

Forum:[Hack Forums](#)

Thread: [So, are you killing the Anime Industry? :3](#)

DerMensch24 - July 16, 2016, 10:14 am

Found this video online, while it is a bit cringy at a few points they do point out some numbers, facts, and so forth. I've heard the argument many times from both sides who say that the fans do or do not affect the market, but thought it'd be fun to bring back the discussion. So, are you killing the Anime Industry? :3

[Video: <https://www.youtube.com/watch?v=ex501K9pYYc>]

Mafty Navue Erin - July 16, 2016, 10:30 am

The Japanese are mainly the only ones who support the industry.

This is mainly because anime is directly marketed there as compared to other countries like America.

In order for other countries to legally have anime marketed, they have to purchase licenses from Japan.

So by the Japanese illegally leaking new episodes and selling licenses for streaming to companies, it is honestly only supporting the industry more than it originally would.

You're still marketing anime but not doing it in the way you intended.

And the biggest fault about legal streaming websites is their licensing. They are only limited to a certain selection of anime.

I would say the best thing we could do to support the industry is by buying marketed products directly from Japan.

Omoi - July 16, 2016, 10:33 am

I buy manga and some dvds however I also stream :P

Crya - July 16, 2016, 11:01 am

Another anime youtuber did a video on this about a year ago. If you don't go through official outlets to watch anime or buy merch then you are not supporting the market or the shows. If you watch on sites like kissanime then the only people who get the money is the owners of the website. I don't care whether someone does or not, but then don't complain about a second season or a dub that you want if you just plan to leech off others.

Sorun - July 16, 2016, 11:05 am

Who cares if the industry dies? I doubt your pennies to crunchyroll make a difference to the actual studios. The guy only makes one point that matters and its to buy merch. Ohhh hurrr durrr here's this arbitrary article explaining what the losses could be.

Crya - July 16, 2016, 11:10 am

(Jul 16, 2016 11:05 AM)Sorun Wrote: [\[CITE\]](#) Who cares if the industry dies? I doubt your pennies to crunchyroll make a difference to the actual studios. The guy only makes one point that matters and its to buy merch. Ohhh hurrr durrr here's this arbitrary article explaining what the losses could be. People's subscriptions opens to licensing to the studios which is where a bulk of what the money comes from. If they don't get a good flow of traffic then they won't further license it to a home release or other versions. I personally torrent my anime, but I'm just stating the facts.

I bet you're the same person that complains about a shitty government, but then doesn't actually vote.

DerMensch24 - July 16, 2016, 7:37 pm

I do tend to find that fans, whether it be for anime, gaming, etc are often the cause for worsening products of the genre. For example, if an anime is released and does amazingly well, this generates interest in the anime and more ppl invest, time, money, etc into it. However, this is where the double-edged sword is in play. Because there was such a high standard for the first anime, fans want something that meets that expectation and its often very hard for S2's to pull this off. There's often the phrase "keep what works," but many fans hate re-using the same techniques, story, etc despite them being so successful the first time. This is where the creators/developers feel the need to change it in order to appeal to their audience and then they get crapped on for changing up the anime despite the high response from fans to do so. This isn't true of every anime, video game, etc. but I do see it a lot, and sadly its not going away any time soon. I tend to find that the most merit-worthy anime are those that stuck it through the entire way regardless of what anyone else thought.

On another note, I do find it an interesting fact however that the anime market is particularly only focused in Japan. Yes, it is made for a Japanese audience, but the anime/manga community around the world has grown to such a degree that not tapping into potential markets seems like a massive opportunity cost.

Mafty Navue Erin - July 16, 2016, 7:53 pm

(Jul 16, 2016 07:37 PM)DerMensch24 Wrote: [\[CITE\]](#) I do tend to find that fans, whether it be for anime, gaming, etc are often the cause for worsening products of the genre. For example, if an anime is released and does amazingly well, this generates interest in the anime and more ppl invest, time, money, etc into it. However, this is where the double-edged sword is in play. Because there was such a high standard for the first anime, fans want something that meets that expectation and its often very hard for S2's to pull this off. There's often the phrase "keep what works," but many fans hate re-using the same techniques, story, etc despite them being so successful the first time. This is where the creators/developers feel the need to change it in order to appeal to their audience and then they get crapped on for changing up the anime despite the high response from fans to do so. This isn't true of every anime, video game, etc. but I do see it a lot, and sadly its not going away any time soon. I tend to find that the most merit-worthy anime are those that stuck it through the entire way regardless of what anyone else thought.

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I can say that in these more recent years that Japanese production companies have started allowing themselves to market and sell licenses to other countries more. There are several legal streaming companies now.

Though I really like how FUNimation has taken the initiative to sort of go above and beyond by not only buying licenses for English dubs, but also licenses to legally stream Japanese dubbed/subbed anime on their website. In comparison to Crunchyroll they are doing a much better job at subscription streaming, inventory/selection of anime, product marketing, and support to the industry.

Esdese - July 16, 2016, 8:00 pm

I buy hella blu rays if that counts, still use sites like kissanime though

DerMensch24 - July 16, 2016, 9:08 pm

(Jul 16, 2016 07:53 PM)Faulkner Wrote: [\[CITE\]](#) I can say that in these more recent years that Japanese production companies have started allowing themselves to market and sell licenses to other countries more. There are several legal streaming companies now.

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Sorun - July 16, 2016, 10:36 pm

(Jul 16, 2016 11:10 AM)Crya Wrote: [\[CITE\]](#) People's subscriptions opens to licensing to the studios which is where a bulk of what the money comes from. If they don't get a good flow of traffic then they won't further license it to a home release or other versions. I personally torrent my anime, but I'm just stating the facts.

I bet you're the same person that complains about a shitty government, but then doesn't actually vote.

Pull up actual numbers before you talk shit. CR has never announced how much they actually support the industry and when asked time after time they say "most" of your subscription fee goes to licensing fees. It's a undisputed fact that merch will always be how studios make a bulk of their profit.

Hurrr durr you don't care anime
huurrrr you must not care about your well being
Gtfo this board and go back to reddit

ankitkhosya - July 17, 2016, 12:40 am

I couldn't care less if anime industry dies, atleast those chinese slaves they use for creating animations can go back to their country then.

NKVD - July 17, 2016, 7:07 am

No. Japan and its culture as a whole is dying.

ankitkhosya - July 17, 2016, 8:06 am

(Jul 17, 2016 07:07 AM)Niku Wrote: [\[CITE\]](#) No. Japan and its culture as a whole is dying. japan's shut in degrading youth could not said it better themselves.?

Uiqueblhats - July 17, 2016, 8:33 am

yes i am destroying anime industry because if anime never existed i could have made like \$100k+ till now

Crya - July 17, 2016, 1:22 pm

(Jul 16, 2016 10:36 PM)Sorun Wrote: [\[CITE\]](#) Pull up actual numbers before you talk shit. CR has never announced how much they actually support the industry and when asked time after time they say "most" of your subscription fee goes to licensing fees. It's a undisputed fact that merch will always be how studios make a bulk of their profit.

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Gtfo this board and go back to reddit! I would love to see where I talk shit about my points? I don't see why you are trying to put up a huge argument about where the money comes from. Everything is say so. My belief is that 30%-40% of revenue comes from licensing and royalties from the west for the more popular show. You say that licensing only puts pennies in their pockets? FUNimation had \$4 million in sales for the blue-ray copy of Steins;Gate then they have to pay the royalties on those sales which is the amount is unknown, but they are not low. You must be really dense if you think they make no money off that.

The way you talk, you are a walking meme from 4chan. hurrr durr durr hurr? You might need to talk to someone who understands.

Chips Ahoy McCoy - July 17, 2016, 3:49 pm

CR pays \$1000-\$2000 to the studio to gain licensing for a single episode. So in a 12-episode series, CR is paying out around \$18,000 to the studio to simulcast it on their site.

Also, I have no idea why people think the industry is dying.

<http://www.animenewsnetwork.com/news/2015-08-25/report-anime-industry-up-10-percent-in-2014/92114>

Doesn't seem very grim to me.

SkullCandy - July 17, 2016, 4:11 pm

The market would still be viable and thriving without any foreign influence - which is what I think a lot of people were stating here. I mean lots of these companies don't release their anime initially with subtitles anyways - the fastest way to get an anime subtitled is through torrents, because that is where the unofficial translators upload them. If there was a way to pay for those episodes that supported the industry then I know that myself and loads of others would do it - but there really isn't :/

A day or so later, if it is a super popular anime then crunchyroll will get the episode in and I like most other anime fans have a subscription to Crunchyroll (I even have one to AnimeLabs as well) so they are paying for those shows that do get put there. But basically - until a home DVD release, or if you live in a country that all the other streaming services work (like Hulu, etc.) then you would have to torrent it to watch it even around the same time as everyone. If they honestly thought that we as fans, who are foreigners and not the intended audience, were killing the industry by taking an interest in their culture - they I am sure that they would release subbed versions at the exact same time as the originals and make sure they can get as many of those out to as many streaming services as there are so that we could view them. Instead of making it sort of hard....

(Jul 16, 2016 10:33 AM)Omoi Wrote: [\[CITE\]](#) I buy manga and some dvds however I also stream :P
You are the streaming king mavis

DerMensch24 - July 17, 2016, 9:33 pm

(Jul 17, 2016 04:11 PM)SkullCandy Wrote: [\[CITE\]](#) The market would still be viable and thriving without any foreign influence - which is what I think a lot of people were stating here. I mean lots of these companies don't release their anime initially with subtitles anyways - the fastest way to get an anime subtitled is through torrents, because that is where the unofficial translators upload them. If there was a way to pay for those episodes that supported the industry then I know that myself and loads of others would do it - but there really isn't :/

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Well said :3 This has been an interesting conversation so far. Also @Chips some interesting numbers there too :3 I think many ppl often confuse killing the industry financially with content creation. While they do coincide, it's important to always note that anime industry is still a business so hence what is popular will always get more output and more of that particular genre and so forth. However, it will always be the trend to throw a bunch of anime into the market and hope that at least a few catch on and get popular :3 But once again, interesting convo folks ;)

Mr. Robot - July 17, 2016, 9:36 pm

This same topic has been discussed on over 100 channels I swear in the last month, it's crazy.

Dragon. - July 18, 2016, 2:29 pm

I'm not only killing it, I'm encouraging others to do the same.

Professor Pantsu - July 18, 2016, 3:21 pm

Japan really needs to add English subtitles on their dvd releases so I can support them more. I do buy a lot of manga but I feel like buying stuff directly from Japan would benefit the creators more than buying American version.

Happeh - July 18, 2016, 4:54 pm

(Jul 16, 2016 11:01 AM)Crya Wrote: [\[CITE\]](#) Another anime youtuber did a video on this about a year ago. If you don't go through official outlets to watch anime or buy merch then you are not supporting the market or the shows. If you watch on sites like kissanime then the only people who get the money is the owners of the website. I don't care whether someone does or not, but then don't complain about a second season or a dub that you want if you just plan to leech off others.

Sum up my attitude pretty well. I don't really care if you watch via streams or torrents, I mean we all have at one point or another - just don't moan if things 'aren't how they used to be' or 'the declining quality in anime'

Professor Pantsu - July 18, 2016, 6:14 pm

One of the reasons anime "isn't the same as it used to be" is because the people who made those anime are not longer in the business or are LITERALLY DEAD.

<https://www.youtube.com/watch?v=2iJhFroA-eo>

https://www.youtube.com/watch?v=-AHO-_XEV6E

Happeh - July 18, 2016, 6:38 pm

(Jul 18, 2016 06:14 PM)Mad Scarecrow Wrote: [\[CITE\]](#) One of the reasons anime "isn't the same as it used to be" is because the people who made those anime are not longer in the business or are LITERALLY DEAD.

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Dude the grease in this guy's hair.

Also he backs the OP up with what his point is in that second video. You are harming the industry if

you don't help and buy merch or subscriptions from time to time, whether you think you aren't damaging the industry or not. 'Don't complain when your favourite anime doesn't receive a second season because you couldn't be bothered to buy the DVD release'

Mafty Navue Erin - July 18, 2016, 7:02 pm

I forgot to mention this but part of the industry killing is on Japan's side for producing and releasing lots of mediocre anime.

That may sound subjective, but the anime has to actually have an audience to have good sales upon the time of airing/completion.

In order to have an audience that is continually interested, the anime has to be subtle to a point.

The big anime like DBZ, Naruto, One Piece, Bleach, Fairy Tail, etc all have a good approaches at being subtle which make them good for marketing and overall sales.

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Nothing wrong with a little hair grease.

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Chips Ahoy McCoy - July 18, 2016, 9:41 pm

(Jul 18, 2016 07:53 PM)Happeh Wrote: [\[CITE\]](#)

I'm truly disgusted. LOL

DerMensch24 - July 19, 2016, 12:12 am

(Jul 18, 2016 07:02 PM)Faulkner Wrote: [\[CITE\]](#) I forgot to mention this but part of the industry killing is on Japan's side for producing and releasing lots of mediocre anime.

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This is a very common market strategy. To provide something similar that you might encounter online for example, look no further than stuff like WatchMojo or BuzzFeed. In essence its profit by quantity not quality. They have a set number of anime that they create and they throw them out into the market, and almost every time at least 2-3 hook and they bring in a large profit, meanwhile they dump the rest essentially or it goes on the backburner till it becomes convenient to reuse again.

Yes, at the heart there is the underlying desire to produce a beautiful composition of art, animation and story (hopefully), but in general the industry is out to make money since as a commercial enterprise that's the goal.