

EXHIBIT — Q145

Established Presence of the Japan Manga Industry

Community

Prior to the Application Submission Period

.manga gTLD Community Application (Kodansha Ltd.) · ICANN 2026 Round · Community Priority Evaluation ·

prepared 2026-06-22

Statement. The manga community is not an entity assembled for this application. It is a mature professional industry whose constituent institutions, traditions, and documented commercial footprint each predate the opening of the 2026 application submission period (30 April 2026) by decades — and whose cultural lineage predates it by centuries. The dated public records below establish that pre-existence. Every entry is drawn from a public founding/incorporation record, an official government source, or an endorsement letter on file for this application; sources are listed in §6.

1. Cultural and lexical lineage (centuries of documented pre-existence)

Date	Established fact	Source
12th–13th c.	The <i>Chōjū-giga</i> ("Scrolls of Frolicking Animals") — narrative picture scrolls traced by art historians as a lineage antecedent of manga.	Agency for Cultural Affairs / art-historical record [S6]
1814	The term "manga" popularized through Katsushika Hokusai's <i>Hokusai Manga</i> sketchbooks.	Public art-historical record [S6]
post-1945	Modern narrative, cinematic manga established in post-war Japan (Osamu Tezuka).	Public record; 文化庁 Media Arts record [S5]
circa 1951	"Manga" recorded in English-language lexicography — first known use circa 1951 (Merriam-Webster), defining it as the Japanese comic form.	Merriam-Webster Dictionary [S7]

These entries establish that the subject the community is built around long pre-exists the application; the entries below establish that the **organized industry** around it did too.

2. Founding records of the applicant and the publishing economy

Date	Established fact	Source
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1909	Kodansha Ltd. founded — over a century of continuous manga creation, serialization, publishing, licensing, and rights defense.	Kodansha corporate record; JBPA endorsement letter [S3]
1959	Weekly Shōnen Magazine begins continuous fixed-schedule weekly publication (67 years of weekly issues to date).	Kodansha publication record [S3]
1968	Serialization of Tetsuya Chiba's <i>Ashita no Joe</i> in Weekly Shōnen Magazine — illustrative of the multi-generational creator–publisher economy.	JCA endorsement letter [S2]
1982	Morning begins continuous publication.	Kodansha publication record [S3]

3. Incorporation records of the representative bodies (each pre-dates the window)

Founded	Body	Standing	Source
1957	Japan Book Publishers Association (JBPA)	General Incorporated Association; 380 book-publishing companies + 6 supporting members (roster as of 16 Apr 2026), incl. the major manga publishers.	JBPA endorsement letter; jbpa.or.jp [S3]
1964	Japan Cartoonists Association (JCA)	Public Interest Incorporated Association; 4,236 members (4,181 full professional) as of 31 May 2026; JCA Awards since 1972.	JCA endorsement letter; jca.tokyo [S2]
2020-07-01	Authorized Books of Japan (ABJ)	General Incorporated Association; anti-piracy certification body; ABJ Mark — 1,027 services / 267 certified operators (as of 29 May 2026); ~90 member corporations.	ABJ; ABJ–SIA joint press release 2020-11-25 [S1, S4]
(pre-window)	Japan Magazine Publishers Association (JMPA)	Representative body of the magazine-serialization (rensai) pipeline; ~90 magazine publishers; operates quarterly certified-circulation disclosure.	JMPA endorsement letter; j-magazine.or.jp [S3]

JCA Awards have run continuously **since 1972**; the ABJ Mark certification programme and annual piracy investigations are recurring, scheduled activities (see Q147). All four bodies were incorporated and operating before the 30 April 2026 window.

4. Overseas established presence (decades before the application)

Date	Established fact	Source
1969	Glénat Editions (France) founded; published the French edition of	Glénat endorsement

Kodansha's *AKIRA* in **1990** and *Dragon Ball* in 1993 — the Kodansha–Glénat relationship now in its fourth decade. letter; public record [S2]

VIZ Media (U.S.) established — nearly four decades building the North American manga market, where "Manga" is a distinct retail/sales-tracking category. VIZ endorsement letter; public record [S2]

5. Government and documentary recognition (pre-existing, institutional)

Reference	Established fact	Source
Statute	Culture and Arts Basic Act, Article 9 enumerates 漫画 (manga) among Japan's official "Media Arts."	e-Gov 法令 [S5]
since 1997	Japan Media Arts Festival — Manga Division (Agency for Cultural Affairs).	文化庁 [S6]
FY2024	Media Arts Database (Agency for Cultural Affairs) catalogues manga as one of four named fields — 744,820 manga records.	mediaarts-db.artmuseums.go.jp [S6]
2023	Manga market valued at ¥693.7 billion , reaching 100+ countries in 60+ languages — a documented, pre-existing commercial footprint.	Research Institute for Publications [S8]

6. Sources

- [S1] ABJ (Authorized Books of Japan) — official site and ABJ Mark register (267 operators / 1,027 services as of 2026-05-29). <https://www.abj.or.jp/>
- [S2] Endorsement letters on file for this application (JCA, VIZ Media, Glénat) — drafted/signer-ready; founding dates and relationship history stated therein.
- [S3] Endorsement letters on file (JBPA, JMPA) + association rosters; Kodansha corporate history. <https://www.jbpa.or.jp/> · <https://www.j-magazine.or.jp/>
- [S4] ABJ–Safer Internet Association joint press release, 25 Nov 2020 (ABJ incorporation July 2020; founding membership). <https://www.saferinternet.or.jp/info/14548/>
- [S5] Culture and Arts Basic Act, Article 9 (文化芸術基本法 第 9 条), e-Gov. <https://laws.e-gov.go.jp/law/413AC1000000148>
- [S6] Agency for Cultural Affairs (文化庁) — Media Arts Database and Japan Media Arts Festival

(Manga Division, since 1997). <https://mediaarts-db.artmuseums.go.jp/>

7. **[S7]** Merriam-Webster Dictionary, "manga" (first known use circa 1951). <https://www.merriam-webster.com/dictionary/manga>
8. **[S8]** Research Institute for Publications (全国出版協会・出版科学研究所), comic-market estimated sales (2023 = ¥693.7B).