

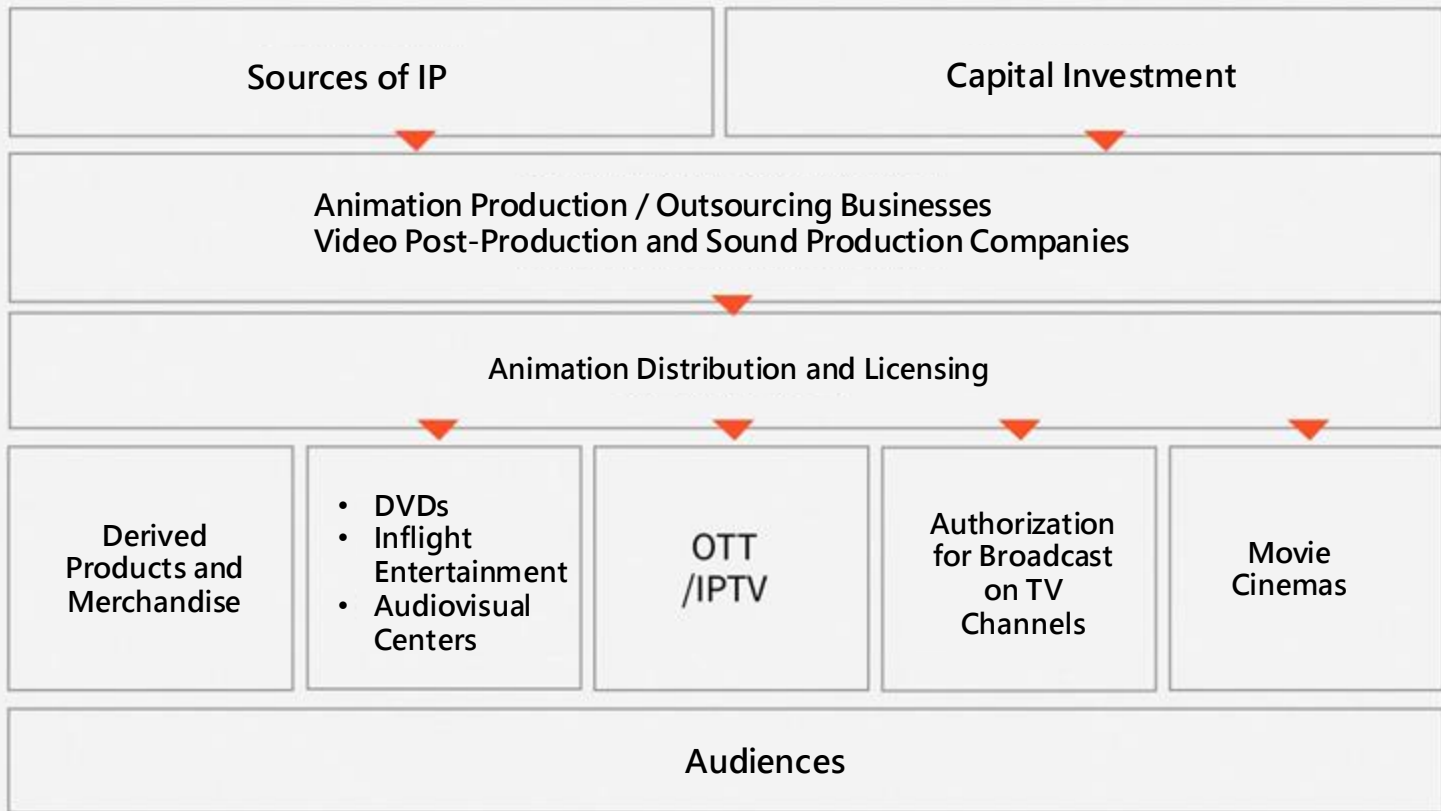
2022

Key Data of Animation Industry in Taiwan

Key Trends in Taiwan's Animation Industry in 2022

- With the overall easing of the pandemic, Taiwan's animation industry revenue, including platforms and production, grew in 2022 compared to 2021. The total revenue reached NT\$8.1 billion, but it still fell short of pre-pandemic levels. Export value increased by 30% from 2021 to a five-year high, mostly as a result of a surge in foreign orders for special effects and animation outsourcing.
- In 2022, the production hours of Taiwan's original animations were second only to the output in 2021 over the past five years. Three new domestic animated films were released, all adapted from pre-existing intellectual properties (IPs) or texts. The production hours of animated shorts increased. For the first time in five years, an original character brand was developed into an animated work.
- Japanese animated films accounted for more than 70% of both the box office share and the number of screenings of animated movies in Taiwan's market.
- The number of animated works available on OTT platforms grew by 20%, and the number of Taiwanese animations available on domestic OTT platforms increased.

Taiwan's Animation Industry Chart

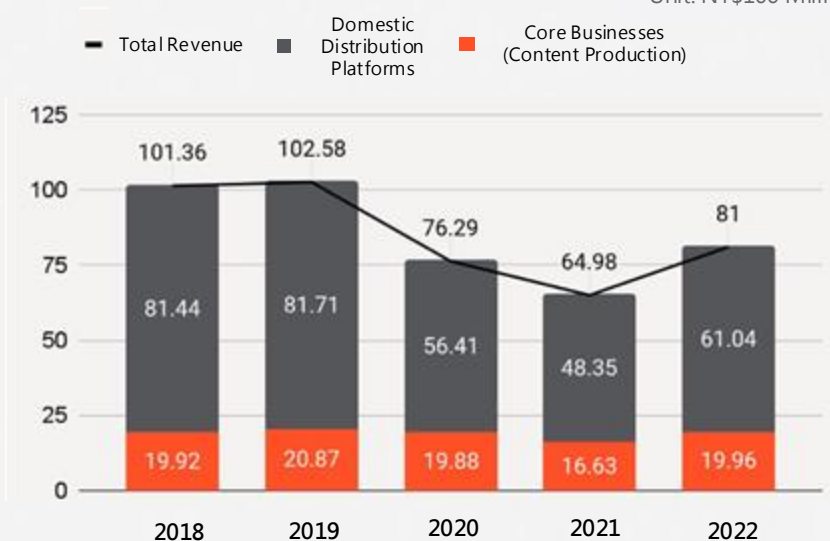


Revenue Changes by Industry Sectors Over the Years

- In 2022, the revenue of Taiwan's animation industry's core businesses, including animation production, animation outsourcing, and animation special effects, was approximately NT\$1.996 billion, an increase of 20.02% compared to the previous year.
- In 2022, the revenue of domestic distribution platforms, including TV animation broadcasting, animated film distribution, and animated film screenings, was approximately NT\$6.104 billion, an increase of 26.25% compared to the previous year.

**Revenue Changes by Industry Sectors
from 2018 to 2022**

Unit: NT\$100 Million



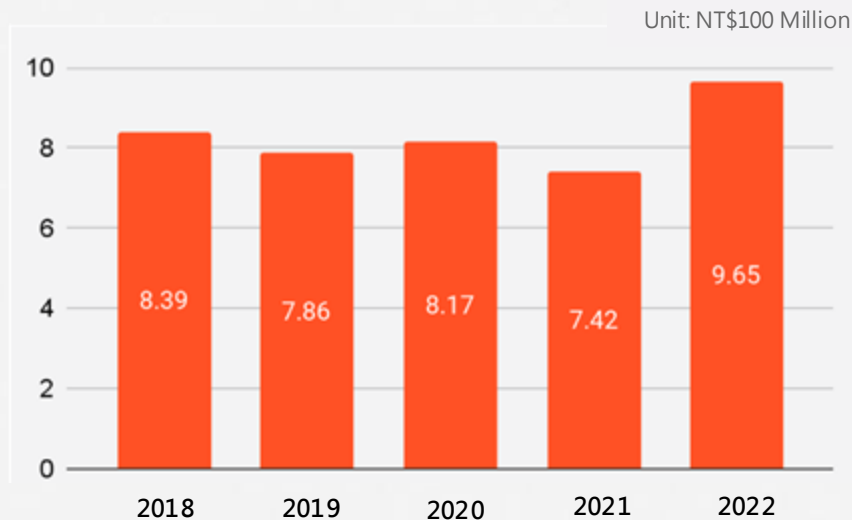
Source: Organized by this survey

Note: The figures provided in this report are rounded to the nearest whole number. While adding individual data directly may result in slight discrepancies from the original statistical data, it does not affect the interpretation of the overall trend.

Changes in Export Value of the Animation Industry Over the Years

- In 2022, the export value of Taiwan's animation industry was NT\$965 million, showing a growth of 30.05% compared to 2021.
- The continuous undertaking of overseas orders for animation outsourcing and special effects has driven the overall growth in export value.

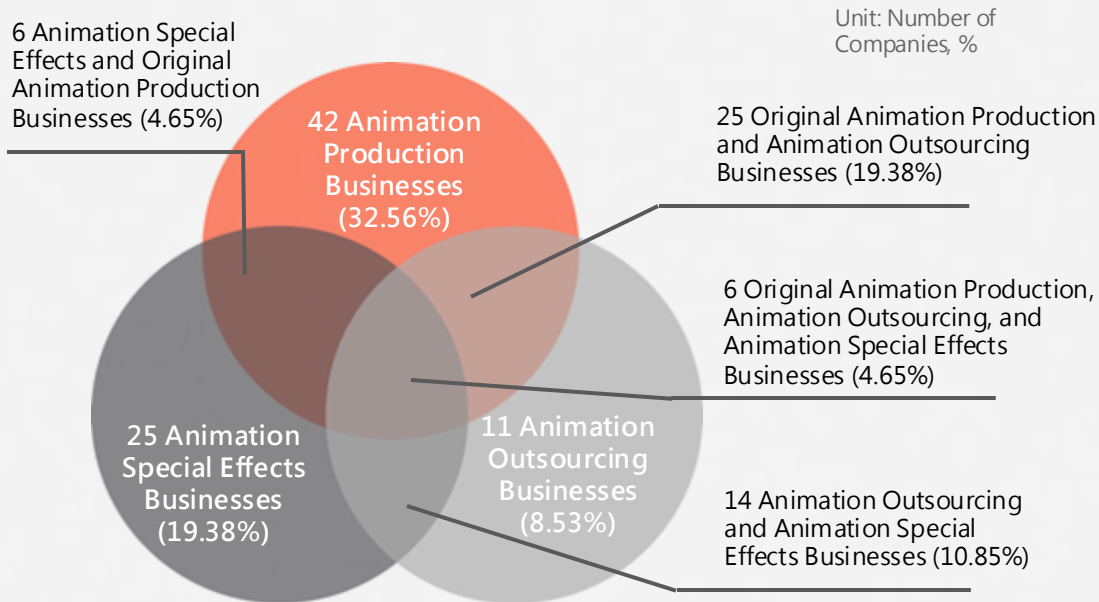
Changes in Export Value of the Animation Industry from 2018 to 2022



Source: Estimated by this survey.

Distribution and Number of Companies Across the Animation Industry Sectors

Number and Proportion of Businesses in Various Sectors of Taiwan's Animation Industry in 2022



- In 2022, there were a total of 129 production companies engaged in animation-related businesses in Taiwan, an increase of 12 from the previous year. Among the newly established businesses were animation outsourcing and special effects companies, as well as animation content production companies founded by businesses in the character brand industry.

Note: We only present companies engaged in animation content production here, as animation distributors often distribute and license other types of films as well. Information on animation film distributors will be presented later. Additionally, the various business types presented in the image are only indicative diagrams showing the overlap of different businesses operated by companies within the industry and are for reference only.

Source: The Ministry of Economic Affairs' business registration.

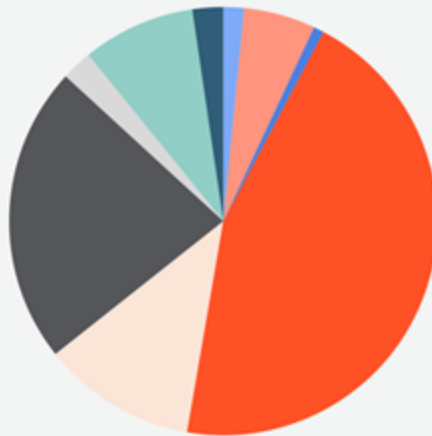


Distribution of Capital Scale Among Animation Industry Operators

- In 2022, animation industry firms in Taiwan mainly had capital scales ranging from NT\$1 million to NT\$5 million, accounting for approximately 43.59%.
- Firms with a capital scale exceeding NT\$100 million accounted for approximately 12%.

Breakdown of Taiwan's Animation Industry in 2022 by Capital Scale

Unit: %, NT\$



- 1.55% Less than NT\$100,000
- 5.43% NT\$100,000 to less than NT\$500,000
- 0.78% NT\$500,000 to less than NT\$1 million
- 44.96% NT\$1 million to less than NT\$5 million
- 11.63% NT\$5 million to less than NT\$10 million
- 22.48% NT\$10 million to less than NT\$50 million
- 2.33% NT\$50 million to less than NT\$100 million
- 8.53% NT\$100 million to less than NT\$500 million
- 2.33% NT\$500 million to less than NT\$1 billion

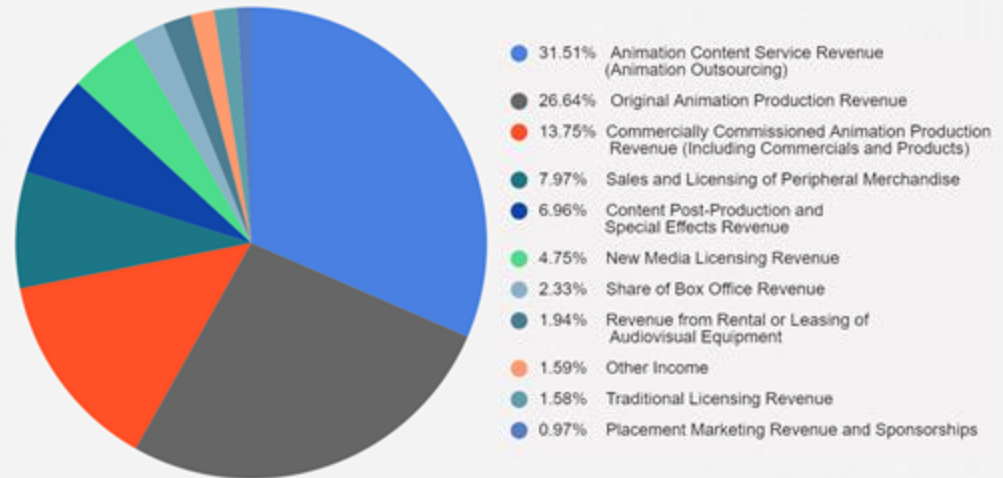
Source: The Ministry of Economic Affairs' business registration.

Revenue Structure of the Animation Production Sector

- In 2022, the animation production sector primarily generated revenue from animation content services, accounting for 31.51%, while revenue from original animation content accounted for 26.64%.
- 13.75% of the revenue comes from commercially commissioned animation content production. This is mainly because the overall development and production of original animation require a significant investment of time, and companies often undertake commercial animation content production or animation outsourcing to sustain their operations.
- Compared to previous survey results, the revenue proportion from licensing and sales merchandise is relatively higher. This is primarily associated with some companies actively launching merchandise featuring the main characters in their original animations.

Revenue Breakdown of Taiwan's Animation Production Sector in 2022

Unit: %



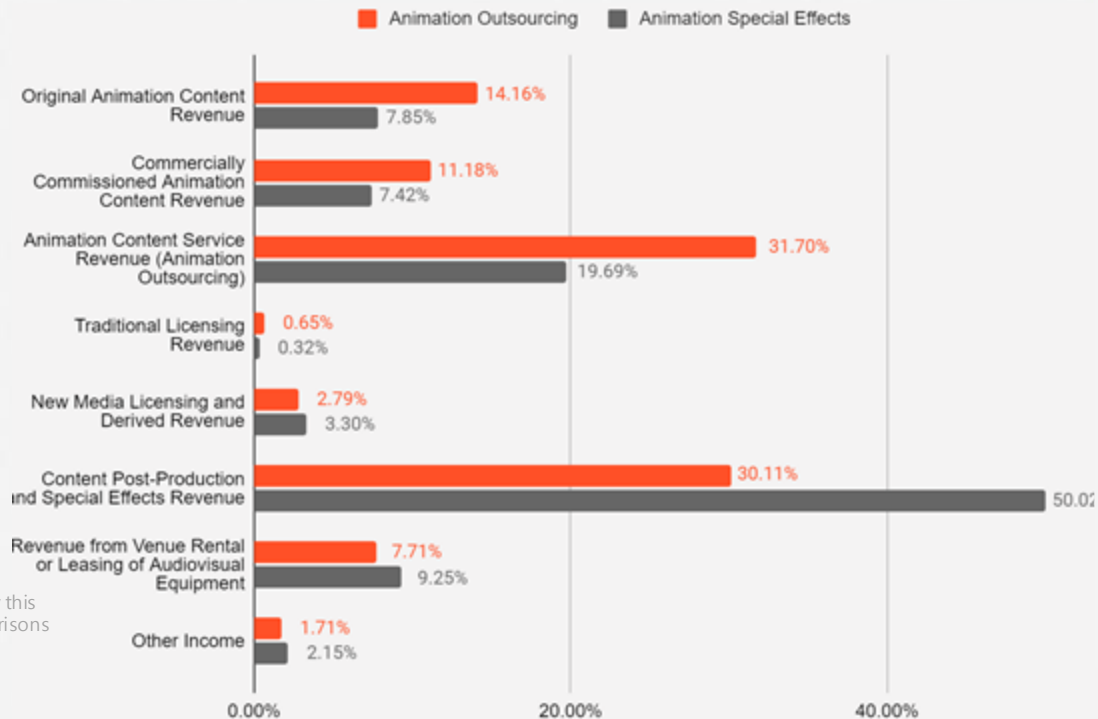
Note: The survey questionnaire for the animation industry this year included specific items. Therefore, data comparisons between years should be made with caution.
Source: Organized by this survey.

Revenue structure of the Animation Outsourcing and Special Effects Sector

Revenue Breakdown of Taiwan's Animation Outsourcing and Special Effects Sector in 2022

Unit: %

- The revenue of animation outsourcing and special effects companies primarily came from animation content services (such as outsourcing) and post-production and special effects income. Together, these two sources accounted for more than 60% of the companies' total revenue.



Notes:

- The survey questionnaire for the animation industry this year included specific items. Therefore, data comparisons between years should be made with caution.
- Licensing revenue included TV, DVD, and in-flight entertainment, but excluded digital new media.

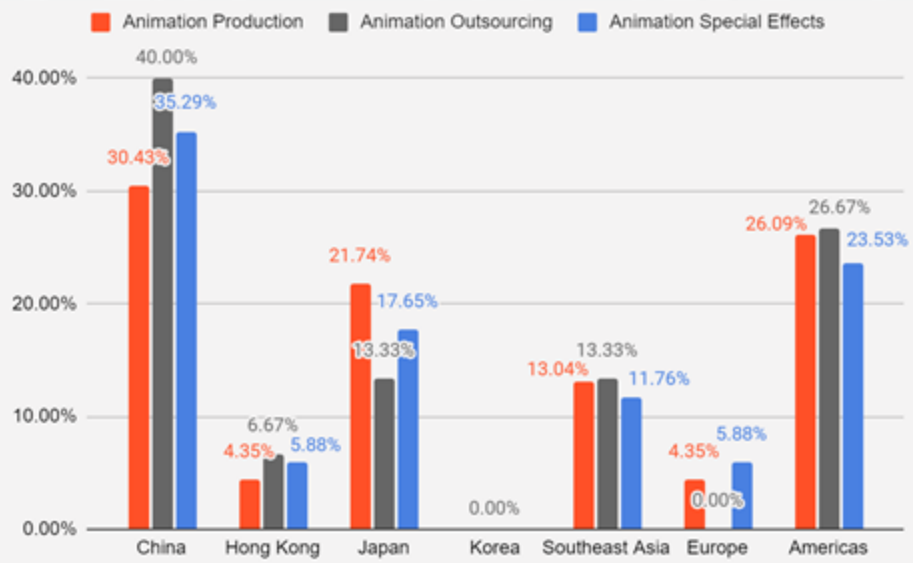
Source: Organized by this survey.

Overseas Revenue of Taiwanese Companies

- In 2022, the main source of overseas revenue for domestic animation companies in was the Chinese market (excluding Hong Kong and Macau), which saw an increase compared to the previous year.
- This increase may be related to China's gradual easing of COVID-19 prevention measures in 2022, which allowed the local movie industry to resume operations, leading to an increase in related orders.

Regions of Overseas Revenue Generated by Taiwan's Animation Industry in 2022

Unit: %



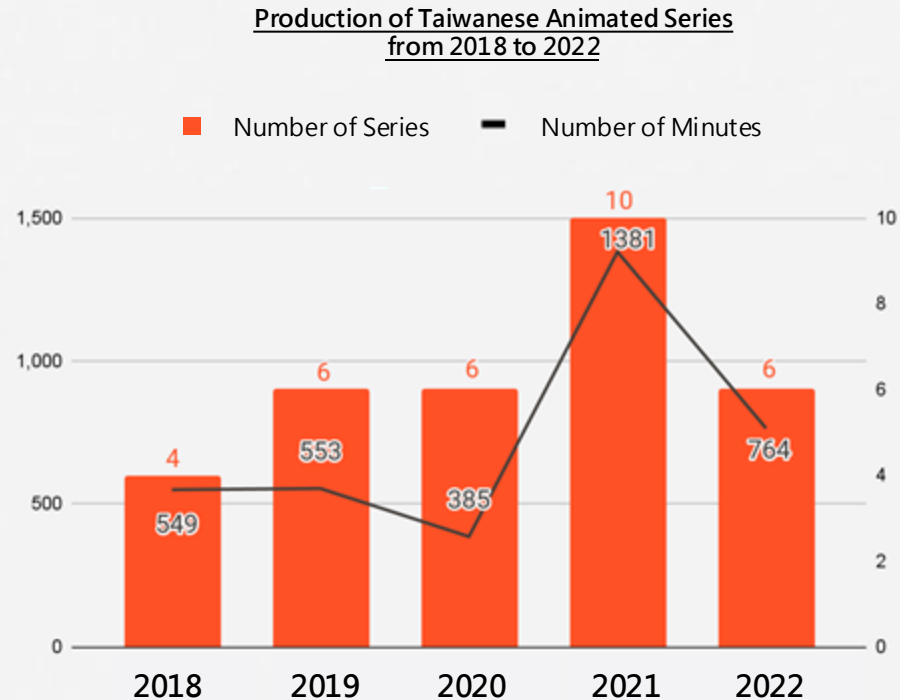
Notes:

- The survey questionnaire for the animation industry this year included specific items. Therefore, data comparisons between years should be made with caution.
- The overseas revenue shown above were based on the number of times transactions occurred instead of the revenue generated.

Source: Organized by this survey.

Trends in Taiwanese Original Animated Series Production Over the Years

- In 2022, Taiwan produced six animated series. The average number of episodes per series this year was relatively higher than in the past, which increased the total production duration, making it the second highest production capacity in the past five years, only behind 2021.
- For the first time in five years, there have been original animated series derived from original character brands, with a total of three works. This indicates that Taiwan's character brand companies have begun to invest in the development of animated derivative works.



Source: Organized by this survey.

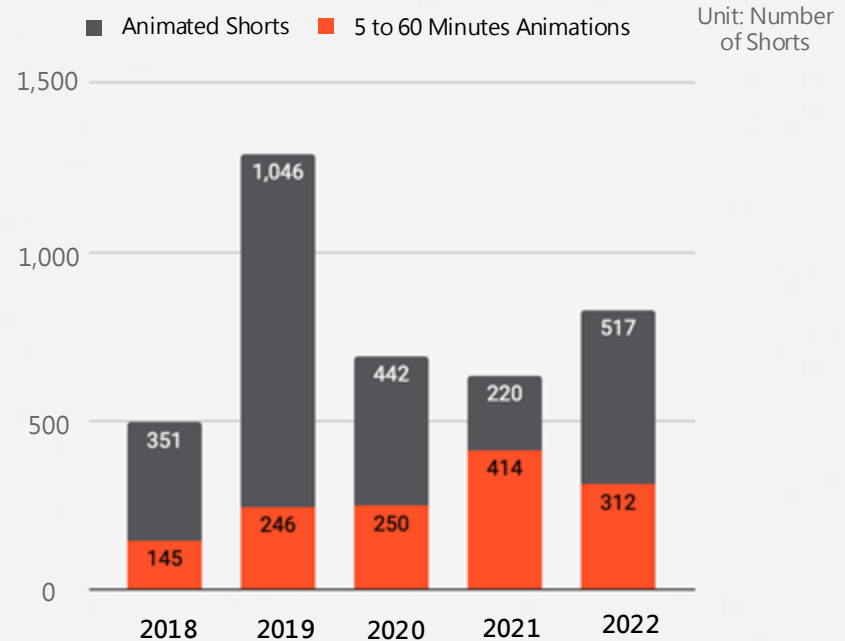
Trends in Taiwanese Original Animated Shorts Production Over the Years

- In 2022, there were a total of 312 animated works that ranged from 5 to 60 minutes and 517 animated shorts that were under 5 minutes. The number of 5 to 60 minute animated works decreased compared to the previous year.

Note: "Animated shorts" refers to animations that are less than 5 minutes long. Considering the many types of animation applications in recent years and the diverse types of online animations, this survey study primarily focuses on original online animations that have the potential to develop into character IPs. Therefore, starting in 2021, the production statistics for animated shorts no longer include government policy announcement shorts, commercialized animations, or animations for music videos.

Source: Organized by this survey.

Production of Taiwanese Animated Shorts
from 2018 to 2022



Original Taiwanese Feature-Length Animation Releases Over the Years

- In 2022, a total of three feature-length animations were released for the first time, with scripts adapted and derived from existing texts and IPs. Among them, *Monster Fruit Academy: Granny Fruity's Big Secret* was produced by PTS with funding from the Forward-Looking Infrastructure Development Program.

Feature-Length Animations Released Annually in Taiwan from 2013 to 2022

Year	Works
2013	<i>Mida and A Little Bird</i>
2014	<i>The Frogville</i>
2015	<i>The Arti: the Adventure Begins</i>
2017	<i>Barkley the Cat, A Dog's Life, and Thunderbolt Fantasy: the Sword of Life and Death</i>
2018	<i>On Happiness Road</i> and <i>AKA's Adventure: The Secret of Light*</i>
2019	<i>Taichi Cats: Rising of the 1st Squad, Deus Ex Baryon, and Thunderbolt Fantasy: Seiyu-Genka</i>
2021	<i>City of Lost Lights</i>
2022	<i>Legend of Sun Walker, Hero of Heroes, and Monster Fruit Academy: Granny Fruity's Big Secret</i>

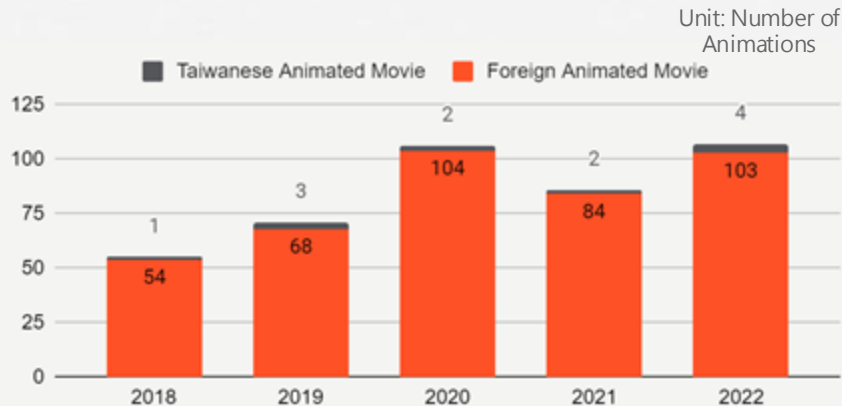
Note: In this survey, feature-length animations are defined as single episodes of stop-motion animation or animated films screened at preview events, each with a runtime of over 60 minutes. Starting in 2020, the definition was updated to include feature-length animations that had their first brand-new release in physical theaters that year. Therefore, the number of works counted in this survey does not include digitally restored versions or other non-brand-new releases. Additionally, except for *AKA's Adventure: The Secret of Light*, which premiered on television in 2018, all other works were released in physical theaters.
Source: Organized by this survey.



Trends in Feature-Length Animation Releases in Taiwan Over the Years

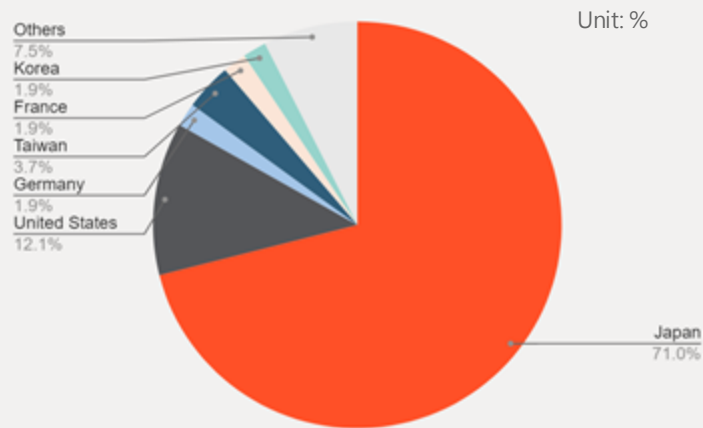
- In 2022, a total of 107 feature-length animations were released in Taiwan, marking a five-year high. Among these, Japanese feature-length animations were the most numerous, with 76 releases accounting for 71.03% of the total.

Changes in the Number of Feature-Length Animation Releases in Taiwan from 2018 to 2022



Note: The statistics in this chart include not only brand-new first-time releases of Taiwanese original animated feature films but also re-released works, such as the 4K restored version of *Grandma and Her Ghosts*.
Source: Data from 2018 was acquired from the Taiwan Film and Audiovisual Institute; data after 2019 was summarized by this survey from box office data provided by the motion picture screening industry to the BAMID of the Ministry of Culture in accordance with the Motion Picture Act.

Proportion of Feature-Length Animation Releases in Taiwan by Country of Origin in 2022

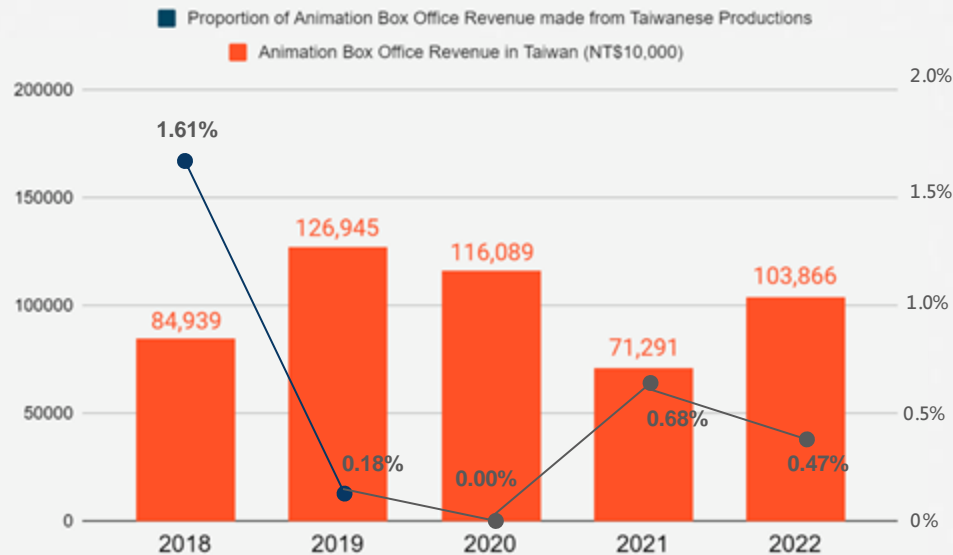


Note: N=107.
Source: Data from 2018 was acquired from the Taiwan Film and Audiovisual Institute; data after 2019 was summarized by this survey from box office data provided by the motion picture screening industry to the BAMID of the Ministry of Culture in accordance with the Motion Picture Act.

Trends in Animated Movie Box Office in Taiwan Over the Years

- In 2022, the total box office revenue for feature-length animations in Taiwan was approximately NT\$1.039 billion, marking a growth of 45.69% compared to the previous year. The success of several Japanese animated films was the driving force behind this significant increase.
- In 2022, the box office revenue for original Taiwanese animated movies was approximately NT\$4.7 million, accounting for 0.47%.
- The box office revenue for foreign feature-length animations, primarily Japanese animation, in 2022 totaled approximately NT\$766 million, representing 73.77%.

Changes in Box Office Revenue of Animated Movies in Taiwan from 2018 to 2022



Proportion of Box Office Revenue by Country of Origin for Animated Movies in 2022

73.63%	25.22%	0.46%
Japan	United States	Taiwan

Source: Data from 2018 was acquired from the Taiwan Film and Audiovisual Institute; data after 2019 was summarized by this survey from box office data provided by the motion picture screening industry to the BAMID of the Ministry of Culture in accordance with the Motion Picture Act.



Availability of Animated Content on OTT Platforms

- As of June 1, 2023, the number of animated titles available on OTT platforms was 11,032, marking a 20.99% increase from the same period last year, when there were 9,118 titles.
- As of June 1, 2023, a total of 42 Taiwanese original animated titles have been uploaded to OTT platforms, with **31 unique titles**.

Source: Organized by this survey.

Notes:

- We conducted the initial inventory for this survey in the middle of each respective year. However, we changed the inventory to occur at the end of May or the beginning of June each year due to the unavailability of historical data and the difficulty in discerning individual platform-specific upload and removal patterns. This allowed for as much observation of changes over time as possible.
- The inventory of animated content on OTT platforms includes platforms such as CATCHPLAY+, FriDay Video, Hami Video, KKTV, LINE TV, Netflix, Disney+, LiTV, PTV+, MyVideo, Bahamut Anime, and iQIYI International.

Animation Released on OTT Platforms

11,032 Titles
as of June 1, 2023

↑
20.99%

Top Three Platforms with the Highest Number of Taiwanese Original Animations

15 Titles

公視+

7 Titles

friday 影音

5 Titles

LINETV