

# Manga Business at Risk Due to Internet Piracy

Posted May 19, 2018

Category : Business

## Unlocking Word Meanings

Read the following words/expressions found in today’s article.

- 1. **counterpart** / 'kaʊn tər pɑːrt / (n) – an equivalent of something  
*Example:* I liked the story's manga version better than its film **counterpart**.
- 2. **pirated** / 'paɪ rə tɪd / (adj) – illegally produced  
*Example:* I will never watch **pirated** copies of my favorite films.
- 3. **web traffic** / wɛb 'træf ɪk / (n) – the number of users who visit a website  
*Example:* I will post content regularly to increase my site's **web traffic**.
- 4. **proliferation** / prə ˈlɪf əˈreɪ ʃən / (n) – the spread of something  
*Example:* The **proliferation** of illegal sites is encouraging users to view pirated content.
- 5. **rake in** / reɪk ɪn / (idiom) – to earn money  
*Example:* The child star has been **raking in** money since she was seven years old.

## Article

Read the text below.

The Japanese manga culture faces threats because of the rise of Internet piracy.

The Research Institute for Publications has reported that the total sales of digital comics in 2017 increased by 17.2% from 2016’s ¥171.1 million. This is the first time that digital comics outperformed its print **counterpart** in terms of sales.

However, the rise of digital comics paved the way for **pirated** manga sites. These sites do not charge visitors but earn from advertising revenue instead. According to the findings of a 2014 research by the Ministry of Economy, pirated manga sites have caused damages worth ¥50 billion to the manga business.

While the Japanese government plans to block illegal sites, Intellectual Property Strategy Headquarters counselor Orie Kishimoto mentioned that it will be difficult. This is because doing so will require authorities to disclose the name of the illegal sites, which can end up boosting the sites’ **web traffic**.

Nevertheless, a report by the government identified three leading illegal manga hosting sites, Mangamura, Anitube, and Miomio, which are all targeted to be shut down. Mangamura alone has reportedly drawn over 174 million users in March. Because of this, it became the 25th most active site in Japan.

Manga Japan, a Tokyo-based organization for manga creators, stated that the **proliferation** of manga piracy can eventually lead to the end of the manga industry. A representative of the organization said that those who run illegal sites care only about **raking in** money and are thoughtless when it comes to their impact on manga creators. These manga creators are not receiving fair compensation because their content is being distributed for free without their permission.

## Viewpoint Discussion

Enjoy a discussion with your tutor.

### Discussion A

- Do you think that those who access pirated manga sites should be penalized? Why or why not?

- What do you think should be done to ensure that manga creators are well-compensated?

**Discussion B**

- What other industries do you think are suffering because of Internet piracy? Discuss.

- In your opinion, does piracy boost publicity? Explain.