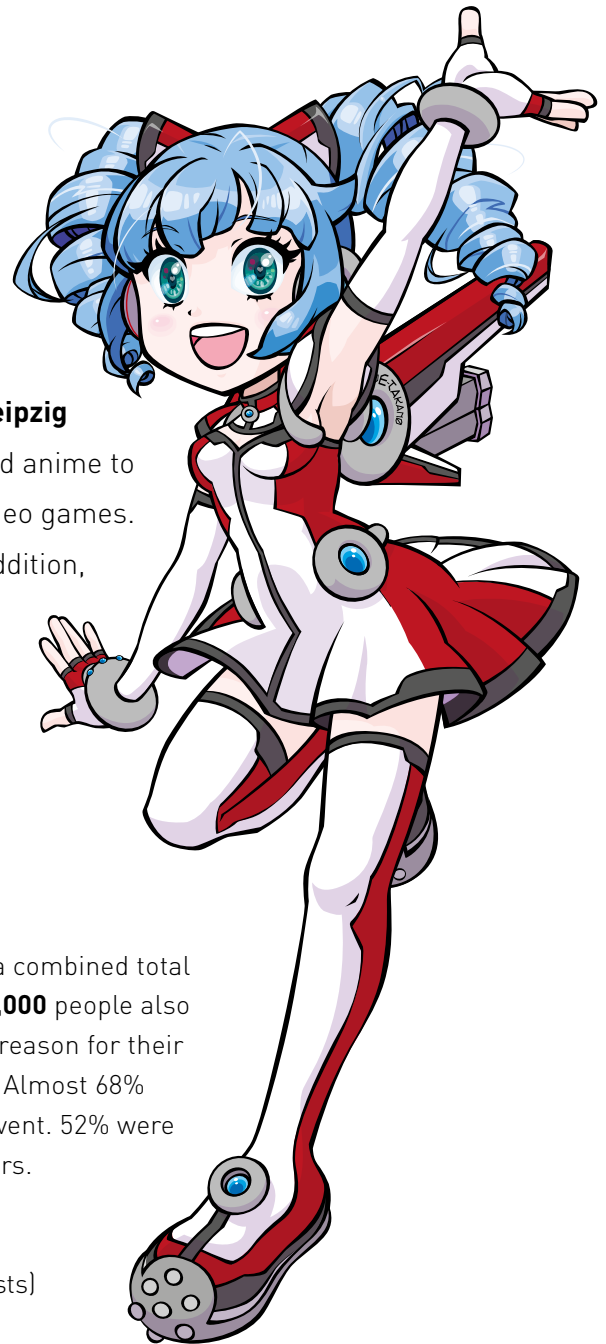


A warm welcome to the Manga-Comic-Con



The Manga-Comic-Con (MCC) is an event in association with the **Leipzig Book Fair**. There is something for everyone, from manga, comic and anime to fashion, cosplay and drawing accessories, computer games and video games. Its date in March makes it the **first thematic event** of the year. In addition, the direct link to the Leipzig Book Fair provides **a very special combination of visitors**: the comic fan community and the book fair visitors.



Facts and Figures 2018

Visitors

The Leipzig Book Fair and the reading festival „Leipzig liest“ attracted a combined total of 271,000 visitors. 197,000 visited the trade fair grounds. Of those, **104,000** people also visited the **Manga-Comic-Con (MCC)**. For 39%, the MCC was the main reason for their visit to Leipzig. Around 40% of the MCC attendees were cosplayers. Almost 68% had decided to attend MCC more than two months in advance of the event. 52% were frequent and regular attendees, 26% were first-time visitors.

Exhibitors

A total of 323 (publishers, manufacturers, distributors, artists) from 16 different countries

Events

Around **300** events, e.g. workshops, book signing sessions, presentations, how to draw sessions, interviews with German and international illustrators, cosplay competitions and screenings.

MCC attendees' main aims

- Check out the cosplayers
- Buy manga/books/comics
- Buy merchandise
- Learn about Japanese culture
- Participate in cosplay themselves
- View the MCC creative sector (young illustrators)
- Visit publishers
- Watch anime films

Visitors' backgrounds

Saxony	34%
Saxony-Anhalt	16%
Thuringia	11%
Bavaria	8%
Lower Saxony	7%
Berlin	6%
Brandenburg	6%
approx. 60% of the attendees travelled over 100 km to reach Leipzig and around 22% over 300 km.	

Age distribution

48%	were 20 years old or younger (of whom 26% were younger than 18 years old)
42%	21 - 30 years old
6%	31 - 40 years old
4%	41 years old and above
69%	female attendees
31%	male attendees

Educational level

26%	A Levels
28%	GCSEs
16%	still in school
14%	University/College/University of Applied
10%	Sciences
6%	Other

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MCC exhibitors' main goals

Sell directly to the public

New customer acquisition

Maintenance of existing customers

Increase awareness of their companies

Increase awareness of their product ranges

Present new products



MCC exhibitor satisfaction

76% will again take part in 2019 as exhibitors

84% are happy to recommend the fair

Project team Manga-Comic-Con:



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Off to a great start

»We are a completely new publishing house and have finished our first book series especially for Leipzig ahead of schedule. We couldn't have chosen a better platform than the Manga-Comic-Con for the launch. We were not disappointed! It was amazing how many visitors flocked to us and surrounded the stand. The importance of the Manga-Comic-Con in the comic scene has grown enormously. Today, it is by far the largest event of its kind that Germany has to offer. We'll definitely be back.«

Katrin Aust, Product Manager, Altraverse GmbH

Strong sales

»We are a very young label and went to the Manga-Comic-Con for our second time. With more titles and a larger stand. This paid off. We are very satisfied with the crowds of visitors and generated excellent sales. In addition, we had a number of good discussions with fans, business partners and colleagues from the industry. The MCC was the place where everybody gathered. Many new fans and enthusiasts who are new to the scene also came to Leipzig. It was lovely to see the community growing. We'll be back next year.«

Sebastian Hemesath, Managing Director, AniMoon Publishing GmbH



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www.manga-comic-con.de