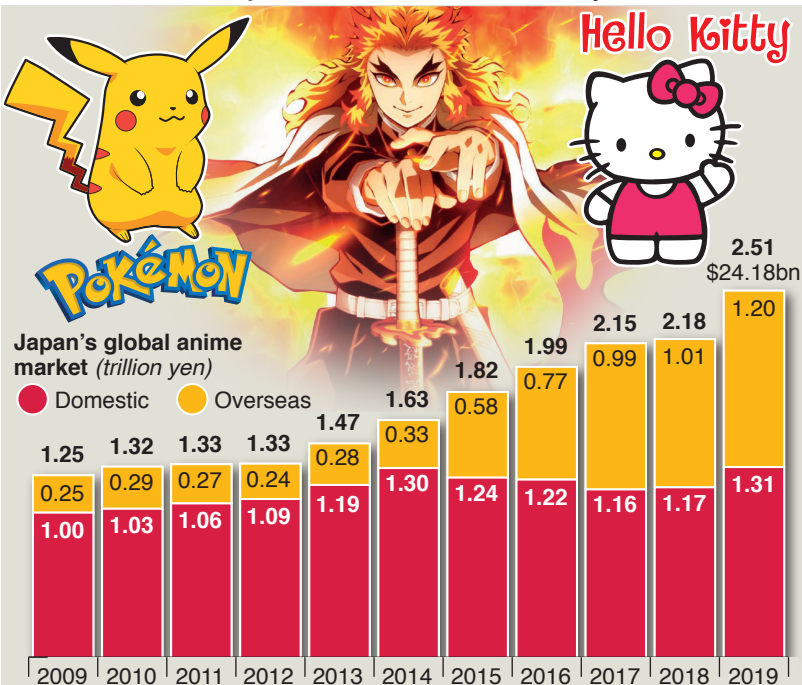


Japan's anime becomes a global hit

When the anime fantasy *Demon Slayer: Mugen Train* hit the big screen in October 2020 it became the highest-grossing film in Japanese box office history, with sales of \$352.8 million in just 14 weeks



Highest grossing global media franchises (industry estimates of book, video game, film, television series, merchandise sales)

Pokémon (1996)	Japan	\$92.15bn
Hello Kitty (1974)	Japan	\$80.03bn
Winnie the Pooh (1924)	UK/U.S.	\$75.03bn
Mickey Mouse (1928)	U.S.	\$70.59bn
Star Wars (1977)	U.S.	\$65.63bn