

**„From Opportunity to Harvest“ – project between Panini Publishing House and the  
Media University completed**

**Students investigate the Manga craze**

Since the beginning of the summer semester 2005 the students of the Information and Communication faculty at the Media University Stuttgart have been working with the Stuttgart division of the Panini Publishing Company. The project is intended to study the cultural and economical aspects of the Japanese comic style “Manga”.

In only three months 20 students came up with many promising ideas. Because the Media University wants to further develop its international profile the students decided to conduct the whole project in English.

Under the motto „From Opportunity to Harvest“ the students presented their results to the Panini Publishing Company on June 29<sup>th</sup>. The yield of these endeavours can be seen in the following:

The two workgroups „national/international field research“ analysed the strengths and weaknesses of the advertising strategies used by the Panini Publishing Company. The results were displayed as “best practice” examples together with demonstrations of concrete improvement suggestions.

An empirical analysis (completed by the „empirical work“ group) of readers and nonreaders of Manga, as well as surveys in Libraries, will henceforth provide the Publishing Company a basis for optimising processes and channel of distribution.

A highlight of the project was an eManga created by the “Design” group. The model for this eManga was “Yukiko”, a character occurring in Panini Manga. The eManga could possibly be integrated into the new interactive homepage, “Planet Manga” and should encourage the target group to buy Manga.

The „Interactive Planet Manga“ was one of the suggestions of the group „New Approaches“. In addition to the soft-relaunch of the website in accordance with the best-practice results of the other groups, the students also suggested a multifarious cooperation with external businesses.

The group „Public Relations“ was responsible for the communicative foundation of the project. Aside from comprehensive background documentation, the group will also publish the results in the fall.

The director of Sales of the Panini Publishing Company, Alexander Bubenheimer, said after the presentation: „It was quite impressive to see the exciting results that were compiled and developed in such a short time by the group“.

To the Cooperation partners:

The Media College Stuttgart trains students in every area of multimedia. The College is the only school in all of Europe that covers every area of media technology and is known as the full-service school for the media industry. Over 3,200 students attend the College currently.

The Panini Publishing House GmbH centered in Stuttgart has been the market leader in media collections for over 25 years. These collections include Stickers, Comics, Manga and DVDs but also children and teenager magazines and books. The publishing house belongs to the Panini group which is the world leader in stickers and labels.

Photo: The Project-Team of the Media University Stuttgart

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