

## Establishing the Value Chain for Image Economy Talents, Creativity and Value – An All-inclusive Platform

In the cultural and creative industries, the benefits of One Source Multi Use (OSMU) have been evident, and comic creation is one of the best instruments to achieve OSMU. Marvel Cinematic Universe, DC Extended Universe and Japanese animation industry have all demonstrated phenomenal consumption power and influence of the industry. Thereby, this has become an important symbol of a country's soft power.

*Demon Slayer: Kimetsu no Yaiba*, a Japanese manga series, has been a breakout hit recently. Not only is the anime adaptation a blockbuster but also the merchandise becomes the best seller – estimated economic benefit over NT\$54.96 billion.

Taking over Taiwan Comic Base (TCB) and *Creative Comic Collection* (CCC) magazine in 2020, TAICCA is dedicated to networking and resource integration to promote collaboration between creators and producers. TCB serves to converge the strengths of creation and relevant resources, so as to facilitate the commercialization of creative works. As to the CCC, the aim is to attract greater attention to Taiwan's comics.

TAICCA also actively supports the creation of original contents and strives to restore Taiwan's fractured Anime, Comic and Games (ACG) industries. In partnership with Bahamut, TAICCA establishes new awards in Bahamut ACG Creative Competition to draw more young talents into the industries. The award winners will gain access to TAICCA's matching system.

For bringing image works from Taiwan to the world, TAICCA has curated several events at international tradeshows, such as the Annecy International Animation Film Festival and its Market (Mifa) and the Angoulême International Comics Festival. Moreover, TAICCA has showcased image works of excellence at film festivals, licensing fairs and other matching events. TAICCA endeavors to pave the way for delivering Taiwan's image works to the world.



# TAICCA Revitalizes TCB One-Stop Service and All-Round Support for Comic Storytelling



TCB exhibition featuring scenes and memorabilia from pro-democracy protests in Hong Kong



"Romantic Lolita", Lolita Fashion Exhibition at TCB

We would firstly understand enterprise needs, then search for talents in our database, and finally recommend suitable candidates to companies. Such customized approach greatly increases successful matches.



Jing-Fen Lu (呂靜芬)  
TCB Industry Manager

## TCB One-stop Service to Boost Comic Development in Taiwan

Consultation

Home for Artists

Contests

Sponsorship

Exclusive Access

Matching Events

International Showcase

Many outstanding creators only have a slim chance to show their talent, because they either have limited business connections and less experiences, or are not well-known yet. Taiwan does have many creative talents, but without assistance they struggle to carry on.

In order to boost comic development in Taiwan, the Ministry of Culture grants Comic Counselorships (漫畫輔導金) and Golden Comic Award (金漫獎) to comic artists. Since 2018, when Comic Counselorships was granted for the first time, 250 comic books have been produced. In 2020, TAICCA took over TCB, which serves as a place exclusive for comic lovers and the home for comic artists. As an incubator for Taiwan's comics, the Taiwan Comic Base is certainly a meaningful existence.

TCB's two missions are talent development and business networking. At TCB, lectures, training courses, creative camps and competitions are held to tap and develop creative talents. A mechanism is then employed to match the needs of creators as well as enterprises. High matching hit rates and follow-up function are also integrated into this mechanism. In the future, matching events curated with specific themes for the industries will also be held.

Furthermore, TCB also offers customized one-on-one consulting services. Experienced consultants specializing in the comic sector are here to assist creators in a wide range of issues. Since March 2020, TCB has served 30 consulting requests and 11 business matching requests. One match was successfully developed further – the virtual reality (VR) work *Mechanical Souls* ( 饜宴機器人 ) being adapted into a comic book and published on the CCC. TCB has also helped publishers recruit 7 or 8 illustrators, who now regularly produce illustrations for those publishers' magazines and picture books.

TCB makes effort to develop comic talents and to facilitate marketing of the creative works. Given the one-stop assistance, quality works will be in the limelight.



May 28, 2020, exhibition in TCB reopening

# CCC Transformation and Upgrading Building A Digital Platform for Taiwan's Comics

Born in 2009, CCC is a comic magazine dedicated to themes concerning Taiwanese culture. Initially, it was published as a quarterly, with a release of twenty issues in total. Over 100,000 copies were sold, and 180 stories were told. CCC can be regarded as the incubator of Taiwanese comics, nurturing many outstanding cartoonists. Many of these cartoonists have won a total of over 20 domestic and international awards, including the Golden Comic Award and Japan International MANGA Award; others were internationally recognised and were invited to exhibit their works in Japan and France.

By late 2015, CCC was about to cease publication. Yet, the renaissance was brought about by the Ministry of Culture. In 2018, it was reissued as a monthly. TAICCA took over the CCC in 2020, carrying on content development, creator training and new media applications. Given the power of the borderless internet world, TAICCA builds a digital publishing platform, on which Taiwanese comics could be presented to more people.

For young creators, CCC digital platform is where they can sharpen their skills and to make debut. The conventional peer-review process is replaced with the ranking of works on the platform, where views and messages are open to the public. The ranking is an important reference for industry players from all over the world.

TAICCA also assists Taiwan's comic publishers and comic creators to market works on other digital platforms, so as to promote the presence of Taiwanese comics in the world and to increase Taiwan's market share globally. In 2020, for example, the online exhibition "Comic Tour of Taiwan: When Location Becomes the Story Stage" was hosted by Hong Kong Kwang Hwa Information and Culture Center. In this exhibition, Taiwan's outstanding comic artists and their works were vividly presented in a way to "tour around Taiwan", giving visitors unique experience in this two-dimensional cultural tour of Taiwan. Another exhibition is "Taiwan Manga Night Market", organized by TAICCA and Taipei Economic and Cultural Representative Office in Japan. This exhibition was held both physically (in Japan) and online (on a website and YouTube), giving the Japanese public various ways to experience Taiwan's comics. The fusion of Taiwanese culture and comics has captured Japanese publishers' attention.



"Taiwan Manga Night Market" to promote Taiwanese original comics in the Japanese market



CCC webpage



Not a Good Love Consultant: All My Friend's Relationship Issues (無能戀愛諮詢中心)



Dear My Idol Classmate: The Eye of Aurora (被我推坑的偶像同學)



Survivor (殤杏)



Plant Collectors' Notebook (採集人的野帳)



Tan-Tsui-Niu (守娘)



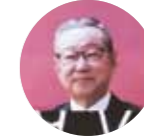
Mechanical Souls

## Pivoting on The Economy of Character Networking ACG Industries to Strengthen the Value Chains



October 21, 2020, LICENSING JAPAN Taipei-Tokyo online press conference, in which 12 original images from Taiwan were presented

The development of cultural content industry in the world has arrived at a very mature stage. As to Taiwan, the development is rather unique – there are both high-profile works and creative talents. Such achievement should be contributed to the hard work of the Ministry of Culture and TAICCA. I hope that this cooperation will lead to more cultural exchanges, information sharing and business cooperation between Taiwan and Japan.



Andy Yasushi Toyama,  
Managing Director of Character  
Brand Licensing Association,  
President and CEO of Sanrio Far  
East Company

**In Taiwan, the size of ACG's target audience is quite large, but the industry players used to go it alone rather than to collaborate with each other, leading to a fractured value chain. In order to create greater synergy, TAICCA actively builds connections among various platforms and integrate domestic resources.**

In November 2020, TAICCA signed a memorandum with Character Brand Licensing Association for cooperation in information exchange, joint courses, industry events, professional consulting services and local market promotion. The memorandum is expected to foster Taiwan-Japan bilateral cooperation in brand licensing business.

In order to discover and encourage talents in the industries, and to promote the creation of cutting-edge ACG contents, TAICCA will partner with Bahamut, the largest gaming social network in Taiwan, to launch "TAICCA Special Award" in 2021 Bahamut ACG Creative Competition. Furthermore, the Animation & Visual Effects Association and TAICCA co-hosted an animation promotion event, in which domestic buyers and investors and those from Europe, America and Asia were all invited. Nearly 60 buyers participated online or came to the Taiwan Creative Content Fest (TCCF) in person to hunt for quality works.

Last November, co-hosting the 2020 Taiwan Art Toy Award with Monster Taipei, TAICCA established the "TAICCA Award" to discover toy characters with great potential. This year, the two parties will join hands again to promote the development of content industry. At 2021 Taipei Toy Festival, the selection of promising works will also include graphic illustration, which will then be transformed into various forms.

Crises might remain in the post-pandemic era, but opportunities may arise as well. TAICCA is dedicated to all kinds of networking and promotion of international cooperation. It aims to be the driving force for the content industry and to bring Taiwan's ACG industry to the world.



November 20, 2020, press conference for ACG Ecosystem