



Manga Like Never Before

# 参 Manga Plaza 戦

Launching Pre-register Campaign 1/24-2/28!

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## Manga Plaza

Press Deck  
January 24, 2022



# About MangaPlaza



**Your Manga Journey Starts Online**

Here at MangaPlaza, our goal is to bring you the top-quality localized manga you've been looking for in an easily accessible digital format. From action-adventure epics to heart-pounding romances, from blockbuster titles to MangaPlaza originals, and everything in between, we know we have just the right manga for you. The rich and exciting world of Japanese manga is just a tap away, so dive right in on our site and find your next favorite!

At MangaPlaza, we are passionate about manga, and about helping both the manga industry and the global community of manga fans thrive. So rest assured that all manga on our site are officially licensed; when you use our site, you support your favorite creators and their works!

MangaPlaza was founded by NTT Solmare, whose top-class digital manga and ebook site Comic C'moA has led the market in Japan and greater Asia for more than 17 years. Guided by an ethos of integrity and innovation, NTT Solmare is always looking for new ways to delight readers and touch their hearts. We are excited to reach a whole new community of readers in the U.S. through MangaPlaza, and we look forward to being part of your manga experience.



[NTT Solmare Corp.](#) (Osaka, Japan) is a subsidiary of Nippon Telegraph and Telephone West Corporation, and a leading provider of quality entertainment services to fans across the globe.

“[Comic C'moA](#),” their e-book and digital manga site, features one of Japan’s largest digital libraries with over 880,000 books and has been leading the market in Japan and greater Asia for 17 years with over 15 million users each month. Several Comic C'moA original titles have been adapted to television shows which aired on major Japanese broadcast networks.

In 2019, the company released the global hit mobile game, “[Obey Me!](#),” the dating simulation game with 6 million downloads across 186 countries and regions.

# MangaPlaza Concept

To create a platform offering a digital manga service that is localized, tailored, and reasonably priced to an overseas audience in order to provide the users with the optimal reading experience.

## Localized

Use language and UI/UX that is mindful of the target region's culture and trends

## Tailored

Recommend the user a variety of captivating content based on their interests

## Reasonable

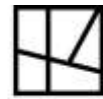
Offer an appropriate amount of content at affordable prices



# Main Features of MangaPlaza

Our service can be summarized into 3 main features.

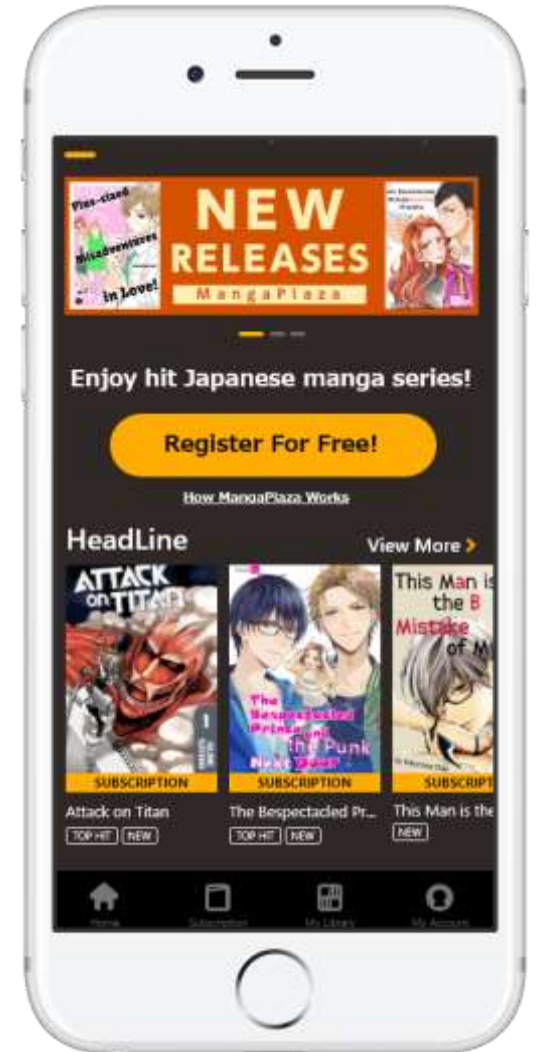
1. MangaPlaza is accessible with a **reasonably-priced subscription service**. Users can also register and enjoy without subscription, the first chapter of each title is available for free to registrants, and individual chapters are also available at an affordable rate.
2. Since launch, we have been one of the largest providers of digital manga in the United States. **We offer a wide range of genres** such as action-adventure, romance, comedy, drama, sci-fi/fantasy, and LGBTQA+.
3. Our service is **safe and secure**. Our digital manga library only includes works that have been **officially licensed** for distribution by over 30 of our most trusted publishers.



KODANSHA



Reference Image (Mobile)



# Pre-registration Cash Back Bonus Campaign

## The More Users Pre-register, The Bigger the Cash Back Bonus!

Trial Site/ Pre-registration Webpage: <https://cpn.mangaplaza.com>

<b>Campaign Duration</b>	Step 1 : 1/24/2022 12:00 AM - 2/28/2022 11:59 PM (PST) Step 2 : 3/1/2022 12:00 AM - 3/31/2022 11:59 PM (PST)
<b>Prize Details</b>	The more members pre-register for MangaPlaza, the better the cash back prize! <ul style="list-style-type: none"><li>▪ <b>From 50,000 pre-registrations: \$3 cash back</b></li><li>▪ <b>From 70,000 pre-registrations: \$5 cash back</b></li><li>▪ <b>From 100,000 pre-registrations: \$6.99 cash back -- or the entire first month of MangaPlaza, free!</b></li></ul>
<b>Requirements</b>	<ul style="list-style-type: none"><li>▪ Participants must pre-register to MangaPlaza using their email address.</li><li>▪ Participants must register to the official MangaPlaza site using the same email address they used on the trial site.</li><li>▪ Participants must subscribe to the official MangaPlaza site using Paypal.</li><li>▪ The participant must agree to all the conditions mentioned in this agreement.</li><li>▪ Participants who are underage must have permission from a legal guardian to enter.</li></ul>
<b>How to Participate</b>	Step 1 : Sign up by entering your email address into the appropriate form on MangaPlaza's beta site. Step 2 : When the official MangaPlaza site drops, make sure to register using the same email address used on the beta site and to subscribe using Paypal before 11:59 PM on April 7, 2022.
<b>Announcement Results</b>	Cash back prizes will be sent after mid-April, 2022 to all participants who fulfill the above requirements.

# “Obey Me!” Collaboration Campaign

## About Obey Me!



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**6 million**  
downloads  
across  
**186**  
countries

MangaPlaza brings fans an exclusive collaboration with global hit mobile game, “Obey Me!”, the dating simulation game with 6 million downloads across 186 countries and regions.

In Obey Me!, you get to make seven handsome demon brothers, each with their own personalities, do your bidding as you enjoy different methods of communication with them. Enjoy your school life in the Devildom by interacting with the dangerous yet charming brothers and their classmates through chats and phone calls, and by making them go to work.

Read through an exciting story that changes depending on the choices you make! Laughter, excitement, and romance all await in “Obey Me!”.



# “Obey Me!” Collaboration Campaign

**Obey Me! Campaign Page:** <https://cpn.mangaplaza.com/special/20220124-preObeyme/>

## Campaign details

Duration: January 24, 2022 - February 28, 2022

1.	<b>World Premiere of “Obey Me! The Comic”</b> The first chapter of the English version will be available for free only on the MangaPlaza trial page
2.	<b>Free Access to Entire “Obey Me! Misadventures”</b> “Obey Me!”’s spin-off series originally only available on the official “Obey Me!” SNS compiled in one volume
3.	<b>Lottery 1: Follow/Retweet/Share for an Exclusive “Obey Me!” Merch</b> To win official “Obey Me!” merchandise, follow the official Twitter accounts for Obey Me! and MangaPlaza, and retweet the lottery announcement post.
4.	<b>Lottery 2: Follow/Retweet/Share for an Exclusive “Obey Me!” Voice Clip</b> To win an exclusive voice clip newly recorded for the campaign by the cast, follow the official Twitter accounts for Obey Me! and MangaPlaza, and retweet the lottery announcement post.
5.	<b>Lottery 3: Special “Obey Me!” In-game Deluxe Background Present</b> When the MangaPlaza Newsletter reaches 10,000 subscribers, all Newsletter subscribers will receive a special background in the game.



# “Obey Me!” Collaboration Campaign

## Obey Me! The Comic



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## Obey Me! Misadventures



© Yukina Okamoto / Solmare Publishing

## “Obey Me!” Brand-New Voice Clips from the 7 Brothers



©2019 NTT Solmare Corporation

## “Obey Me!” In-game Deluxe Background



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## “Obey Me!” Merch



© 2019-2022 Obey Me! Official



# MyAnimeList Collaboration Campaign (Fan-favorite website Collab Campaign)

MAL x JAPAN MyAnimeList

\*\*\*\* The Obey Me! cast perform a dramatic reading of the manga \*\*\*\*

MyAnimeList x MangaPlaza

## # WHICH MANGA DO YOU WANT TO READ MORE OF?

YOU CAN READ FOR FREE!

Special Project!

### Obey Me!

One matter to rule them all!

A video of the cast performing dialogue from the manga!

Find out more!

TO CELEBRATE RELEASE!

## Read popular web manga for free before anyone else!

Online manga service "MangaPlaza", brought to you straight from Japan

MangaPlaza collaborates with one of the world's most active online anime and manga communities and databases, "MyAnimeList".

## Campaign details

Duration: February 7, 2022 - February 28, 2022

1.	<b>"Which Manga Do You Want To Read More of?" Tweet Campaign</b> Users will tweet about the title they are excited to read more of on Twitter for a chance to win a giveaway prize
2.	<b>"Obey Me!" Voice Actors Collaboration</b> Readers can enjoy listening to the voice actors of "Obey Me!" act out the scenes from the manga.

## Links: 2/7/21 open

- MyAnimeList Campaign Page  
<https://mxj.myanimelist.net/mangaplaza/>
- Obey Me! Voice Actors Collaboration Page  
<https://cpn.mangaplaza.com/special/20220124-preObeyme/>

# MyAnimeList Collaboration Campaign Breakdown

## “Which Manga Do You Want To Read More of?” Tweet Campaign

1. Manga fans are encouraged on the MyAnimeList site to tweet about a manga that they want to read more
2. Fans tweet
3. Giveaway winners are chosen among the fans who participated in the campaign



## Obey Me! Voice Actors Collaboration

- Video is separated into two screens, one displaying the voice actors and the other for the Obey Me! manga.
- The voice actors read their dialogues while the manga scrolls on the other side to match their lines



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# Collaboration with Anime & Manga YouTuber Akidearest



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@akidearest (2,900,000 Subscribers)



@akidearest (491,200 Followers)



@akidearest (473,000 Followers)



@itsakidearest (182,900 Followers)

- Anime/Cosplay/Manga/Japanese pop culture fan
- Asian American YouTube content creator currently residing in Japan
- Best known for reviewing and discussing manga/anime/otaku culture.
- A highly popular influencer among anime/manga/cosplay community

## 17 Total Collaboration Videos

### 15 Short Manga Review Videos

2-3 minute manga reviews released on the MangaPlaza YouTube Channel. Such as: “Plus-Sized Misadventures In Love”, “The Time I Got Reincarnated As A Slime”, “Blue-Period” + more.

### 1 “Shout-out” Video

A 1 minute introductory video sharing information about the MangaPlaza services at the beginning of a video on the Akidearest YouTube Channel.

### 1 Full length video

A video sharing Aki’s experience visiting the NTT Solmare Corp. Headquarters which will also include interviews with manga artists.



# Recommended / Popular Manga Titles **\*Each manga title has a different distribution period from 1/24 to 2/28.**

## Romance

### A Girl and Her Guard Dog

© Hatsuharu/Kodansha Ltd.



### Kira-kun Today

© Rin Mikimoto/Kodansha Ltd.



### Who Needs Love When We've Got Marriage!

©Nils Machimura/IMA



### This Man is the Biggest Mistake of My Life

©Kokonose Shiki/Solmare Publishing



## ISEKAI

### Cafe Happiness: Food from Out of This World

©Maro Fuduki/Punichan



## Action

### Attack on Titan

©Hajime Isayama/Kodansha Ltd.



## BL (M/M)

### I Wish You Happiness

©Nomo Marino/Solmare Publishing



### Seven Days

(c)Venio Tachibana/Rihito Takarai/  
TAIYOHTOSHO Co., Ltd.  
/Digital Manga, Inc.



## Drama

### Or Something Like It

©KAI ASOU/HOUBUNSHA



## Fantasy/Sci-fi

### To Your Eternity

©Yoshitoki Oima/Kodansha Ltd. ©Noriko Ohtani/SHODENSHA Publishing CO.,LTD.

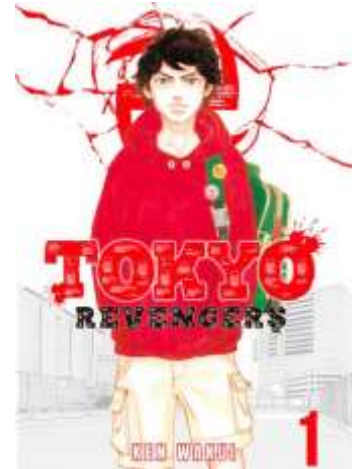


### Just Like Dad!



### Tokyo Revengers

©Ken Wakui/Kodansha Ltd.



# Official Links and Social Media Accounts

- MangaPlaza Trial Page/Pre-Registration Campaign Page <https://cpn.mangaplaza.com>
- MangaPlaza YouTube Channel <https://www.youtube.com/channel/UCJ5xENkfAgO2dOlf6Hi-lew>
- Twitter :@MangaPlaza\_EN [https://twitter.com/MangaPlaza\\_EN](https://twitter.com/MangaPlaza_EN)
- Facebook: @MangaPlaza <https://www.facebook.com/MangaPlaza>
- Instagram: @mangaplaza\_en [https://www.instagram.com/mangaplaza\\_en/](https://www.instagram.com/mangaplaza_en/)
- NTT Solmare Corp <https://www.nttsolmare.com/e/>
- Comic C'moA <https://www.cmoa.jp/>
- Obey Me! <https://shallwedate.jp/obeyme/en/>

## Art Asset Link/Credits

Assets link: <https://bit.ly/3fAg0pB>

\*Please see “Read Me First” in the art asset folder for credits.

# U.S. Media Contact Details

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