



Università  
Ca' Foscari  
Venezia

**PROJECT ACRONYM AND TITLE:** Japanese films and television programs in Europe: Former popularity, current decline, and the quest for new marketing strategies (1951 - 2018)

**FUNDING PROGRAMME:** Toshiba International Foundation

**CALL:** Toshiba International Foundation

**SCIENTIFIC FIELDS:** Cross cultural and area studies

**HOST DEPARTMENT:** Department of Asian and North African Studies

**SCIENTIFIC RESPONSIBLE:** Marco Pellitteri

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€ 10,000.00	€ 10,000.00

**ABSTRACT:**

The meta-goal of this project is the ambition to carry out a complete re-framing of the reasons and processes that made Japanese audiovisual and visual culture (cinema, animation, and manga) first famous at the mainstream level and then, gradually, more narrowly popular at the subcultural level, while losing overall relevance and revenue. By explaining the actual dynamics of how Japanese visual cultures gained popularity in Europe and why they then lost it, it is my intention to trace a counter-history of their cultural and financial success, challenging the basically biased notion that Japanese media entertainment has never been as successful worldwide as today. With this new knowledge I will provide tools to help yield a positive change.

Planned Start date	Planned End date
1 <sup>st</sup> April 2017	31 <sup>st</sup> March 2018

**PARTNERSHIP:**

1 Ca' Foscari" University, Venice	Italy	Coordinator
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