Asian Animation Industry 2015: Strategies Trends & Opportunities

Description:

The most authoritative Animation Industry Analysis

Much of Asia's animation production since the 1960s has been tied to foreign interests attracted by stable and inexpensive labor supplies. For nearly forty years, western studios have established and maintained production facilities, first in Japan, then in South Korea and Taiwan, and now also in the Philippines, Malaysia, Singapore, Vietnam, Thailand, India, Indonesia, and China. The economics of the industry made it feasible for Asia to feed the cartoon world, to the extent that today, about 90% of all American television animation is produced in Asia.

The usual procedure is for pre-production to be done in the United States or other European countries, after which, the package is sent to Asia for production. The work is sent back to the U.S. or other headquarter country for post-production Offshore animation has led to the creating and nurturing of a local industry, as an infrastructure is built up, equipment is put into place, and skills are transferred.

An emerging trend in the Asian animation industry is the increasing focus towards production of local animation content for television as well as production of animated movies.

A number of Asian animation studios are giving importance to owning and protecting animation content by investing in intellectual property protection mechanisms.

MARKET WATCH

The rapid advancement of computer technology has made computer animation available to the masses. The major animation markets include the United States, Canada, Japan, China, France, Britain, Korea and Germany. The outsourced computer animation production market is increasingly being tapped by North American and European film and television program producers. The major factors behind outsourcing of animation content to the Asia/Pacific region are the availability of trained skills at lower labor rates.

Contents:

1. Introduction
   Animation in Asian Societies
   Establishment of Local Animation Industry
   LOCAL CONTENT PRODUCTIONS
   SUCCESSFUL BUSINESS MODELS
   Drivers for Success
   Models for Animation financing in Asia
   Copyright Chain in Asia
   Influence of Foreign Animation Styles
   POPULARITY OF FOREIGN ANIMATION
   Trends in Animation Production in Asia
   ANIMATION PRODUCTION IN CHINA
   ANIMATION PRODUCTION IN INDIA
   ANIMATION PRODUCTION IN SOUTH KOREA
   ANIMATION PRODUCTION IN PHILIPPINES
   ANIMATION PRODUCTION IN TAIWAN
   ANIMATION PRODUCTION IN VIETNAM
   Animation Co-Productions in Asia
   CO-PRODUCTIONS IN JAPAN
   CO-PRODUCTIONS IN CHINA
   CO-PRODUCTIONS IN KOREA
   CO-PRODUCTIONS IN INDIA
   CO-PRODUCTIONS IN TAIWAN
   CO-PRODUCTIONS IN PHILIPPINES
   CO-PRODUCTIONS IN SINGAPORE
   CO-PRODUCTIONS IN MALAYSIA
Collaboration among Asian and Foreign Animation Studios
Controversies Surrounding Foreign Animation
PHILIPPINES
SINGAPORE
KOREA
MALAYSIA
INDONESIA
Animation Studios in Asia

2. India
Current State of the Industry
KEY TRENDS
CHALLENGES
Business Models of Animation Studios in India
REVENUE MODELS
COST STRUCTURE
TOONZANIMATION INDIA’S IN-HOUSE ANIMATION PROJECT
HANUMAN – INDIA’S FIRST FULLY INDIGENOUS FEATURE FILM
State of Animation Channels in India
VIEWERSHIP PATTERNS OF ANIMATION CHANNELS IN INDIA
ADVERTISING TRENDS IN KIDS CHANNELS
GROWTH IN KIDS ANIMATION CONTENT
MERCHANDISING
EMERGING TRENDS
KEY CHALLENGES
Size of the Indian Animation Industry
RISING DOMESTIC DEMAND
Chhota Bheem: India’s successful local animation production
Statistics on Animation Studios in India
The Risks
Future Outlook
Strategies for Animation Studios in India
Animation Schools in India
Key Animation Studios in India

3. China
Current State of the Industry
KEY TRENDS
CHALLENGES
DEMAND FOR LOCAL CONTENT
GOVERNMENT SUPPORT
MARKET OPPORTUNITY
Chinese Market for TV Animation
CHINESE TV ANIMATION VALUE CHAIN
KEY CHALLENGES IN THE CHINESE MARKET FOR TV ANIMATION
Business Models of Animation Studios in China
REVENUE MODELS
COST STRUCTURE
THRU THE MOEBIUS STRIP – THE FIRST CHINESE 3D ANIMATION MOVIE
Size of the Chinese Animation Industry
Statistics on Animation Studios in China
The Risks
Future Outlook
Strategies for Animation Studios in China
Animation Studios in China

4. South Korea
Emergence of the Industry
Functioning of Korean Animation Studios
Changing Business Models
GOING BEYOND SUBCONTRACTING
INVESTMENTS BY INDUSTRIAL GROUPS
CHANGES IN INDUSTRY STRUCTURE
SUCCESS IN OTHER COUNTRIES
Current State of the Industry
GOVERNMENT SUPPORT
COLLABORATION WITH OVERSEAS PARTNERS
KEY TRENDS
LOCAL CONTENT
Challenges
Strategies for Korean Animation Studios
OVERSEAS MARKETING
Market Opportunity
SIZE OF THE KOREAN ANIMATION INDUSTRY
Statistics on Animation Studios in Korea
Future Outlook
Animation Schools in Korea
Animation Studios in Korea

5. Philippines
Current State of the Industry
KEY TRENDS
COMPETITION
INDUSTRY CAPACITY
BRAND BUILDING
GOVERNMENT SUPPORT
DEMAND FOR LOCAL CONTENT
FUNDING
Animation Outsourcing in Philippines
Animated Feature films in Philippines
Industry Recovery
Industry Advantages
Challenges
Animation Education and Training in Philippines
Size of the Philippine Animation Industry
Statistics on Animation Studios in Philippines
Strategies for Philippine Animation Studios
Future Outlook
Animation Studios in Philippines

6. Taiwan
Past the Turbulent Times
Current State of the Industry
KEY TRENDS
LOCAL CONTENT
COMPETITION
GOVERNMENT SUPPORT
COMPETITIVE ADVANTAGES
Challenges
Threats to Taiwan Animation Studios
INTERNAL THREATS
EXTERNAL THREATS
Animation Schools in Taiwan
Taiwan's first 3D Animated Feature Film
Statistics on Animation Studios in Taiwan
Strategies for Animation Studios in Taiwan
Future Outlook
Animation Studios in Taiwan
Key Animation Studios in Taiwan

7. Vietnam
Early Foreign Entrants into Vietnam
Key Trends
CAPABILITIES OF VIETNAMESE ANIMATORS
Vietnam's 3D Animated Feature Film
Local animation productions in Vietnam
Challenges
Future Trends
Animation Studios in Vietnam
Statistics on Animation Studios in Vietnam
Strategies for Animation Studios in Vietnam
Future Outlook

8. Japan
Key Trends
MARKET OVERVIEW
COLLABORATION BETWEEN JAPANESE AND OVERSEAS STUDIOS
OUTSOURCING TO OTHER COUNTRIES
Successful Business Models
Anime Exports
OVERSEAS INFLUENCE OF ANIME
Globally Successful Japanese Animes
THE POKEMON PHENOMENON
Japanese Anime Production Models
PROMINENCE OF 2D
RETAŞ - SOFTWARE FOR ANIME PRODUCTION
MANGA STUDIO - SOFTWARE FOR MANGA PRODUCTION
Challenges
Future Trends
Statistics on Animation Studios in Japan
Strategies for Japanese Animation Studios
Animation Studios in Japan

9. Thailand
Key Trends
LOCAL CONTENT
Thailand’s first 3D Animated Feature Film
Local animation productions in Thailand
Government Support
Industry Drivers
Challenges
Industry Opportunities
Strategies for Animation Studios in Thailand
Animation Studios in Thailand
Statistics on Animation Studios in Thailand

10. Singapore
Industry Demand Triggers
Local animation productions in Singapore
Singapore Government Initiatives
Industry Drivers
Challenges
Strategies for Animation Studios in Singapore
Statistics on Animation Studios in Singapore
Animation Studios in Singapore
Animation Schools in Singapore

11. Malaysia
Government Support
Industry Drivers
Challenges
Industry Opportunities
Strategies for Animation Studios in Malaysia
Malaysia’s first 3D Animated Feature film
Statistics on Animation Studios in Malaysia
Animation Studios in Malaysia

12. Indonesia
Government Support
Indonesia's first 3D animated feature film
Challenges
Statistics on Animation Studios in Indonesia
Animation Studios in Indonesia

13. Russia
Animation Film market in Russia
Globally successful Russian animations
Industry Drivers
Challenges
Industry Opportunities
Strategies for Animation Studios in Russia
Government support and Animation Funding in Russia
Animation Studios in Russia
Value of Animation Industry in Russia
Size of Animation Industry in Russia
Statistics on Animation Studios in Russia

14. Israel
Drivers
Israel's first animated feature film
Challenges
Statistics on Animation Studios in Israel
Animation Studios in Israel

15. Pakistan
Current State of the Industry
KEY TRENDS
Industry Drivers
Challenges
The Risks
Industry Opportunities
Strategies for Animation Industry in Pakistan
Future Trends
Animation Studios in Pakistan
Statistics on Animation Studios in Pakistan

16. Bangladesh
Current State of the Industry
KEY TRENDS
Bangladesh's globally successful animated short film
Industry Drivers
Challenges
The Risks
Industry Opportunities
Strategies for Animation Industry in Bangladesh
Future Trends
Animation Studios in Bangladesh

Figures and Tables
Table 1: Animation Movie Co-Productions
Table 2: Key Animation Studios In Asia
Figure 1: Cost-Quality Matrix Of Animation In Asia
Figure 2: Cost Of Producing One Episode Of Animation In Asia
Figure 3: Annual Animation Output In Asia
Table 3: Animation Movies Produced In Asia
Figure 4: India's First Fully Cel-Animated Music Video
Figure 5: Toonzanimtion's In-House Productions
Figure 6: Hanuman The Movie
Table 4: Animation Content Demand Forecast – TV Channels In India
Table 5: Value And Volume Of Animation Content Bemand By TV Channels In India
Figure 7: Size Of Indian Animation Industry
Figure 8: Indian Animation Industry Based On Output
Figure 166: Animation Studios In Bangladesh Based On Capabilities
Figure 167: Animation Studios In Bangladesh Based On Applications
Figure 168: People Employed In The Bangladesh Animation Industry
Figure 169: Cost Of Producing One Episode Of Animation In Bangladesh
Figure 170: Animation Output Of Bangladesh Animation Industry
Figure 171: Break-Up Of Animation Output Of Bangladesh Animation Industry

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