



The Malaysian
OTAKU SURVEY

A research project by
EMiNA - Society of Modern Visual Culture

Abstract

This has been an informal study conducted by **EMiNA - Society of Modern Visual Culture**, based in Multimedia University, Cyberjaya, Malaysia.

The objective of this study is to better understand the fans of Japanese popular culture in Malaysia. Japanese popular culture encompasses **animation** (anime), **comics** (manga) and **video games**, as well as various other products that are related to the primary franchises.

This study involves conducting a survey using two channels, a questionnaires filled out by visitors of **Comic Fiesta 2010** (*December 18, 2010 at Berjaya Times Square Hotel*) and an online questionnaire using **Google Docs** and **Google Analytics** services.

The study is conducted anonymously, and was submissions were closed on **April 1, 2011**. The study received a total of **515 responses**, combined from both the paper and digital questionnaires.

This study covers several key areas:

- I. **Demographics** (gender, age groups, income, etc.)
- II. **Media Consumption** (types of media and methods of consumption)
- III. **Genre Preference** (genre, themes, terms)
- IV. **Consumption Methods** (frequency, expenditure, time, methods)
- V. **Merchandise and Goods** (collectibles)
- VI. **Cultural Trends** (trend awareness)
- VII. **Fan Productions** (fan-generated content)

EMiNA: Society of Modern Visual Culture

EMiNA was formed for the purpose of uniting fans of, and anyone interested in Japanese visual culture (be it anime, manga or games) under one umbrella, and exposing them to many different facets of this revolution and how it is influencing the direction of media culture on a global scale.

An offshoot of its parent club of the same name in Multimedia University's Melaka campus, EMiNA has always strived to provide the best for our members, introducing them to like-minded individuals who share the same passion for Japanese visual culture as they do, while at the same time broadening their horizon.

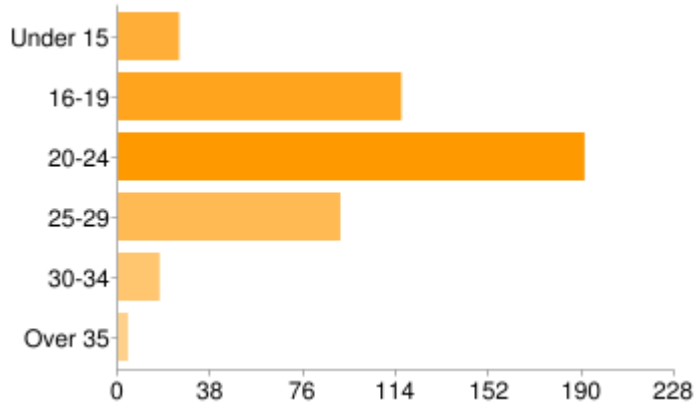
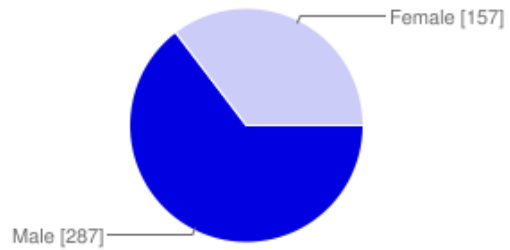
As a university-endorsed organisation, the committee members are made up entirely of MMU students. The administration is staffed by students from all the different faculties here. There is no divide between gender, age, ethnicity or even faith. There is but one similarity that brings them all together - their passion and love for modern Japanese visual culture.

Through our partnerships and collaborations with numerous other clubs and organizations in the Malaysian ACG community such as Comic Fiesta and Macross Fans of Malaysia, EMiNA has grown to become one of the most influential and well-known student-based modern visual culture societies in Malaysia.

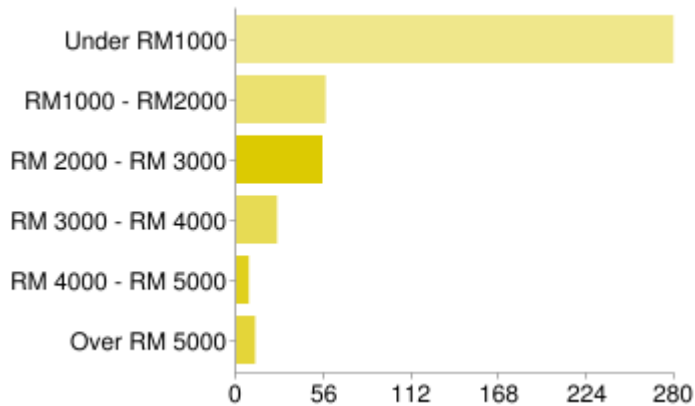
Part I - Demographics

This section details the background information of the respondents.

In general, 65% of the respondents are males, and 35% are females.



The majority of the respondents fall within the **20-24 year-old** age group. Most of them hail from **Kuala Lumpur** and **Selangor**, making up 25% and 30% respectively.

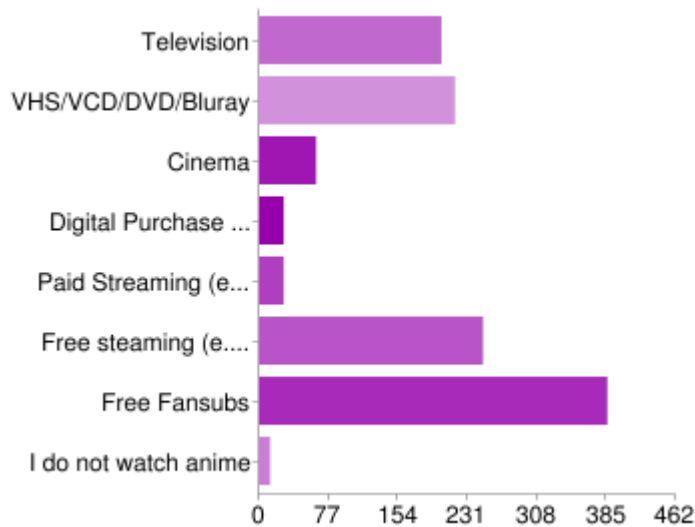
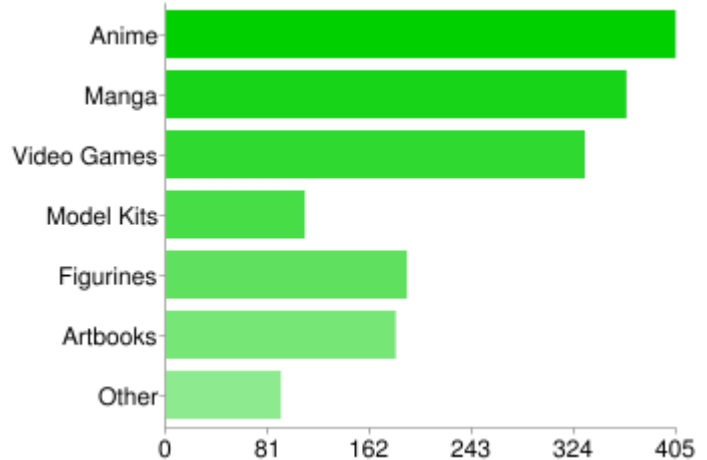


The majority of the respondents have an income of less than RM1000 per month. This perhaps reflects upon the majority age group, which most likely is made up of students in high school, college or university.

Part II - Media Consumption

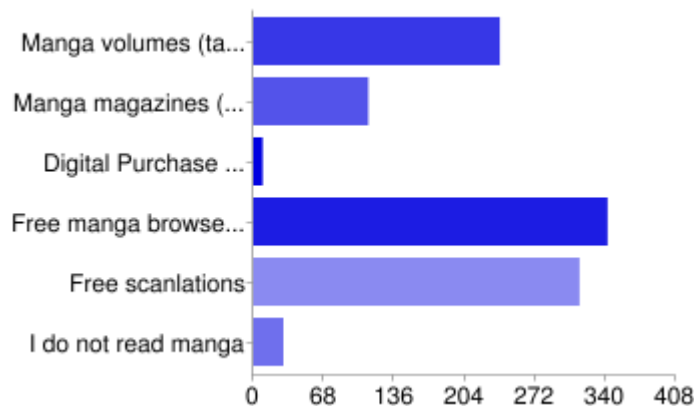
'Consumption' refers to the viewing, purchase and usage of media. This section details an overview of the types of media consumed by the respondents.

Most of the respondents primarily consume anime, manga and video games. However, it appears there also a significant interest in other products such as figurines and artbooks.



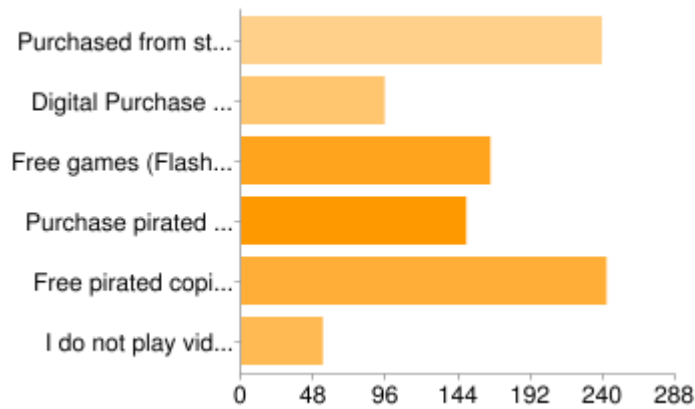
Anime

Respondents were asked on how they watched anime. They are allowed to choose more than one option, but there is a huge response to free streaming and free fansubs. It is the most popular and perhaps the most accessible method of watching anime.



Manga

Respondents were asked on how they read manga. Just as above, most of them read manga via free services. However, a huge percentage also purchase manga volumes (tankobon).



Video Games

Slightly different results can be seen when the same question is asked about video games. This is perhaps to the abundance of video game retailers carrying legitimate copies of software on their shelves.

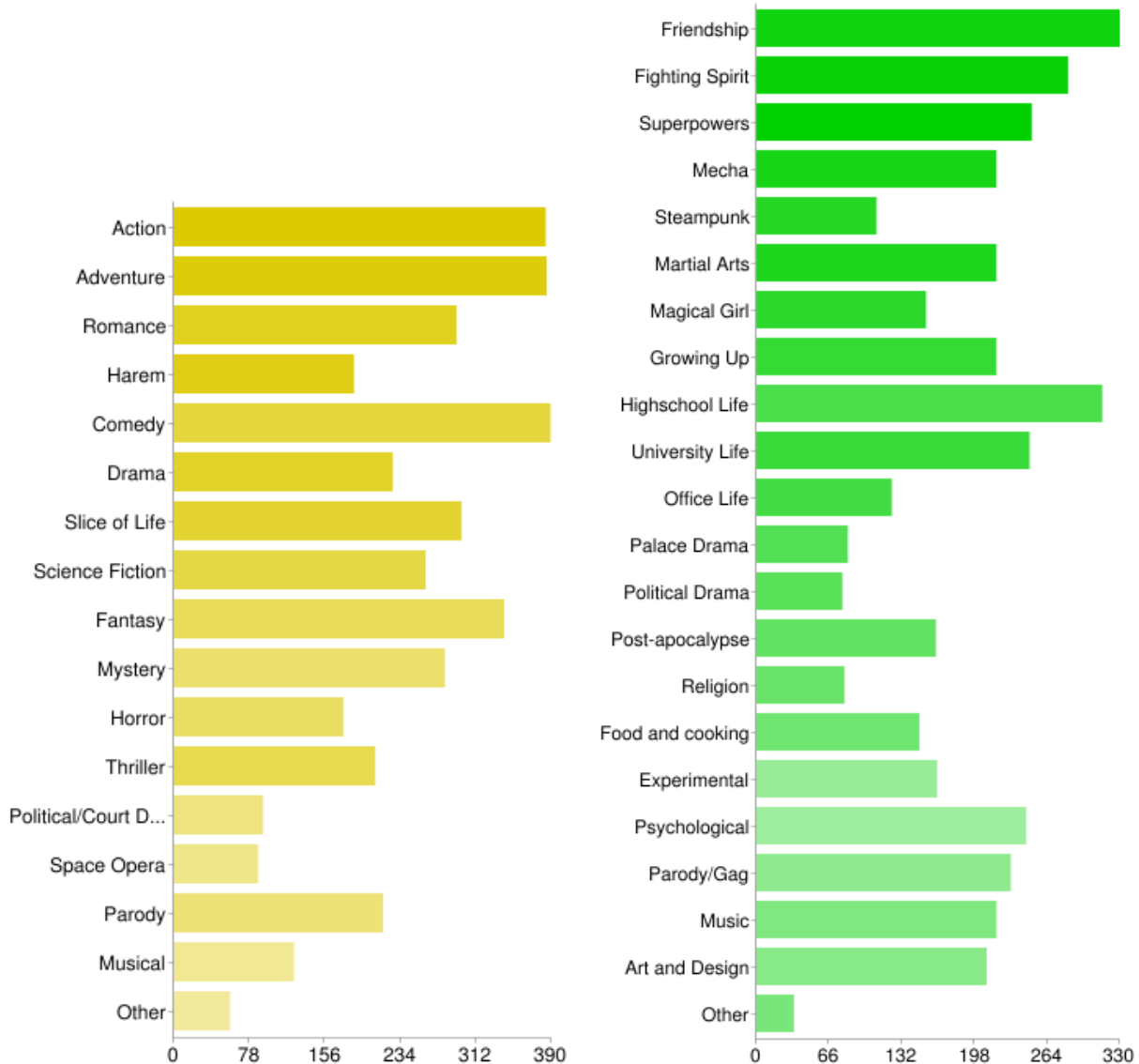
Purchasing Media

Although digital distribution services such as **Amazon**, **Play-Asia**, **Steam** and **Playstation Network** are available and widely used, majority of users still prefer making their purchases at brick-and-mortar shops.



Part III - Genre Preferences

This section provides an overview of the genre and themes preferred by the respondents. Analysis follows after the charts.

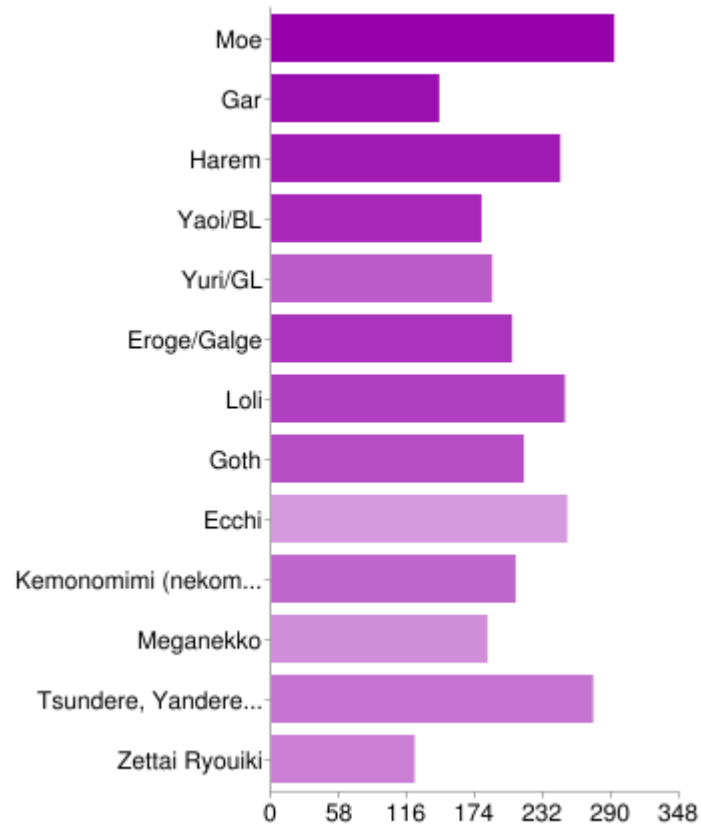


These charts reveal that the genres with the largest followings are **Action**, **Adventure**, and **Comedy**. Favourite themes are **Friendship**, **Fighting Spirit** and **Highschool Life**.

Anime titles that fall within these categories are mostly shounen titles such as **Naruto**, **Bleach**, and **One Piece**. These shows contain copious amounts of action, adventure, comedy and are very easy to follow.

Terms, Keywords and Keyphrases

Respondents were also asked to check if they could relate to some terms that have emerged from the anime and manga scene.



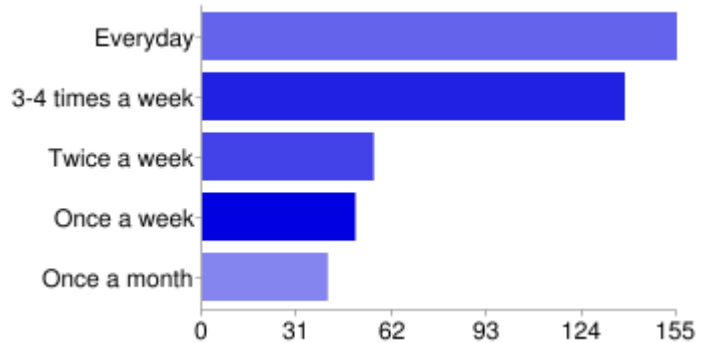
From this chart, it appears the respondents fully digest whatever media they consume and participate actively in discussions about the media through various channels. Popular channels of discussion include internet forums, chatrooms as well as social media outlets.

Part IV - Consumption Methods

This section provides a deeper insight at how the respondents spend their time with anime, manga and video games.

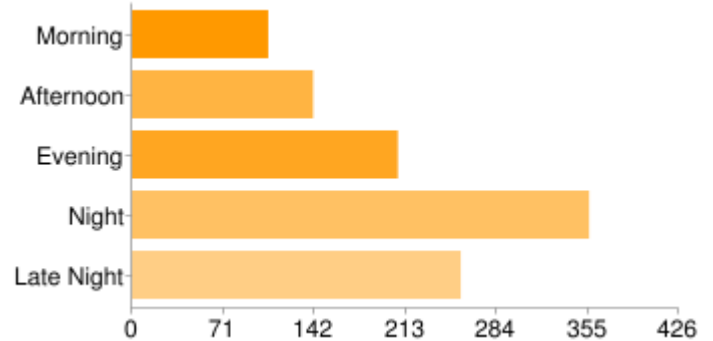
Frequency

Most of the respondents watch anime every day. This is probably due to the availability of anime through the internet.



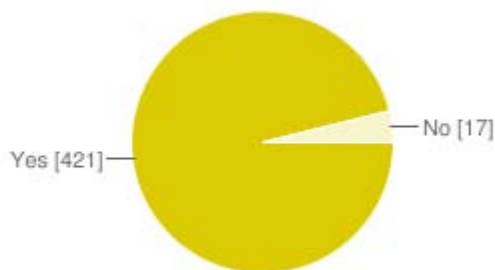
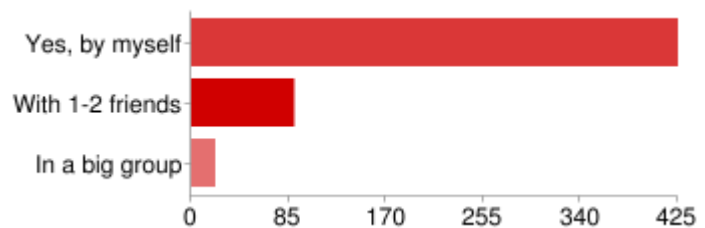
Viewing Times

Thanks to the convenience of downloading anime, most of the respondents spend their time watching anime at night i.e. after school, after office hours.



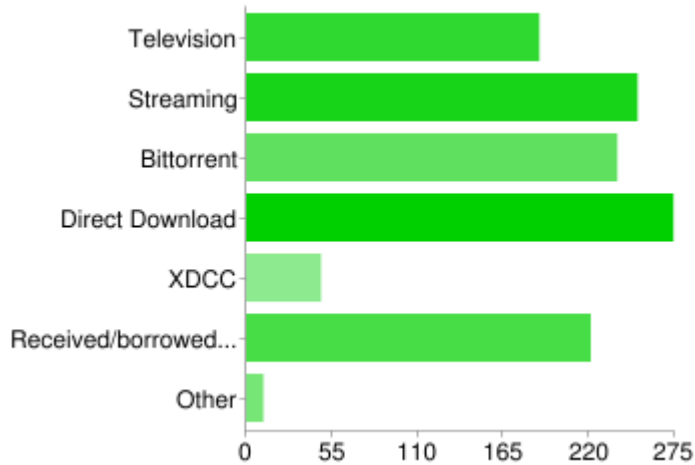
Viewing Sessions

It appears that watching anime is a private and personal pastime. Some respondents probably watch with their roommates or siblings.



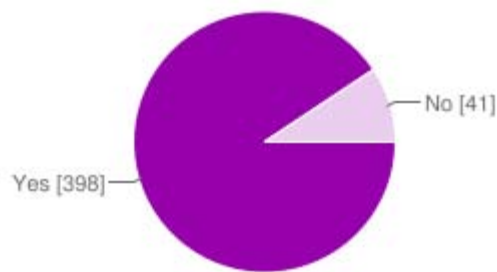
Free?

95% of the 515 respondents watch anime for free, through the various free channels available to them.



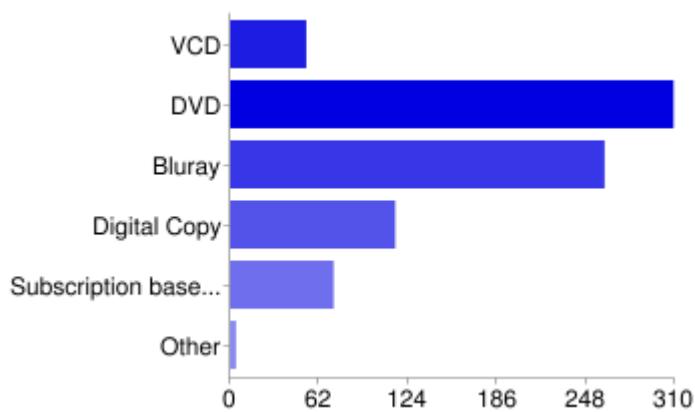
Free Channels

As this chart shows, most of the respondents watch anime in digital format, whether through streaming services or by downloading digital copies into their computers.



Will You Buy Anime?

When asked if money was not an issue, most of the respondents are willing to purchase their own copies of anime. They are also asked which formats they would prefer.



DVD appears to be a very popular format, but Bluray discs seems to be catching up fairly quickly. This is probably due to the affordability of BD players and HDTV sets.

Observations

Most of the respondents fall within the young adults category, being students in high school or tertiary education institutes. They are a low-income group, but are voracious consumers of information, especially in digital format.

They are also very technologically savvy, being capable of obtaining all sorts of information on their own and finding various alternatives to satiate their thirst for popular media.

It should be noted that they are very interested and willing to spend money on DVD and merchandise but the products should be easily available and at affordable prices.

There is plenty of room for growth in the Malaysian market for anime, manga and video games. While free (albeit illegal) alternatives are available initiative and innovation is needed to make the products easier to reach the consumers.

Further Studies

This is a free, public edition of the study. For the complete results and a more concise study, please contact our representative for your own copy.

Fazri Nuha Yusof

Senior Advisor

EMiNA - Society of Modern Visual Culture

HP: +6019 383 9564

E-mail: silencers@gmail.com