

Q145 Community (Evidence of Established Presence)

.anime

Toei Animation Co., Ltd.

The Anime Industry Community was established long before the application submission period opened on 30 April 2026. Its structure rests on enduring companies, formal multi-company associations, recurring institutions, and documented collective activity across several decades.

The Applicant is one example of this corporate continuity. Established in January 1948 as Nihon Doga Co., Ltd., it began animation production that year. After becoming Nichido Eiga (Film) Co. in 1952, it was acquired by Toei Co., Ltd. and renamed Toei Doga Co. in 1956. It completed its first full-length theatrical feature, *Hakujaden* (The White Snake), in 1958, and was renamed Toei Animation Co., Ltd. in 1998. It began overseas sales of television animation in 1975 and has remained active in anime production, distribution, licensing, and related activities since that period. (see: <https://corp.toei-anim.co.jp/en/company/history.html>). Other long-established community companies remain active today, including Tatsunoko Production (1962); Tezuka Productions (1968); and Sunrise (1972, now Bandai Namco Filmworks).

Formal collective organization is documented at least as early as the 1970s. A preparatory committee for the Japan Merchandising Rights Association (JAMRA) was formed in 1976, and JAMRA formally launched on 1 April 1977 with 32 rights-holding companies across six industry sectors: television, film, advertising, anime production, original authors, and rights management. The Applicant, then Toei Doga, is named among them in JAMRA's inauguration record, as are Tatsunoko Production and Tezuka Productions. The Association of Japanese Animations (AJA) was established in May 2002 with 20 member companies and became a general incorporated association in May 2009. It has published the annual Anime Industry Report since 2009 as the industry's statistical record. The Content Overseas Distribution Association (CODA) was established in August 2002 by content holders and copyright-related organizations to protect Japanese content overseas and promote legitimate distribution. The Visual Industry Promotion Organization (VIPO) — a cross-sector institution supporting Japan's visual-content industries, including anime — held its inaugural meeting in 2004 and was legally established in 2005.

Recurring institutions further demonstrate continuity. The Tokyo Anime Award operated within the Tokyo International Anime Fair from 2002 through 2013 and continued as the independent Tokyo Anime Award Festival beginning in 2014. AnimeJapan was launched in 2014 as a forum serving animation companies, licensees, buyers, and the public.

These institutions remained actively engaged immediately before the application period opened: Tokyo Anime Award Festival 2026 ran from 13 to 16 March, and AnimeJapan 2026 followed from 28 to 31 March, with its two public days drawing approximately 156,000 visitors (152,400 in 2025). AJA published the Anime Industry Report 2025 in December 2025 and its English summary on 26 March 2026, and admitted two new member companies effective 1 April 2026. These activities show an organized community functioning publicly and collectively at the time of application.

The community is organized around a creative field whose documented history reaches back still further. Japanese animation is generally dated to 1917, when it is believed to have first been publicly exhibited in Japan. In 2015, AJA launched a centennial study group in preparation for the 100th anniversary of Japanese animation in 2017. That initiative led to the Anime NEXT_100

project and Anime TAIZEN, AJA's comprehensive database of Japanese commercial animation from 1917 onward, which was released in 2022. (<https://animedb.jp/about>)

These activities demonstrate an organized, publicly visible community functioning collectively immediately before the application period opened.

The evidence shows more than the age of anime as a creative form; it shows enduring companies, formal associations, recurring institutions, shared statistical records, rights-protection structures, and coordinated activity sustained over decades. The community described in Question 132 was not created for this application; it was established, organized, and publicly active long before 30 April 2026 and remains actively engaged today.

1. Evidence

The evidence below supports the founding dates and continuity. Each exhibit is a dated capture of the source page. For Japanese-language sources, an Applicant translation of the relevant passage is provided alongside the original source material. The Applicant retains the complete source capture.

2. Index of Exhibits

Exhibit	Fact evidenced	Source and capture date
Q145-1	The Association of Japanese Animations (AJA) was established in May 2002 with 20 member companies, and became an incorporated association in May 2009.	Association of Japanese Animations, "Purpose, Organization and History" page, aja.gr.jp .
Q145-2	AJA has published the Anime Industry Report annually since 2009; editions are listed by year with downloadable summaries.	Association of Japanese Animations, "Industry Statistics: Surveys and Publications" page, aja.gr.jp .
Q145-3	The Japan Merchandising Rights Association (JAMRA) traces its formation to a preparatory committee established in August 1976.	Japan Merchandising Rights Association, "History of Establishment" page, jamra.org .
Q145-4	JAMRA was inaugurated on 1 April 1977 by 32 companies across six categories. The Applicant, then Toei Doga, is named among them.	Japan Merchandising Rights Association, "Inauguration" page, jamra.org .
Q145-5	The Content Overseas Distribution Association (CODA) was established in August 2002 and became an incorporated association in 2009.	Content Overseas Distribution Association, page showing CODA's history; History of Coda, coda-cj.jp .
Q145-6	The Visual Industry Promotion Organization (VIPO) held its inaugural meeting in 2004 and was legally established in 2005.	Visual Industry Promotion Organization, "About", vipo.or.jp/en/about .
Q145-7	The Tokyo Anime Award Festival has run as an independent festival since 2014, continuing the award established within the Tokyo International Anime Fair in 2002.	Tokyo Anime Award Festival, festival record, animefestival.jp .
Q145-8	AnimeJapan has been held annually since 2014; the 2025 edition drew approximately 152,400 visitors and the 2026 edition drew approximately 156,000 visitors, and future editions are announced well in advance.	AnimeJapan, information and news archive, anime-japan.jp .

Exhibit Q145-1 - Association of Japanese Animations (AJA)

Fact evidenced. The Association of Japanese Animations (AJA) was established in May 2002 with 20 member companies and became a general incorporated association in May 2009. Its documented organizational history demonstrates formal, continuing collective organization within the anime industry more than two decades before the 2026 application period.

Source. Association of Japanese Animations, “Purpose, Organization and History,” aja.gr.jp. Captured 4 August 2026. The source page includes AJA’s organizational structure and dated history. (<https://aja.gr.jp/gaiyou/outline>)

Relevant passage. From the dated history table: “May 2002 - Japan Animation Association established (20 member companies)” ; “May 2009 - renamed the incorporated association Japan Animation Association following amendment of the law.”

Additional Information. The organizational chart appearing on the same source page shows AJA’s continuing committee and governance structure.

AJA’s current corporate registration may also be independently verified using Japanese Corporate Number 8010005010473 through the National Tax Agency Corporate Number Publication Site: <https://www.houjin-bangou.nta.go.jp/henkorireki-johoto.html?selHouzinNo=8010005010473>

Relevance to Question 145. This evidence establishes that an anime-specific industry association comprising multiple member companies existed and operated collectively long before the application submission period opened on 30 April 2026.

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協会概要

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設立目的・組織・沿革

『一般社団法人日本動画協会（The Association of Japanese Animations、略称：AJA）』は、我が国のアニメーション製作業界の意志を統合し、関連する諸企業・団体との連携を保ち、アニメーション産業全体の持続的発展を目指している団体です。

当協会は、アニメーション製作の新技術の開発、マーケット情報の収集と発信、各種付加価値の創造、著作権保護の研究と実践、人材の育成、さらに諸団体との協力・調整やアニメに係わる様々な協同研究などに取組んでいます。また、我が国のアニメーション文化を海外に紹介すると共に技術協力を推進するなど、国際交流の実績も重ねております。

今、アニメーション産業を取り巻く環境は目まぐるしく変化しております。マーケットの多様化、ブロードバンドを始めとするデジタルメディアの急速な進展、グローバル化などです。このように激変する時代に対応するため、協会の活動の重要性は増すばかりです。

協会に加盟しております各社は力を合わせて、この目まぐるしく変化する環境をプラスに転じ、我が国が誇るアニメーション産業と文化の振興・発展に一層寄与したいと考えております。

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graph TD
    JA[社員総会  
The General Assembly] --> RI[理事会  
Citizens' Council]
    RI --> R3[理事三役会  
Meeting of Specific Roles  
Director Only]
    RI --> SJ[事務局  
Secretariat]
    SJ --> RPA[理事会直轄プロジェクト  
The Project Under the Direct Control of Citizens' Council]
    RPA --> TAAF[東京アニメアワードフェスティバル  
Tokyo Anime Award Festival]
    RPA --> AN100[アニメNEXT 100  
Anime NEXT 100]
    RPA --> WSR[働き方改革検討委員会  
Committee for "Work Style Reform"]
    SJ --> SC[運営委員会  
Steering Committee]
    SJ --> BC[事業委員会  
Business Committee]
    SJ --> CC[著作権委員会  
Copyright Committee]
    SJ --> HRDC[人材育成委員会  
Human Resource Development Committee]
    SJ --> DPDC[デジタル制作環境委員会  
Digital production environment Committee]
    SJ --> DAC[データベース・アーカイブ委員会  
Database & Archive Committee]

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沿革

2002年 05月	有限責任中間法人日本動画協会 設立（加盟20社） 沼想が設立時理事長に就任
2003年 06月	新理事長に松谷孝征が就任
2005年 03月	「杉並アニメーションミュージアム」開館（杉並区受託事業、開催）
2006年 03月	「東京アニメセンター」開館（秋葉原→市ヶ谷→渋谷）
2006年 06月	事務局を秋葉原に移転
2009年 05月	法改正により、定時社員総会にて「一般社団法人日本動画協会」に改称 新理事長に市川郁司が就任
2014年 03月	主催イベント「東京アニメアワードフェスティバル（TAAF）」開催（2014年～） 実行委員会参加イベント「AnimeJapan」開催（2014年～）
2014年 04月	新理事長に内田健二が就任
2016年 04月	新理事長に石川和子が就任
2020年 08月	事務局を御茶ノ水に移転

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Exhibit Q145-2 - Anime Industry Report

Fact evidenced. AJA has published the *Anime Industry Report* annually since 2009, providing a recurring statistical record of the anime industry over more than fifteen years.

Source. Association of Japanese Animations, “Industry Statistics: Surveys and Publications,” <https://aja.gr.jp/english/japan-anime-data>

Relevant passage. The page shows that the results of AJA’s industry surveys are published annually as the *Anime Industry Report* and lists successive editions from 2009 onward, together with downloadable summaries. An English-language summary is also published separately.

Additional Information. The successive editions demonstrate continuing industry-wide research and publication activity by AJA rather than a one-time organizational initiative.

Relevance to Question 145. This evidence demonstrates sustained collective activity and an established statistical record of the anime industry extending from 2009 through the period immediately preceding the 2026 application window.

The screenshot displays the 'Anime Industry Data' website. On the left is a 'CONTENTS' sidebar with links: Anime Industry Data, A greeting of the President, Full Membership, Associate Membership, Board Members, Access, and Contact. The main content area is titled 'Anime Industry Data' and includes an introductory paragraph about the report, a map titled 'Japanese Animation in Overseas Markets', and a list of downloadable PDF summaries. The list includes reports for 2025, 2024, 2023, 2022, 2021, and 2020 on the left, and reports for 2020, 2019, 2018, 2017, 2016, 2015, and 2014 on the right. Each entry shows a PDF icon, the report title, the number of files, and the file size. A 'ダウンロード' (Download) button is next to each entry. At the bottom, there is a note about purchasing the report and a table of download links for reports from 2009 to 2014, all of which are marked as 'End of sales'.

CONTENTS

- Anime Industry Data
- A greeting of the President
- Full Membership
- Associate Membership
- Board Members
- Access
- Contact

Anime Industry Data

Our organization has been publishing "The Report on Japanese Animation Industry" on every year, which provides with the latest information about Japanese animation industry and its business.

It is only available in Japanese; however, for non-Japanese readers, we have prepared the summary version of the report, which you may download from the link below.

Downloadable Reports:

- Anime Industry Report 2025 Summary_20260326**
1 ファイル 3.73 MB
- Anime Industry Report 2024 Summary_20250321**
1 ファイル 3.43 MB
- Anime Industry Report 2023 Summary**
1 ファイル 15.35 MB
- Anime Industry Report 2022 Summary**
1 ファイル 3.77 MB
- Anime Industry Report 2021 Summary_02**
1 ファイル 5.24 MB
- Anime Industry Report 2020 Summary**
1 ファイル 4.38 MB
- Anime Industry Report 2020 Summary**
1 ファイル 4.38 MB
- Anime Industry Report 2019 Summary**
1 ファイル 3.81 MB
- Anime Industry Report 2018 Summary**
1 ファイル 3.16 MB
- Anime Industry Report 2017 Summary(Revision)**
1 ファイル 3.84 MB
- Anime Industry Report 2016 Summary**
1 ファイル 3.79 MB
- Anime Industry Report 2015 Summary**
1 ファイル 10.91 MB
- Anime Industry Report 2014 Summary**
1 ファイル 5.88 MB

To purchase the report, please use the link below to download the printed version or PDF.
(The link is in Japanese).

Report Title	Download Link	Status
"Anime Industry Report 2014"	Download	the Printed Version(End of sales)
"Anime Industry Report 2013"	Download	the Printed Version(End of sales)
"Anime Industry Report 2012"	Download	the Printed Version(End of sales)
"Anime Industry Report 2011"	Download	the Printed Version(End of sales)
"Anime Industry Report 2010"	Download	the Printed Version(End of sales)
"Anime Industry Report 2009"	Download	(End of sales)

Exhibit Q145-3 - JAMRA Preparatory Committee

Fact evidenced. The Japan Merchandising Rights Association (JAMRA) traces its formal organization to a preparatory committee established in August 1976. This demonstrates organized, multi-company activity concerning merchandising rights within the identified community nearly fifty years before the 2026 application period.

Source. Japan Merchandising Rights Association, “History of Establishment,” jamra.org. Captured 2 August 2026. (https://jamra.org/history_of_establishment/)

Relevant passage. The page describes legal developments beginning in 1975 and the subsequent industry response, including the establishment of the preparatory committee for JAMRA in August 1976.

Additional Information. The source shows JAMRA’s formation in the context of coordinated industry action concerning the protection and management of merchandising rights.

Relevance to Question 145. This evidence establishes formal collective organization relevant to the Anime Industry Community by 1976, long before the application submission period opened on 30 April 2026.



Exhibit Q145-4 - JAMRA Inauguration

Fact evidenced. JAMRA was formally inaugurated on 1 April 1977 with 32 companies across six industry categories. The Applicant, then Toei Doga, is identified among the participating animation production companies.

Source. Japan Merchandising Rights Association, “Inauguration,” jamra.org. Captured 2 August 2026. (<https://jamra.org/inauguration/>)

Relevant passage. “On 1 April 1977, the Japan Merchandising Rights Association was inaugurated with 32 companies in six categories, with the principal purpose of protecting rights holders in relation to character merchandising.” The six categories include animation production companies, and the Applicant appears in that category under its then name, Toei Doga.

Additional Information. The inauguration record also identifies other long-established anime companies, including Tatsunoko Production and Tezuka Productions, demonstrating that JAMRA brought together multiple participants from the anime industry rather than representing the Applicant alone.

JAMRA’s corporate registration may also be independently verified using Japanese Corporate Number 6010005014220 through the National Tax Agency Corporate Number Publication Site: <https://www.houjin-bangou.nta.go.jp/henkorireki-johoto.html?selHouzinNo=6010005014220>

Relevance to Question 145. This evidence demonstrates a formally organized, multi-company rights-management structure involving the Applicant and other anime production companies by 1977, almost five decades before the 2026 application period.



協会発足

1977年(昭和52年)4月1日、「日本商品化権協会」はキャラクターの商品化に関する権利者保護を最大の目的に6部門32社が集結し発足した。

1.テレビ局関係	テレビ朝日、NHKサービスセンター
2.広告代理店関係	電通、万栄社
3.映画製作・洋画配給会社	松竹、円谷プロダクション、東映、東宝、東宝東和、日活、日本ヘラルド映画
4.漫画制作会社	エイケン、竜の子プロダクション、東映動画、東京ムービー、日本アニメ企画、東北新社
5.原作者関係	石森プロ(石森章太郎)、安田企画(安田卓矢)、ダイナミック企画(永井豪)、手塚プロダクション(手塚治虫)、グリーンキャメル(畑公彦)、ひろみプロダクション(成田マキ子)、スタジオシップ(小池一雄)
6.著作権口その他	青山音楽事務所、ジェーシーエムエンタープライズ、ソニー企業、日本マーチャンダイズ、渡辺プロダクション、ウォルト・ディズニーエンタープライズ、ケンリック極東、アート&クラフト

Exhibit Q145-5 - Content Overseas Distribution Association (CODA)

Fact evidenced. The Content Overseas Distribution Association (CODA) was established in August 2002 and became a general incorporated association in April 2009. Its history demonstrates more than two decades of organized, collective activity relating to the protection and legitimate distribution of Japanese content.

Source. Content Overseas Distribution Association, “History of CODA,” coda-cj.jp/en/about/history. Captured 7 August 2026. English-language original.

Relevant passage. CODA’s own timeline states: “August 2002 - Established as a voluntary organization” and “April 2009 - Registered as a general incorporated association to strengthen the foundation of CODA’s organization and activity.”

Additional Information. CODA’s incorporation as a general incorporated association was also announced in a contemporaneous CODA notice dated 23 March 2009, following approval at an extraordinary general meeting and the subsequent organizational meeting and board meeting. <https://coda-cj.jp/news/186/>

CODA’s corporate registration may also be independently verified using Japanese Corporate Number 8010005013807 through the National Tax Agency Corporate Number Publication Site: <https://www.houjin-bangou.nta.go.jp/henkorireki-johoto.html?selHouzinNo=8010005013807>

Relevance to Question 145. This evidence establishes that an organized association engaged in collective content-protection and distribution activities relevant to the Anime Industry Community existed more than two decades before the 2026 application period.

History of CODA

CODA continues to develop by expanding and strengthening its various businesses in line with the demands of the times, such as the situation surrounding Japanese content.

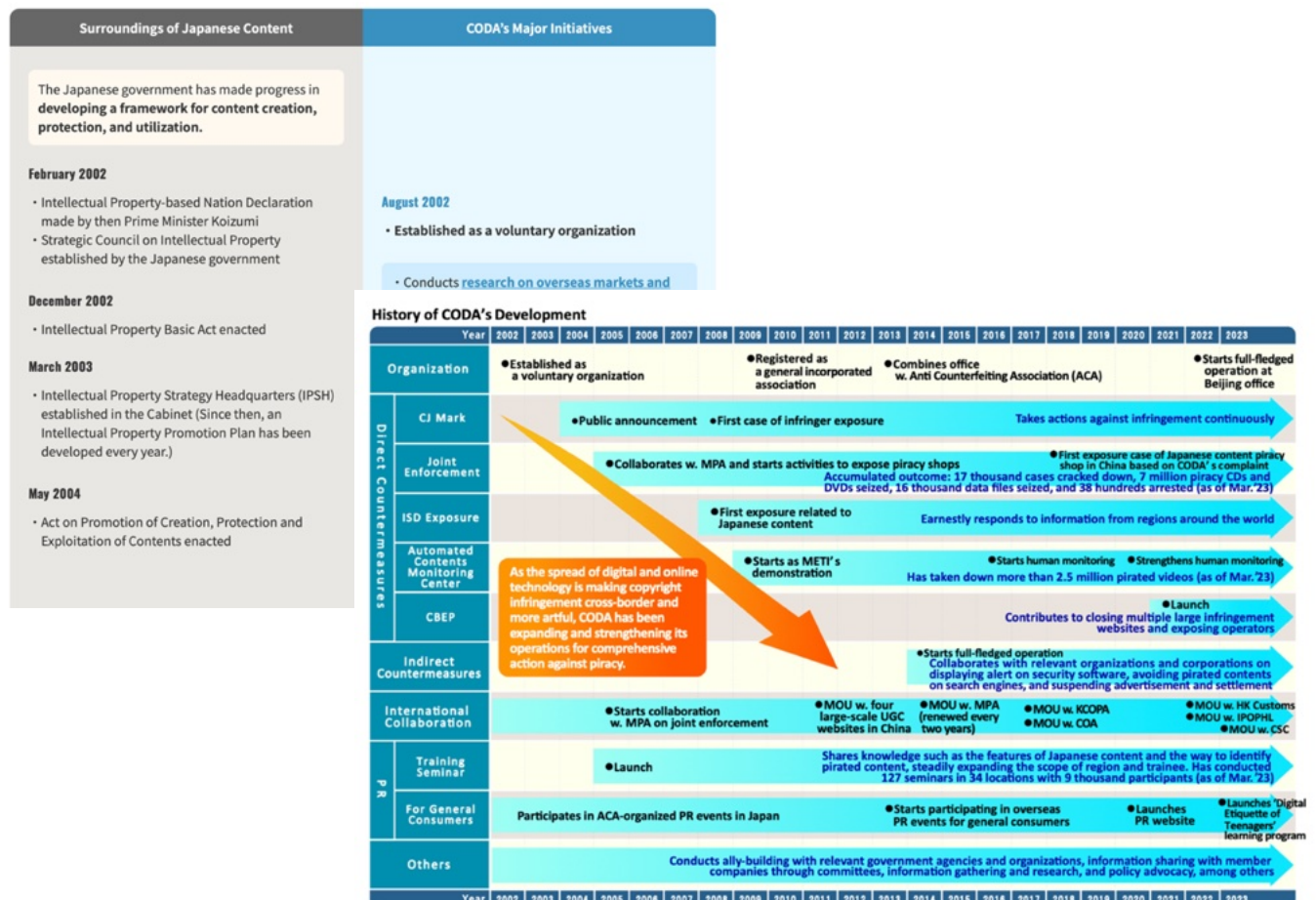


Exhibit Q145-6 - Visual Industry Promotion Organization (VIPO)

Fact evidenced. The Visual Industry Promotion Organization (VIPO) held its inaugural meeting in 2004 and was legally established in 2005.

Source. Visual Industry Promotion Organization, “About,” vipo.or.jp/en/about. Captured 4 August 2026. English-language original. (<https://www.vipo.or.jp/en/about/>)

Relevant passage. The page states: “VIPO is a non-profit organization and through the proposal of Japan Business Federation KEIDANREN, the inaugural meeting was resolved in 2004 and VIPO was legally established in 2005.”

Additional Information. VIPO is a cross-sector institution supporting Japan’s visual-content industries, including anime.

VIPO’s corporate registration may also be independently verified using Japanese Corporate Number 2010005008721 through the National Tax Agency Corporate Number Publication Site: <https://www.houjin-bangou.nta.go.jp/henkorireki-johoto.html?selHouzinNo=2010005008721>

Relevance to Question 145. This evidence further demonstrates the existence of established institutional structures supporting Japan’s visual-content industries, including anime, well before the 2026 application period.



Exhibit Q145-7 - Tokyo Anime Award Festival

Fact evidenced. The Tokyo Anime Award Festival (TAAF) has operated as an independent international animation festival since 2014, continuing the Tokyo Anime Award held as part of the Tokyo International Anime Fair from 2002 through 2013.

Source. Tokyo Anime Award Festival, “What is TAAF,” animefestival.jp. Captured 7 August 2026. English-language original.

Relevant passage. The page states that the predecessor of TAAF was the Tokyo Anime Award, held as part of the Tokyo International Anime Fair from 2002 to 2013, and that TAAF was launched as an independent international animation festival in 2014. It also states that the 2026 festival is its 13th edition.

Additional Information. The page describes recurring festival activities including competitions, awards, screenings, symposiums, and workshops, and states that TAAF promotes animation culture and industry while supporting creators and audiences.

Relevance to Question 145. This evidence demonstrates continuity of a recurring anime-industry institution from 2002 through 2026, including uninterrupted operation in the years immediately preceding the application submission period.

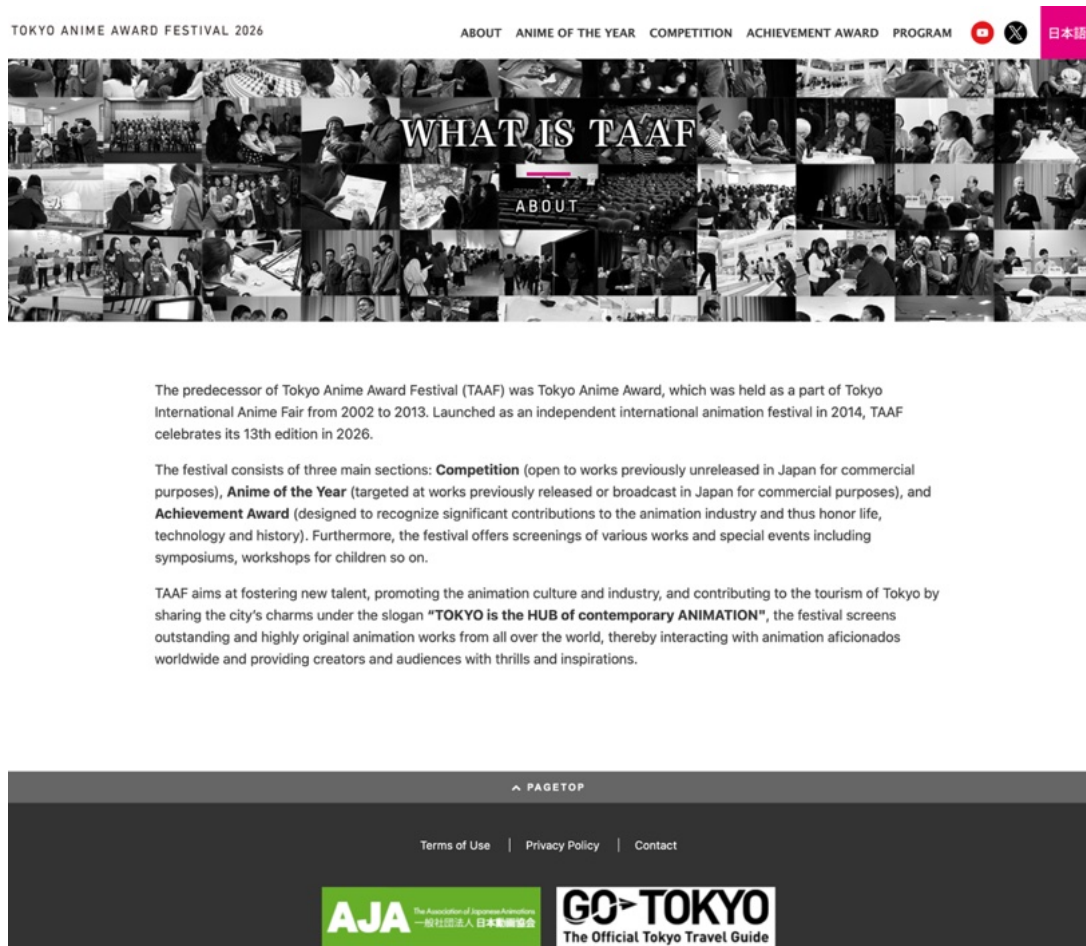


Exhibit Q145-8 — AnimeJapan

Fact evidenced. AnimeJapan was inaugurated in March 2014 and remained an active, large-scale anime-industry event immediately before the 2026 application period. AnimeJapan 2026 drew approximately 156,000 visitors.

Source. AnimeJapan 2014 official site, anime-japan.jp/2014/en/, and AnimeJapan current information and news archive, anime-japan.jp. Captured 7 August 2026 and 4 August 2026, respectively. English-language originals.

Relevant passage. The 2014 official site identifies AnimeJapan 2014 as the inaugural edition and records that it was held on 22-23 March 2014 at Tokyo Big Sight, drawing 111,252 visitors. The current site records AnimeJapan 2025 with approximately 152,400 visitors and AnimeJapan 2026 with approximately 156,000 visitors.

Additional Information. The current news archive documents successive editions and related activities across multiple years, demonstrating the continuing and recurring nature of the event.

Relevance to Question 145. This evidence demonstrates continuity of a recurring anime-industry institution from its inaugural edition in 2014 through the period immediately preceding the 2026 application submission period.

Outline

Name
AnimeJapan 2014

Date and Time
March 22(Sat) - 23(Sun), 2014
9:00 a.m. - 5:00 p.m.
※Last admission : 4:30 p.m.

Venue
Tokyo Big Sight
East Exhibition Halls 1 - 6
Ariake, Koto-ku, Tokyo 135-0063, Japan

Admission Fee
Adults (Junior high school students or older) 1,500 yen per day (tax included)
Kids (elementary school and younger) 800 yen per day (tax included)
* Three years old or younger no charged
* Please note that it is not 'Special Ticket'(with a drawing ticket for the stage event application)'

Contents
Booth(Exhibition・Selling)/ Stage/
Project for business visitors/
Organizer's projects etc.

Organizer
AnimeJapan Executive Committee

The inaugural AnimeJapan 2014 ended without incident.
For the combined general visitors, and domestic and foreign business visitors amounting to more than 110,000, well more than our goal. I thank you from the bottom of our heart.
From the business aspects to the entertainment aspects, everything anime is here.
We hope the realization of that idea will lead to more 2 day events in the future for all exhibitors and attendees.

The event for 2015 is yet to be determined.

To recap the good and the bad, we will deliver the best choices we can for the attendees and productions involved in an even greater AnimeJapan 2015, or else something completely different.

In closing, along with thanks for everything to do with AnimeJapan 2014, we wish to share our sincere hope that anime will continue to shine in the future.

AnimeJapan Executive Committee

Total number of visitors
2 days Total : 111,252 people (Press, 564 companies / 1,018 people)
3/22 (Sat): 59,630 people (Press, 344 companies / 615 people)
3/23 (Sun): 51,622 people (Press, 220 companies / 403 people)

2025.3.24 [Mon]

「AnimeJapan 2025」 One of the world's biggest animation festivals comes to a spectacular close!

AnimeJapan 2025
Here is Everything about Anime.

One of the world's biggest animation festivals comes to a spectacular close!

Total number of visitors was **152,400!**

Thank you for coming!

Information

Information

2026.3.20(Mon)

「AnimeJapan 2026」—the world's largest anime festival, featuring a record number of exhibitor booths—came to a spectacular close!

Now in its 13th year, AnimeJapan 2026 featured over 130 booths—the largest number in the event's history—and a total of 50 stage events held across four stages: the largest-ever RED Stage, as well as the GREEN, BLUE, and WHITE stages. The event attracted a large number of anime fans from both Japan and abroad. Through exhibitors' displays, announcements, and stage events, the two-day event further solidified AnimeJapan's presence as a leading platform for promoting anime culture.

AnimeJapan 2026
Here is Everything about Anime.

The world's largest anime festival, featuring a record number of exhibitor booths, came to a spectacular close!

Total number of visitors was **156,000!**

Thank you for coming!

The next excitement heads to Osaka!

Total attendance reached a record high of over 156,000 people (estimated), bringing together more anime fans than ever before and truly embodying the slogan, "Everything about anime is here."