

BRINGING BOYS' LOVE INTO THE WEST



Bringing Boy's Love into the West

*A Yaoi Research Project
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Thank you for visiting this survey. I hope to learn about the marketing strategies boys' love publishers carry out to successfully bring boys' love into Western, primarily English-reading markets, and about the directions in which publishers believe this genre will be going in the future.

YOU MAY ALWAYS CHOOSE TO KEEP THE DETAILS OF SPECIFIC EXAMPLES ANONYMOUS.

If you request anonymity for a response, I will remove all dates, names, manga/book titles, etc. from your example should I refer to it in a paper or presentation.

BACKGROUND INFORMATION

1 Company Name:

2 Your Name (Optional):

3 Your Job Title/Position:

4 Which of the following does your company currently publish? (You may choose more than one):

Licensed & translated Japanese BL manga

- Licensed & translated Korean BL manwha
- Licensed & translated Japanese BL novels
- Original English-language BL manga
- Original English-language BL stories or novels
- Other/Comments:



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- 5** Approximately how many boys' love titles has your company published to date?

- 6** When was your company's first boys' love work published?

- This year (2008)
- Last year (2007)
- 2006
- 2005
- 2004
- 2003
- 2002
- Earlier:

- 7** *The expectation of profit is central to most publishing decisions, of course, but other reasons may affect which markets a publisher decides to enter or avoid.*

What is the primary reason your company decided to begin publishing works within the boys' love genre?

- Personal interest in the boys' love genre at a management/decision-making level
- Encouragement/pressure from fans outside the company
- Saw that boys' love was profitable in Japan and hoped it would be in the U.S., too
- Saw that boys' love was profitable in the United States and decided to enter market
- Other/Comments:

A blue arrow-shaped button pointing to the right with the word "SUBMIT" in white capital letters.

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HANDLING CONTROVERSY

- 8 *Some works of boys' love contain themes or situations that pass unnoticed in Japan but could raise controversies in the United States.*

Which of the following potentially controversial themes or situations HAS your company published in manga? (Please do not include novels/stories)

- Underage drinking or drug use
- Explicitly drawn or described sexual acts between men (rather than blanked-out, flower-covered embraces)
- Sadistic sex (S&M or B&D)
- Nonconsensual sex
- Sex between male relatives who are not brothers, parents or sons
- Sex between stepbrothers
- Sex between half-brothers
- Sex between full brothers
- Sex between father and son
- Sex with or between teenaged partners from 13-17
- Sex with or between partners 12 or under
- Sex with an animal or quasi-animal partner (e.g., shapeshifters, kitsune, etc.)
- Sex with an inhuman entity (demon, angel, ghost, goblin, kappa, etc.)
- Other/Comments:

- 9 **Which of the following potentially controversial themes or situations would your company NEVER publish in manga?**

- Underage drinking or drug use
- Explicitly drawn or described sexual acts between men (rather than blanked-out, flower-covered embraces)

- Sadistic sex (S&M or B&D)
- Nonconsensual sex
- Sex between male relatives who are not brothers, parents or sons
- Sex between stepbrothers
- Sex between half-brothers
- Sex between full brothers
- Sex between father and son
- Sex with or between teenaged partners from 13-17
- Sex with or between partners 12 or under
- Sex with an animal or quasi-animal partner (e.g., shapeshifters, kitsune, etc.)
- Sex with an inhuman entity (demon, angel, ghost, goblin, kappa, etc.)
- We would publish all of these
- We would not publish any of these
- Other/Comments:

10 What is the primary reason your company would NOT publish manga containing the themes you chose in the previous question?

- N/A: We'd publish any of the above
- Distributors would likely object
- Readers (boys' love fans) would likely object
- Non-fan individuals or organizations would likely object
- Depiction is illegal in the country in which my company is located
- Depiction is illegal in countries where my company sells its material
- Other/Comments:



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11 Anonymize this response?

-

Would you provide an example of a work your company considered but decided not to publish due to controversial or offensive content?

What were the pros and cons your company considered before deciding to pass on the work?

12 If your company publishes boy's love *short stories or novels*, which, if any, potentially controversial or offensive situations has it included in those stories or novels?

- We do not publish short stories or novels
- Underage drinking or drug use
- Explicitly drawn or described sexual acts between men (rather than blanked-out, flower-covered embraces)
- Sadistic sex (S&M or B&D)
- Nonconsensual sex
- Sex between male relatives who are not brothers, parents or sons
- Sex between stepbrothers
- Sex between half-brothers
- Sex between full brothers
- Sex between father and son
- Sex with or between teenaged partners from 13-17
- Sex with or between partners 12 or under
- Sex with an animal or quasi-animal partner (e.g., shapeshifters, kitsune, etc.)
- Sex with an inhuman entity (demon, angel, ghost, goblin, kappa, etc.)
- We've never published a work containing any of these
- Other/Comments:

13 Anonymize this response?

YES NO

What differences in "acceptable" content would you expect to see between boys' love stories and novels and boys' love manga, and why?



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14 *Anonymize this response?*

YES NO

If your company has received complaints about controversial or offensive content in one or more of its publications, how did it respond to those complaints, if it did at all?

What changes in policy or procedure, if any, resulted?

15 *Fans occasionally request the publication of works that contain potentially problematic material. Sometimes, minor changes can circumvent or remove those problems.*

Which, if any, of the following changes or adaptations has your company made in order to publish a work that might otherwise cause problems?

- Added disclaimer declaring that all characters engaged in sex are 18 or older
- Changed the original cover, either eliminating it entirely or reproducing it inside and using a less controversial or explicit image for the cover
- Eliminated an illustration
- Eliminated a panel or series of panels
- Eliminated a story or chapter, possibly replacing it with another
- Altered the accepted translation of certain words or situations
- We have never adapted material or added disclaimers
- Other/Comments:

16 *Anonymize this response?*

YES NO

Would you provide an example of your company carrying out such a marketing-oriented change to content? Why was that change in particular chosen?



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ORIGINAL ENGLISH-LANGUAGE BOYS' LOVE

17 Does your company publish any original English-language (OEL) manga, stories, or novels?

YES NO



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18 Why did you decide to publish OEL manga or stories?

19 What kinds of issues or challenges do you think are different for OEL publishers and the publishers of translated boys' love?

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- 20** Have you noticed any significant differences in character type, plot, relational development, type of sexual encounters, etc. between OEL boys' love and Asian boys' love?



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MARKETING CHALLENGES

- 21** *Anonymize this answer?*

What are the particular challenges of marketing boys' love to Western readers?

If you would, please describe a challenge your company successfully resolved.

-
- 22** *Anonymize this response?*

What, if any, advertising or marketing strategies does your company carry out to target a specifically female demographic?

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- 23** *Anonymize this response?*

What, if any, advertising or marketing strategies does your company carry out to target a specifically male and/or gay demographic?

24 Anonymize this answer?

Has your company needed to take any special steps to educate distributors or bookstores about boys' love?

If so, what?



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25 Given the growth of boys' love, has your company published or considered publishing any works of yuri, or "girl's love"?

- We publish it
- We are considering publishing it
- We have no interest in publishing it
- We haven't discussed publishing it
- Other/Comments:

THE FUTURE OF BOYS' LOVE

26 Although boys' love has been a rapidly expanding niche in publishing, a few signs indicate that it may be slowing down.

In your opinion, what's the future of the boys' love genre in the United States over the next decade?



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Last one! Do you have any final comments about the decisions made or strategies used that are unique to publishing boys' love?



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