



: Doraemon, where should we start with?

: Well, let's go back to 1969, when we started out as characters in the comic strips.



: At that time we were in six children's monthly magazines, aren't we?

: Yes, and each magazine is targeted to students of the six different elementary school grades and that's why your iconic face look different in each of the magazines. The universality of your typical life attracts many young readers.



: I didn't remember that. But I remember I stayed the same as a typical Japanese forth-grade kid throughout the forty-five series of comic books published during 1979-1996.

: That is because we gain popularity and our cartoonist decided to focus on fourth-grade kids. In addition to those series, five extra volumes of manga with whole new episodes were published under the title *Doraemon+*.



: Could you explain the word "manga"?

: According to *Dictionary.com*, it s "a Japanese graphic novel, typically intended for adults, characterized by highly stylized art," which implies that we are special! Ours is "gag" manga that is intended for children and the demand for this type of manga is high.



: So when did we start appearing on TV?

: 1979, when TV Asahi produced an anime series of *Doraemon*. Even more people know about our stories since our appearance on TV. Our popularity has been going up since then.



: The next year we started showing the world our adventures in films, right?

: Yes we started our annual animated films, which are based on the feature-length manga, since 1980. Although our dearest cartoonist Fujiko F. Fujio died in 1996, people still remember us and our popularity in Asian countries never cease. The anime are still being broadcasted in Japan and the annuamovie "Nobita's Great Adventure into the Underworld 2007" is coming up in March 2007.



: For sure we are charming ☺! We are popular all over the world – I remember speaking foreign languages on TV... by the way, have we ever been to the United States?

: We spoke at least foreign languages (excluding Asian languages) when we were in Europe (e.g. France, Italy, Russia, Portugal, Spain, etc.), Middle East, and South America (e.g. Chile, Argentina, Ecuador, Brazil, Mexico, etc.). But we have never appeared in the United States.



: How come? Even *Pokémon* is popular in the United States and I think we are way better than those monsters!

: There are several reasons. First of all, *Pokemon* is owned by Nintendo and therefore unlike us, it started out as Game Boy video games. Although *Pokemon* is as iconic as we do and it is intended for children, our storylines are very different from each other. We have simpler storylines that focuses on you, who is a typical Japanese grade school student, while *Pokemon* is more about (insect) collecting and thus provides a better market outlook for the toys industry. After all, our popularity is dependent on market demand as well as how we could sell ourselves.

ドラえもん

Doraemon Expansion!



You can see me everywhere in Japan and I am also very popular in
m o s t A s i a n c o u n t r i e s

launched as a magazine of me

CoroCoro Comic
1979 - Present

Manga (Series) 1974-1996

The stories have been selectively collected into 45 manga; 5 extra series were published

Comic strips
1969



I started out as a comic-strips character in 6 children's monthly magazines and (each targeted to students of the 6 elementary school grades

TV animation 1979 - Present

TV Asahi produced an anime series of me and my friends

Video games

First of a series of annual feature length animated films was released

Annual movies 1980-Present

Other products

SPIN-OFF:

The Doraemons (1995 -2002)

My friends from Robot School



SPIN-OFF:

Dorabase

These guys play baseball. Usually I am too busy to join them and so the manga does not focus on me at all.



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