EXPORTING JAPANESE POPULAR MUSIC: a focus on anime songs

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ANIME SONGS

anime songs

whole songs which relate to anime programs.
I would like to introduce and examine the importance of anime songs in the exportation of J-POP through the data from “J-MELO RESEARCH”.

- How do foreign J-POP fans access anime songs?
- Why do many foreign J-POP listeners like anime songs?
THE J-POP-INDUSTRIAL COMPLEX

Hiromichi Ugaya’s concept of “the J-POP-industrial complex”.

He analyzed the structure of producing J-POP as "the J-POP-industrial complex", which includes three important categories of business, namely, recording industries, advertising companies and TV stations. Their close complicity has formed the domestic music market in Japan.

Focusing on the domestic market in Japan.

Royalties from abroad was only about 0.7% of total of JASRAC was paid in 2013.

* JASRAC: Japanese Society for Rights of Authors, Composers and Publishers
“J-MELO RESEARCH”

- **What is “J-MELO”?**
The music program in the English language on NHK WORLD.

- **“J-MELO Research”**
An annual questionnaire survey from 2010. 1305 responses were collected in 2013.

“J-MELO”’s website
anime songs in “J-MELO Research”

“What genre of Japanese music do you like?”
→ About 71% of respondents liked “anime songs”

“How did you first come to like Japanese music?”
→ 532 people out of a total of 1003 respondents replied about the function of anime songs.

When I was little I used to watch anime. I heard few songs that I really liked, so I downloaded them to my pc. Since then I started searching for more songs that I like. And now I can't stop listening Japanese music :)

Emilly   Lithuania
How do J-pop fans access to anime songs?

- YouTube and other video sites
  - “Where do you get information on Japanese music?”
  - “How/where do you mainly listen to Japanese music?”
  - About 91% respondents use YouTube to listen to J-POP.
HOW DO J-POP FANS ACCESS TO ANIME SONGS?

- YouTube and other video sites

"Do you remember when you first heard Japanese music?"

→ The most chosen year was “in 2008”. They chose in the late of 2000s in the main.

YouTube and the other video sites gained incredible popularity in the late 2000s

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HOW DO J-POP FANS ACCESS TO ANIME SONGS?

“How have you attended (or just heard of) any Japanese cultural event and/or club meeting in the area where you live?”

- AFA (Anime Festival Asia)

It is held in mainly Singapore from 2008 and gathered 130,000 fans in 2013.

AFA’s website
HOW DO J-POP FANS ACCESS TO ANIME SONGS?

- "bunkasai" in Indonesia

They are held by Indonesian local universities and high schools. Including Japanese traditional and popular culture.

ex.)
"Bunkasai UNPAK” at Pakuan University
There is held a cover bands convention of J-POP.

J-POP cover of “AkaiRo” at Bunkasai UNPAK
THE RELATIONSHIP BETWEEN ANIME SONGS AND J-POP

- A history of “the tie-up strategy” by Kenro Hayamizu
  - “Commercial Song” has changed to “Image Song”, which is sold in the music market separate from TV commercials, in the 1970s.
  - In the 1980s, “the tie-up strategy” began to apply to TV drama programs.
  - After the middle of 1980s, TV drama songs have changed to “tie-up songs” which are sold as separate products in the Japanese music market similar to “Image Song”. And they were sung by mainstream popular musicians.
Applying to anime songs

This tie-up strategy was eventually applied to anime programs throughout the 1990s.

ex.) “Dragon Ball” in 1986
“SLAM DUNK” in 1993
The close interaction between anime programs and the Internet Ryotaro Mihara examined the industrial structure for broadcasting of anime programs in foreign countries through a case study of “The Melancholy of Haruhi Suzumiya” in the United States.

- Local anime fans are unofficially “fansubbing” on the Internet.
- The localizers also use YouTube, subsequently they make business.
- He emphasized unofficial activities of anime fans as the supplemental infrastructure for this industrial structure of the anime business.
CONCLUSION:
THE INCREASE OF FOREIGN FANS OF J-POP

- From watching *anime* programs to listening to J-POP
  - The spread of the internet based media environment for watching *anime* programs.
  - The tie-up strategy between *anime* programs and J-POP.

- As a result, *anime* songs are the most practical way to draw people to the J-POP world.
THANK YOU FOR YOUR ATTENTION !!

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