



# TOKYOPOP LIBRARIES

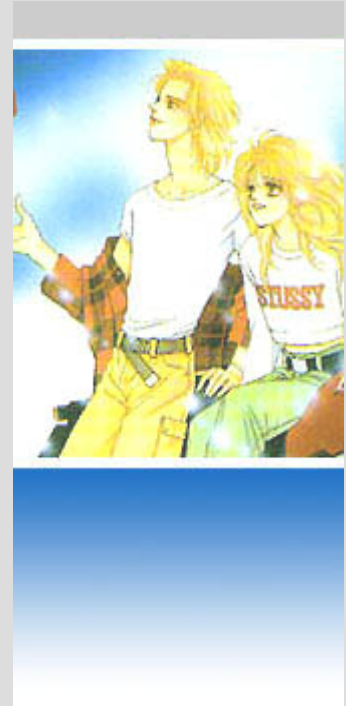
**YEAR 10 AND BEYOND**



# TOKYOPOP

## LEADING THE MANGA REVOLUTION

- **Leading youth-oriented entertainment brand**
- **Innovator of manga creation**
- **Revolutionary artistic vision**
- **Transcends platforms**

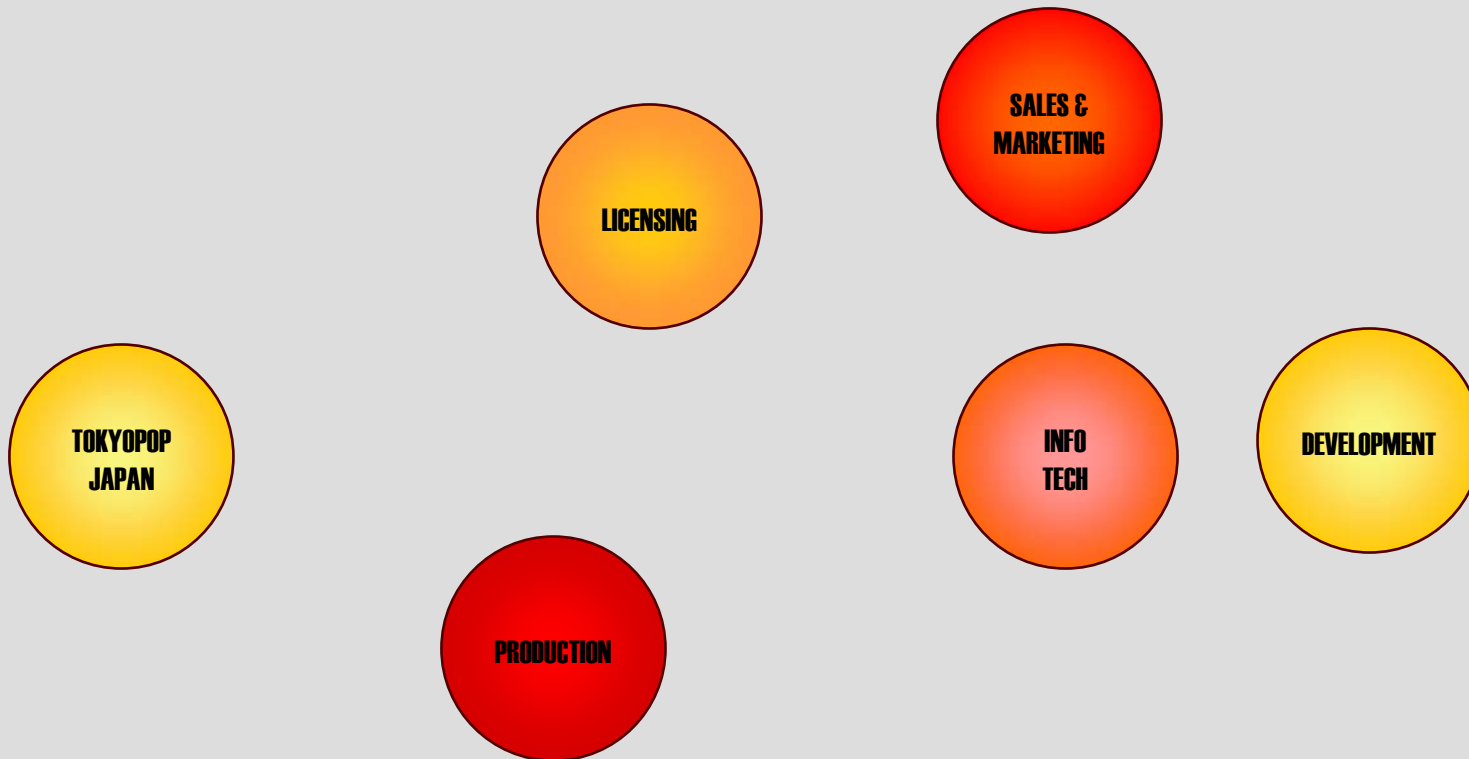


# AT YEAR 10



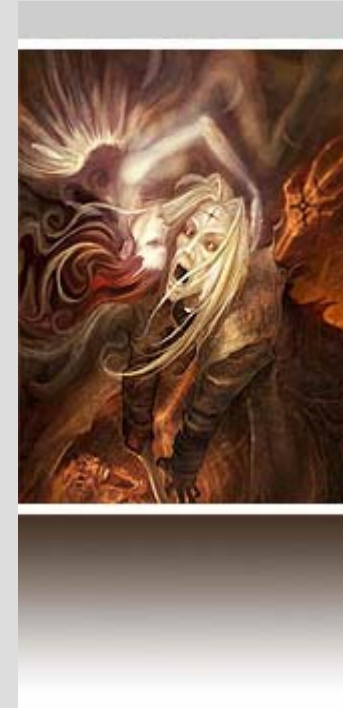
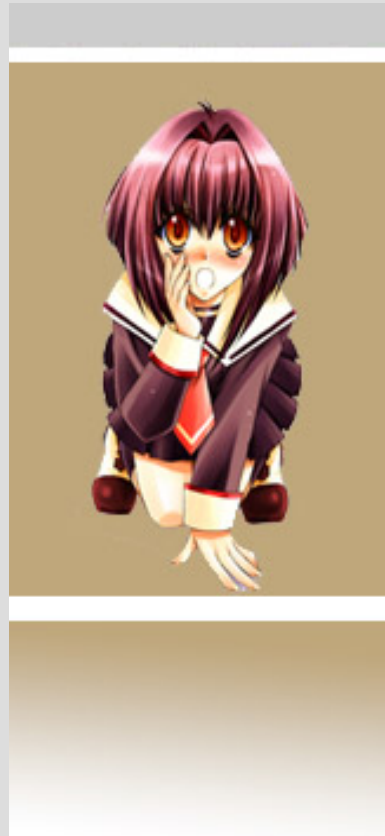
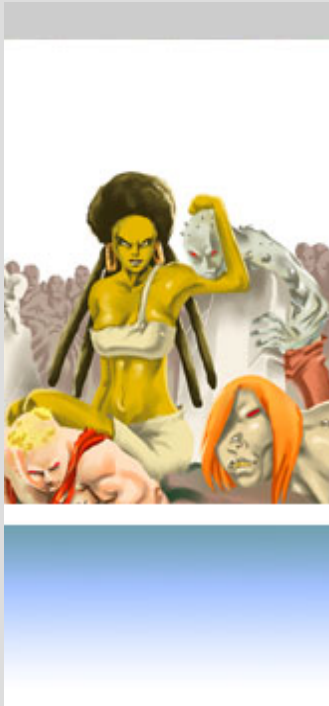
- **Manga Series**
- **Anime and Live-Action**
- **Novels and Art Books**
- **Syndication**
- **Web Content**
- **Magazine**
- **Licensed Products**
- **Developing Artists**

# OUR LIBRARIES NOW



**“Our libraries are absolutely essential to every day work here in the office.”**

# LEADING AT THE EDGE



**PREPARED FOR 10 MORE YEARS?**

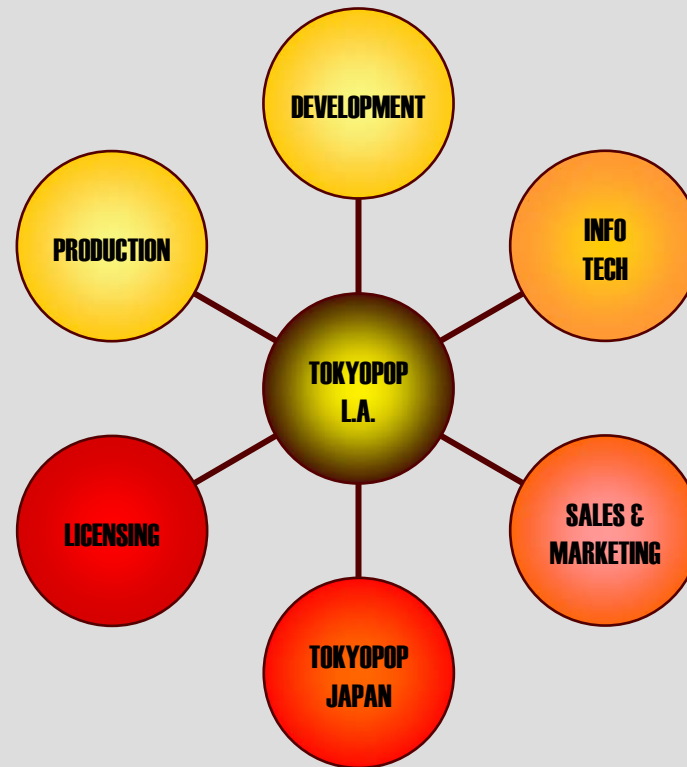
# THE DANGERS

- Duplicate purchases
- Hidden knowledge
- Lost materials
- Overburdened staff
- Lack of space
- Caught unawares



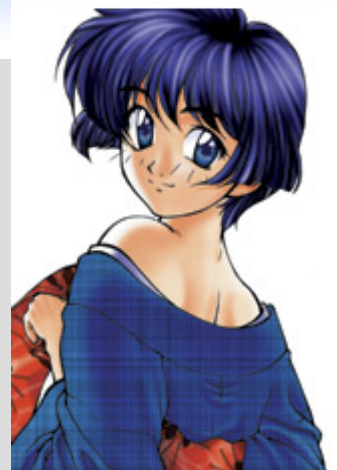
# **TOKYOPOP LIBRARIES**

## **CHRONICLING THE MANGA REVOLUTION**



# WHAT WE GAIN

- **Reduced acquisition costs**
- **Better knowledge management**
- **Efficient use of content**
- **Additional staff time**
- **Better utilization of space**
- **Earlier warning of market changes**







# NEXT STEPS

- Task group with department representatives
- Analysis of costs and benefits
- Continue the revolution by moving forward



# FOR MORE INFORMATION

- Visit <http://intranet.tokyopop.com/libraries>
- Email [sarahe@tokyopop.com](mailto:sarahe@tokyopop.com)
- Call 555-555-5555

