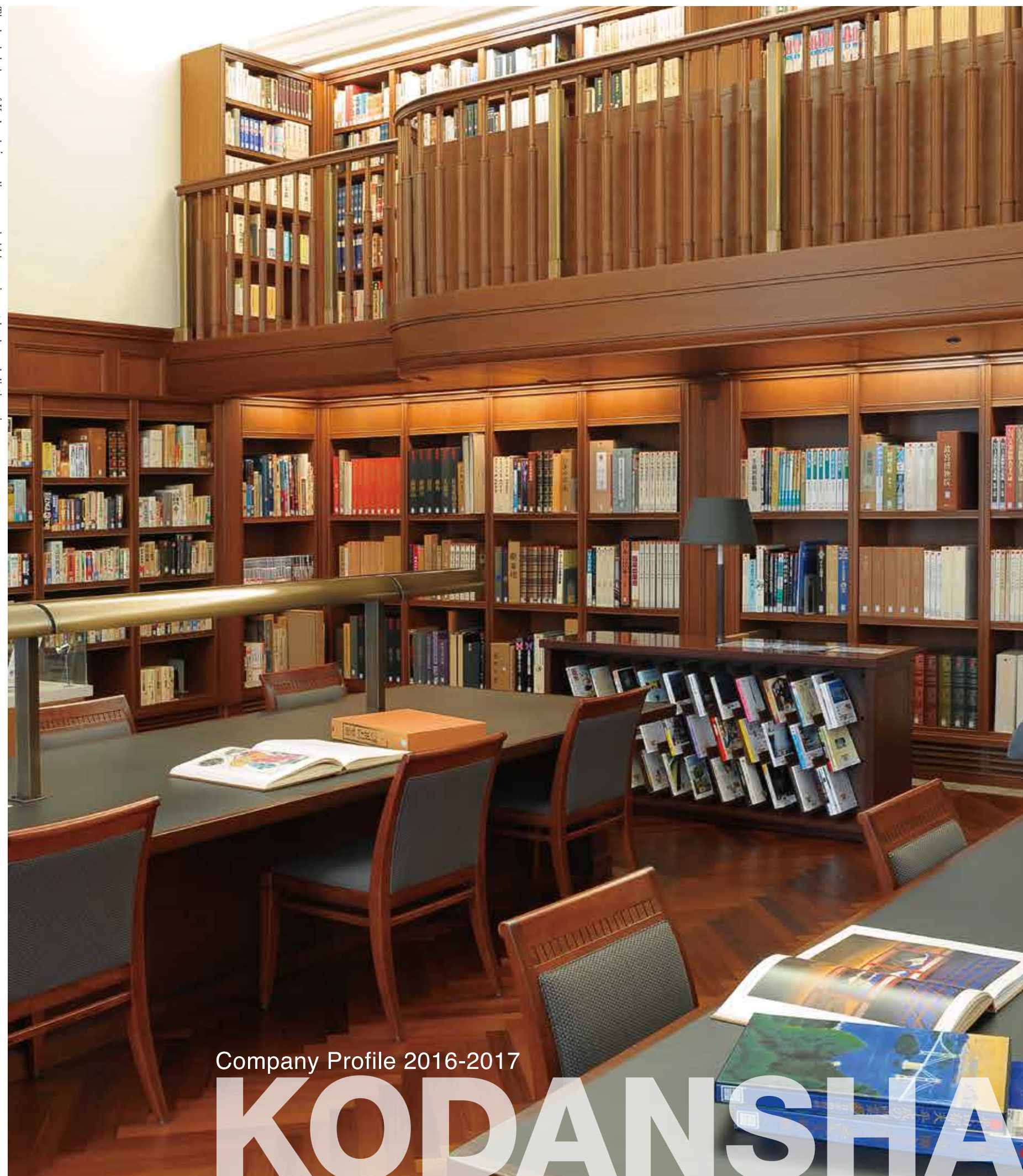
Kobunsha Co., Ltd.  
King Record Company Ltd.  
Nikkan Gendai Co., Ltd.  
Star Seas Company  
Tanka Kenkyu-sha Co., Ltd.  
Kodansha Editorial, Inc.  
Kodansha Scientific, Ltd.  
Kodansha BC Ltd.  
Kodansha Comic Create Co., Ltd.  
Kodansha Gakugei Create Co., Ltd.  
Kodansha Pal Co., Ltd.  
Toyokuni Printing Co., Ltd.  
Dai-Ichi Tsushinsha Inc.  
Otowa Building.  
Daiichi Paper, Inc.  
Kodansha Business Partners Co., Ltd.  
Kodansha Human Network Co., Ltd.  
Kodansha Busico Co., Ltd.  
  
Noma Cultural Foundation  
The Japan Forum  
Noma Institute of Educational Research

### < Overseas >

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



The bookshelves of Kodansha's reading room hold large-size art books and dictionaries.



Company Profile 2016-2017

# KODANSHA



# Creating “the most entertaining and edifying contents in the world,” and bringing them to wide audiences.

That is our aspiration.



**Yoshinobu Noma**  
Representative Director and President

Kodansha’s aims have always remained unchanged since its foundation: everything we publish should be of practical use and enrich people’s lives, and to contribute to the prosperity of society and world peace.

In recent years, the range of platforms available for distributing our contents is growing rapidly. There is the international publishing to bring our contents overseas, the expanding digital contents business such as e-books, and the licensing business for TV, movie and anime adaptations, which has developed into a core business.

Motivated by the “joy of creating books,” the essence our origin, and always keeping in mind to create “the most entertaining and edifying contents in the world,” every one of us at Kodansha is committed to making every content we publish memorable, with books and magazines at its core.

And we sincerely look forward to continue earning the support of the reading public.

## Company Overview

Company Name: Kodansha Ltd.	President: Yoshinobu Noma
Full-Time Employees: 901 (as of March 1, 2016)	Established: November 1909
Capital: 300 million yen	Annual Sales: 116.8 billion yen (FY2015)

## Words of Founder Seiji Noma

- Public taste is our guide.
- The three core company credos: integrate and unify; integrity and hard work; think thoroughly and from all angles.
- Change is everything. Without change, there is no progress. Change illuminates the way to progress.
- The essence of magazine is... everything.
- Consider all the effects before making a move.
- Think, think, then think again. Devise, devise, then devise again.
- Good editors never hog the limelight. Their job is to bring the talents of others to light.
- Whatever we publish must entertain and edify.



Seiji Noma, 1878-1938



Book publishing department around 1930.

## Kodansha’s “Print” Titles/Copies (FY2015)

	Number of Titles
Books	1,775
Magazines	1,174
Comics	1,697

## Total Copies Published 332 million



With books, magazines and comics combined, a total of 2.7 billion copies are published as “print publication” in Japan (FY2015, estimate by The Research Institute for Publications). Kodansha’s 332 million copies account for approximately 12% of the total.

Kodansha publishes approximately **12%** of overall print publications in Japan.

## Kodansha’s “Electronic” Titles (As of the end of 2015)

Books	9,800
Comics	17,000

90% of the books (excluding children’s books) and comics Kodansha published in 2015 are available in electronic format.

## Total Area of Kodansha Office Buildings

**62,358 m<sup>2</sup>**  
Approximately 1.3 times the size of the Tokyo Dome, whose building area is 46,755 m<sup>2</sup>.

The picture below shows all of our office buildings. To the left of our high-rise building is our atrium building, where the main entrance is. To the left of the atrium building is our main office building.

## Kodansha in Numbers



## Books in Library and Reference Center

**377,510**  
(As of March 1, 2016)



A relatively large public library in Tokyo’s 23-wards usually has some 200,000 books. Not only does Kodansha’s Library and Reference Center have a large inventory, it is also growing by almost 1,000 books every month.

## Employee Cafeteria Menu

**121**

From set-meals to individual dishes, rice balls, bread, and beverages, 121 items are available.



The Cafeteria is located in the high-rise building.

## Planted Area in Atrium Building

**251 m<sup>2</sup>**

With over 30 species of plants, it is said to be one of Tokyo’s largest and best stocked indoor gardens in an office building.



Tables and chairs are set up around the garden for meetings and other purposes.

## Age of Main Office Building

**82**

The main office building was completed in 1934, while the high-rise and atrium buildings were completed in 2000.



The six-story main office building, reinforced concrete structure

## Photo Studios



**11 total**  
Approximately **920 m<sup>2</sup>** in total

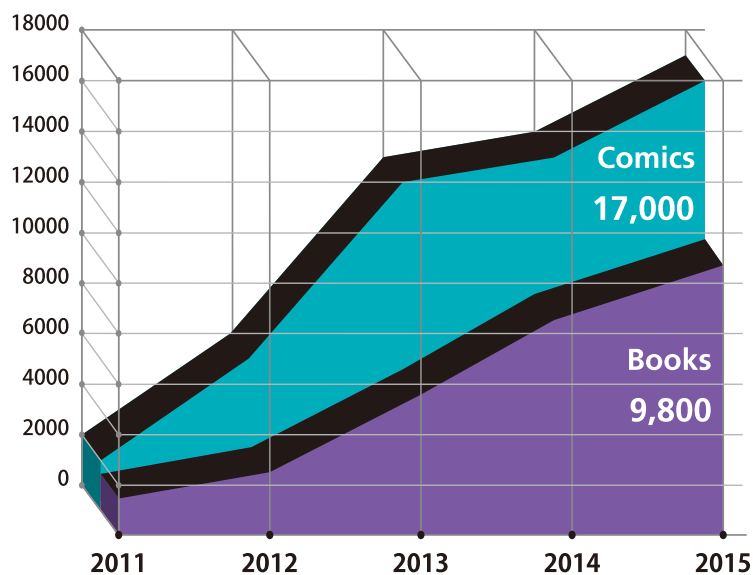
Some are “kitchen studios” where food and cooking photos can be taken.



E-Books

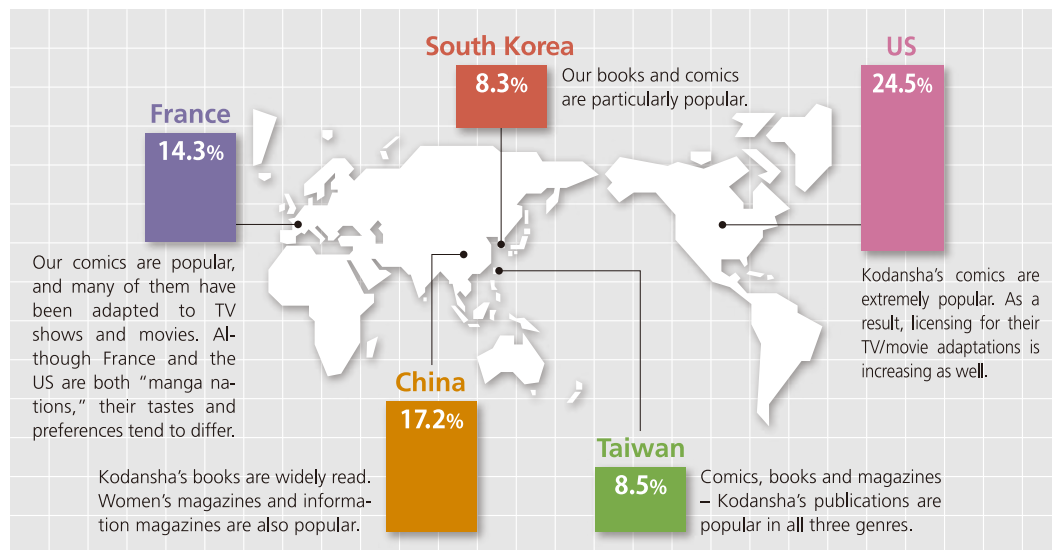
Increasing titles and boosting simultaneous releases.

By the end of 2015, Kodansha has made 17,000 comics and 9,800 books available as e-books. The number of our e-book titles has increased by approximately 315% compared to 2012. We will continue to make more publications available in e-books, while aiming to release print and electronic editions of magazines simultaneously not only in Japan but also overseas.



International Licensing

Kodansha has licensing partners around the world. Currently, our comics, books and magazines, as well as our contents' TV/movie adaptations and merchandises, are available in over 40 countries and regions. The US, China, France, Taiwan and South Korea are the major markets for our licensed products.



▶ COLUMN.1

The world loves Kodansha's manga.



Japanese "manga" is highly popular overseas. Kodansha's titles such as *Shingeki no Kyojin* (Attack on Titan), *Fairy Tail*, and *Ajin* (Demi-Human) have devoted fans in more than 40 overseas countries and regions. Particularly notable is the fast-growing e-comics. Popular series are being released electronically in English, Chinese, Korean and French on the same day they are released in Japan. Now, manga fans in most countries and regions around the world can enjoy official, high-quality contents.

TV/Movie/Anime Adaptations

In 2011, 26 Kodansha titles were adapted to movies, TV dramas and anime. But in 2015, the number of such titles has increased drastically to 51. In recent years, some Kodansha titles are also being adapted to stage plays. Adaptations works are often released as DVDs and Blu-rays.



Merchandising

We are active in creating goods that are true to the world of Kodansha titles, including those adapted to TV shows and movies. The range of our licensing products has been expanding. In addition to the traditional items like action figures and key holders, we have been collaborating with fashion and cosmetic brands in recent years to create bona fide bags and cosmetics.



Providing "the entertaining" in various formats both in and out of Japan.

The "entertaining and edifying" contents created by Kodansha are available in various formats, now traveling across borders to a wide range. In June 2012, Kodansha established a system to publish new books in electronic format within one month of their print release. Since then, Kodansha is also very active in licensing business for products such as comics, books, magazines, TV/movie adaptations and merchandising.

of countries and regions. our e-book titles are increasing dramatically. Kodansha's contents are currently being enjoyed in more than 40 countries and regions.

CONTENTS BUSINESS





Comic books published by Kodansha Comics (KC) have won numerous awards.

— Recent Award-Winning Titles —

**Attack on Titan**  
 35th Kodansha Manga Award  
 This Manga is Amazing! 2011, Male Category 1st place  
 2011 All Japan Bookstore Employees' Choice 1st place  
 SUGOI JAPAN Award 2015, Manga Category 1st place

**Chihayafuru**  
 2009 Cartoon Grand Prize  
 35th Kodansha Manga Award  
 This Manga is Amazing! 2011, Female Category 1st place

**A Silent Voice**  
 19th Tezuka Osamu Cultural Prize  
 2015 Cartoon Grand Prize 3rd place  
 This Manga is Amazing! 2015, Male Category 1st place

**Showa Genroku Rakugo Shinju**  
 38th Kodansha Manga Award  
 The Agency of Cultural Affairs 17th Japan Media Arts Festival,  
 Manga Division Excellence Award

**Uchu Kyodai (Space Brothers)**  
 56th Shogakukan Manga Award  
 35th Kodansha Manga Award  
 18th Tezuka Osamu Cultural Prize

**Moyasimon: Tales of Agriculture**  
 56th Shogakukan Manga Award  
 35th Kodansha Manga Award  
 18th Tezuka Osamu Cultural Prize

**Vagabond**  
 The Agency of Cultural Affairs  
 4th Japan Media Arts Festival,  
 Manga Division Grand Prize  
 24th Kodansha Manga Award  
 6th Tezuka Osamu Cultural Prize

**Saint Oniisan (Saint Young Men)**  
 This Manga is Amazing! 2009, Male Category 1st place  
 13th Tezuka Osamu Cultural Prize

**Daiya no Ace (Ace of Diamond)**  
 53rd Shogakukan Manga Award  
 34th Kodansha Manga Award



▶ COLUMN.3

Kodansha's manga masterpieces

Since 1967, Kodansha Comics titles have captivated leagues of die-hard fans with such immortal sports tales as *Kyojin no Hoshi* and *Ashita no Joe*, and romantic adventures like *Pretty Guardian Sailor Moon*, whose catchphrase, "In the name of the moon, I will punish you!" fascinated girls in Japan and around the world.



From kids to adults, Japan's "manga" is enth ralling the world.

The word "manga" is now internationally recognized, and this Japanese culture has avid fans around the globe. Kodansha was cultivating the And it has published numerous masterpieces such as *Norakuro*, *Kyojin no Hoshi*, *Candy Candy*, and *Sailor Moon*.

We are now offering more variety in this genre, bringing out such titles as *Attack on Titan*, *Chihayafuru*, *Fairy Tail*, and *Noragami*, and getting them to manga fans around the world.

M A N G A



Boys'/Men's Comic Magazines



Girls'/Women's Comic Magazines



MANGA MAGAZINES







Literary Fiction

Kodansha has published numerous bestsellers and high-profile novels regardless of genres, including the authentic literature piece *Norwegian Wood* (1987), the popular entertainment novel *A Man Called Pirate* (2012), and the historical literature piece *Shinran* (2010-2014). Our titles include many winners of major literary awards. The 153rd Naoki Prize winner *Ryu* (2015), and the 154th Akutagawa Prize winner *Iru Kon'intan* (2016), are some of the recent examples.

Lifestyle and Practical Guides

Although the hit of *Otona no Radio Taiso* (2012) is still fresh in memory, we also have long-sellers such as the *Household Budget Book with Economic Recipes* (first published in 1989), and *Sekai Meishu Jiten*, (first published in 1978). For these two, we are releasing a new edition every year. Kodansha offers useful books in every genre, including cooking recipes, health, and weight control, etc.

Children's Books

We have a treasure trove of long-sellers, including *The Cat That Lived a Million Times* (1977), which has remained popular for almost 40 years. In addition to picture books, we publish books for children and young adults, encyclopedias, and Japanese edition of Disney books. Our recent hits include *Ugoku Zukan MOVE* (2011-), *Frozen* (2014), and *Mama ga Obake ni Nacchatta!* (2015).

Essays and Academic Books

Kodansha has been releasing monumental and searing works of memoirs, biographies, serious nonfiction, business books and criticism, including the record-setting bestseller *Totto-Chan: The Little Girl at the Window* (1981), and *No One's Perfect* (1998). The Japanese translation of the book *Steve Jobs* (2011) was also a tremendous hit.

Paperback Series

From *Kodansha Bunko*, started in 1971, to *Kodansha Taiga*, started in 2015, we offers a number of literary fiction series catering to the various tastes and interests of the reading public. Other series in this genre are *Bungei Bunko*, *Novels, BOX, X Bunko White Heart*, and *Lanove Bunko*. In academic books and nonfiction genre, Kodansha offers *Gendai Shinsho Series*, started in 1964, and *Blue Backs*, specializing in science, as well as *Gakujuutsu Bunko*, *Sensho Metier*, *Plus Alpha Shinsho*, and *Plus Alpha Bunko*. Our children's literature series *Aoi Tori Bunko* is also very popular.



Many of Kodansha long-selling

▶ COLUMN.2

Kodansha's first bestseller was this urgently-published book.

For a while after our foundation, we mainly published magazines, but our first bestselling book, which sold 400,000 copies, was *Taisho Daishinsai Daikasai* (1923). It was published one month after the Great Kanto Earthquake, and our celerity astounded the readers.



The cover featured a painting by Taikan Yokoyama. The book came with a folding map of disaster-affected areas (top right).

Memorable. Useful. And entertaining! A wide array of just such books.

We consider ourselves "Japan's most versatile publisher." In book publishing alone, we cover a variety of genres: anything from novels, essays, nonfiction, to practical guides, children's books, and art books. Our titles are also available in a wide range of formats, including different sizes of hardcovers and paperbacks, series, complete collections, Mooks, and DVD books.

**B O O K S**





General Interest



Women's



Partwork



Children's



Hobbies and Practical Guides



Literary Magazines, etc.



▶ COLUMN.4

Kodansha magazines are also popular overseas.

with, ViVi and VOCE, the three women's magazines popular in Japan, are also very influential overseas! Their foreign editions are published in China, Taiwan, Hong Kong and other places, becoming the bibles for trend-setting Asian girls. Otona no Shumatsu is also widely-read, reflecting the popularity of Japanese-style "food and eating"



Numerous digital magazines for a range of devices.

Following the growing prevalence of digital devices, Kodansha is offering many digital-only online magazines. The fast-paced updates, the advantage of this type of media, is one of their appeals.

COURRIER

COURRIER Japon: Aims to cultivate a global perspective, offering select articles from 1500 media outlets around the world every day.

mi-mollet

mi-mollet: Offers lifestyle and fashion ideas for women approaching maturity.

HotDog

Hot-Dog PRESS: A magazine that tells it like it is, for men in 40s and grown-up women.



◀ Gekisaka: A comprehensive website on soccer. Covers everything from J.League and Japan's national team, to overseas clubs, high school soccer, and college soccer. Delivers the latest news and columns on every aspect of the sport, as well as profiles of clubs and players.

現代ビジネス

Gendai Business: A journalistic magazine carrying articles based on professional analyses, covering a range of topics from politics and economy to lifestyle.

FORZA STYLE

FORZA STYLE: A current and useful fashion and lifestyle magazine for middle-age men.

ボンボンTV

Bom Bom TV: An online information base posting videos that are entertaining and useful every day.

Reflecting the era. Mirroring the society. Kodansha's Magazines.

Kodansha's history started out with magazine publishing, with such founding publications as Yuben and Kodan Club. Now, we offer magazines of every variety. In recent years, our online digital magazines are increasing rapidly in numbers, creating more range in our line-up. And our women's magazines mirror our times. Kodansha's magazines are in step with the times, fulfilling the needs of the reading public.

variety, from literature to general information, women's to children's, and more. are enjoying great popularity overseas, mainly in Asia.

MAGAZINES







### Reading Promotion "Storytelling Troupe"

Promoting a love of books among our children from a young age. That was the motivation behind Kodansha's "Play with Books – Storytelling Troupe," started as a commemorative project to mark our 90th anniversary in 1999. Every month since then, two trucks loaded with books – one pink and another blue – have been visiting kindergartens, day care centers, elementary schools and libraries all over Japan, completing its nationwide tour every two years. Currently on its 9th tour, the Storytelling Troupe has visited 19,000 locations by December 2015. The distance it has traveled is equivalent of more than 23 laps around the globe. Our trucks carry more than 500 children's books, and are popular everywhere they go! With the help of volunteers, the "Story Hour" staff not only read books to children but also perform picture-story shows, often welcomed with beaming smiles. Our Storytelling Troupe is creating a place for children throughout Japan to discover fun books.

### The Kodansha Noma Memorial Museum

The Museum collection is comprised of paintings by early modern Japanese masters such as Taikan Yokoyama, Gyokudo Kawai, Takeji Fujishima and Saburotsuke Okada; important manuscripts and papers from Kodansha history such as those from Shonen Club; and nostalgic illustrations in ink and watercolors by Yutaka Murakami. The museum often holds exhibitions around these three pillars of its collection. There is also a lounge overseeing the museum gardens, frequented by the general public.



### Chinese Publisher Internships

In collaboration with China's State Administration of Press, Publication, Radio, Film and Television, Kodansha is accepting interns from China. They learn about Japanese publishing and acquire editorial skills in our six-month work-study program, eventually returning to China and leading successful careers in publishing there.



24th Intern Class  
From left: Wang Xiaoqing, Jia Chao and Li Hao.

### Reforestation Projects

Kodansha began its reforestation projects in 1998. We currently own and manage 500 hectares in southern Australia near Melbourne, and another 765 hectares in south eastern New Zealand. In New Zealand, where we took over a local reforestation project, harvesting and shipping have started already. But in Australia, where we started the project from the scratch 10 years ago, harvesting and shipping have just started in 2016. The two projects combined will produce and ship 10,000 tons of chips annually, accounting for 10% of the virgin pulp being used for Kodansha's publications. We are the first publisher in Japan to be certified for Chain of Custody (CoC), and through the reforestation projects and other efforts, we are focusing on environmentally-friendly paper procurement.



In Australia, 10 years have passed since we started replanting. The trees have grown tall now, ready for harvesting.

### Caring for the Environment

In addition to the above efforts, Kodansha has adopted a system to reduce environmental impact of its product distribution. We proactively utilize low-emission vehicles and hybrid vehicles, and organize joint distribution with affiliated companies. Further, we have created a structure to ensure that each of our divers adhere to environmentally-considerate ways of driving.

### Awards

Recognizing exceptional talent, contributing to publishing



2015 Three Noma Awards Ceremony

■ **The Noma Prize for Literature**  
Sponsor: Noma Cultural Foundation  
Monetary Prize: 3 million yen

■ **The Noma Literary Prize for New Writers**  
Sponsor: Noma Cultural Foundation  
Monetary Prize: 1 million yen

■ **The Noma Literary Prize for Children's Literature**  
Sponsor: Noma Cultural Foundation  
Monetary Prize: 2 million yen

These "Three Noma Awards" have been established to raise the quality of Japanese literature and to contribute to its advancement.

■ **The Yoshikawa Eiji Prize for Literature**  
Sponsor: Yoshikawa Eiji Cultural Foundation  
Monetary Prize: 3 million yen

■ **The Yoshikawa Eiji Bunko Prize**  
Sponsor: Yoshikawa Eiji Cultural Foundation  
Monetary Prize: 1 million yen

■ **The Yoshikawa Eiji Prize for New Writers**  
Sponsor: Yoshikawa Eiji Cultural Foundation  
Monetary Prize: 1 million yen

■ **The Yoshikawa Eiji Cultural Prize**  
Sponsor: Yoshikawa Eiji Cultural Foundation  
Monetary Prize: 1 million yen

The Yoshikawa Eiji Prize for Literature is a prestigious Japanese literature award, established to commemorate the great achievements of Eiji Yoshikawa. The Yoshikawa Eiji Cultural Prize is given to rarely-rewarded groups and individuals who are dedicated to the development of Japanese culture.

### Kodansha Manga Awards

Sponsor: Kodansha  
Monetary Prize: 1 million yen each

### Kodansha Non-Fiction Award

Sponsor: Kodansha  
Monetary Prize: 1 million yen

### Kodansha Essay Award

Sponsor: Kodansha  
Monetary Prize: 1 million yen

### Kodansha Science Publication Award

Sponsor: Kodansha  
Monetary Prize: 1 million yen

### Kodansha Publishing Culture Awards Illustration / Photography / Book Design / Picture Books

Sponsor: Kodansha  
Monetary Prize: 1 million yen each

Kodansha's awards are given to the great works in each genre of comics, non-fiction, essays, science publishing, illustration, photography, book design and picture books.

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

Sponsor: Kodansha  
Monetary Prize: 10,000 USD

The award has been established to nurture talented foreign translators, in an effort to introduce Japanese literature to an international audience, and to enhance mutual understanding between Japan and other countries.

### The Edogawa Rampo Award

Sponsor: Mystery Writers of Japan, Inc.  
Monetary Prize: 10 million yen  
Supported by: Kodansha, Fuji Television

The award was established in the honor of Rampo Edogawa and his works. It is a prominent award with a long history, serving as a springboard for the recipient's career.

### The Kodansha Readers' Awards for Advertising

Men's Magazines / Women's Magazines / Information, Comic and Children's Magazines / Digital Magazines

Sponsor: Kodansha  
Monetary Prize: 1 million yen

Aiming to raise the quality of advertisements, recipients are chosen from advertisements published in Kodansha magazines (including digital magazines) based on the readers' votes.

### Cultural Projects

#### The Kodansha Literary Translation Fund

The fund was established to commemorate Kodansha's centennial anniversary and the 20th anniversary of the Noma Award for the Translation of Japanese Literature. It assists overseas publishers defray the cost of publishing translations of Japanese books, in an effort to introduce Japanese literature to a wider international audience, and to enhance mutual understanding between Japan and other countries.

#### The Noma Cultural Foundation Scholarships

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

#### The Noma Prize for the Promotion of Reading

Given to groups and individuals who have contributed to the causes of literacy and book culture in their communities and workplaces. The prize, awarded by the Japan Council for the Promotion of Reading, was renamed and as The Noma Prize for the Promotion of Reading in 1971, in the honor of Kodansha's former president Shoichi Noma, who endowed the project.

#### Noma Dojo

Believing kendo as the "way to become a whole person," Kodansha's first president Seiji Noma established the Noma Dojo within the company premises, encouraging the practice of this martial art. His spirit remains alive today, and more than 20,000 kendo practitioners join the all-year-round morning sessions annually.



### ▶ COLUMN.5

#### Boys used to work at Kodansha, developing their mind and body through discipline

From 1913 through 1930s and early 1940s, Kodansha had a "Boys Department." Our founder Seiji Noma established it as a place to put his educational philosophy into practice, hiring a few boys and girls every year (mostly between the ages of 14 and 18). In addition to working hard at their jobs, they were given opportunities to develop academic and sports skills, as well as writing and speech-making skills. A total of some 1,060 boys and girls had worked in the department in some 30 years until 1942, when the last hiring was made.



Boys Department staff (around 1935)  
Delivering magazines and books to customers on their bikes was an important job for them.

Contributing to society through nurturing people and culture, and caring for the environment.

Through publishing business, Kodansha aims to nurture talents, foster culture, and support sustainable development of society. From the nationwide promotion of children's reading, to providing scholarships, and reforestation projects, Kodansha is engaged in a wide range of CSR activities.

# CSR ACTIVITIES

