

Kodansha Comics Launches the *Attack on Titan* Manga App

Monster-hit manga's exclusive Madefire-powered iOS App features often-updated chapters, graphic novels, and Motion Books in English, along with interviews and videos leading up to anime's Season 2

San Francisco, Calif. (December 14, 2016)—Kodansha Comics has released a manga and newsfeed app dedicated to its monster-hit property, *Attack on Titan*. The app comes with a number of unique features:

- **full catalog** of all chapters and volumes of the manga, including every spinoff series
- **latest manga chapters** available as they come out from Japan
- **free Motion Books** viewable only on the app
- **news feeds**, including exclusive interviews and video about the *Attack on Titan* property, with breaking announcements leading up to the Season 2 of the anime
- **bundle packs** for new fans to get caught up quick

Until December 20 users who download the app and sign up for a free app account will receive 3 complimentary full-length graphic novels:

- *Attack on Titan* volume 1
- *Attack on Titan: Before the Fall* volume 1
- *Attack on Titan: Junior High* Volume 1

[Here is the link](#) to download the app.

The *Attack on Titan* Manga app, produced by [Kodansha Comics](#)'s digital-content arm Kodansha Advanced Media, in partnership with the innovative mobile-comics platform [Madefire](#), using their [Motion Book Publisher](#) service, presents a new way to read the biggest manga hit of the decade:

"This app celebrates *Attack on Titan* as a global phenomenon," said Alvin Lu, General Manager of Kodansha Advanced Media. "Hajime Isayama's original vision is now a world unto itself, and the *Attack on Titan* manga app takes you right into the heart of it—you get caught up with the latest developments at once. And the news and feature feeds provide behind-the-scenes access to the creation of the manga and anime like no place else."

"As *Attack on Titan* makes its long awaited comeback in 2017," said Ben Wolstenholme, CEO and Co-Founder of Madefire, "we're extremely proud to partner with Kodansha Comics—one of the top manga publishers in the world—and bring their hit franchise to the Motion Book Publisher platform. It's exciting to be a part of their digital-first strategy with the multimedia iOS app and cutting edge Motion Books, and bring this seminal work to a new generation."

The dark, apocalyptic story of *Attack on Titan* unexpectedly became the best-



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selling new manga to come out of Japan in a decade. Published by Kodansha in Japan beginning in 2009, the manga series has since grown into a global phenomenon, inspiring a wildly popular anime series, notorious live-action film, videogames, and other pop-culture forces.

The ongoing manga series currently runs over 85 chapters, collected in 20 volumes to date in English and authoritatively published by Kodansha Comics. The heavily anticipated Season 2 of the anime debuts in April 2017.

ABOUT KODANSHA

Founded in 1909, Kodansha Ltd. is Japan's leading publishing house, based in Tokyo, Japan. Under the leadership of Yoshinobu Noma, company president since 2011, Kodansha continues to play a dominant role in the media world, producing books and magazines in a wide variety of genres including literature, fiction, nonfiction, children's, business, lifestyle, art, manga, fashion, and journalism. Recently, the company has focused on creating and developing a wide range of digital businesses. Company profile can be viewed [here](#).

Kodansha Comics is the manga-publishing imprint of Kodansha USA Publishing (KUP), established in New York in 2008. Kodansha Comics's first works were Katsuhiro Otomo's *Akira* and Shirow Masamune's *The Ghost in the Shell*. **Kodansha Advanced Media** is a digital-content distributor and producer established in San Francisco in 2015. More at <http://www.kodanshacomics.com>

ABOUT MADEFIRE

Founded in 2011 by Ben Wolstenholme, Liam Sharp and Eugene Walden, Madefire is a Media and Technology company, and creator of the award-winning Madefire App. Madefire provides Creators and Publishers the cutting-edge publishing platform, 'Motion Book Publisher', which enables a digital-first approach to publishing cross-platform in multiple formats. www.madefire.com.

ABOUT MOTION BOOK PUBLISHER

Motion Book Publisher is a browser-based publishing platform created by Madefire Inc. Motion Book Publisher is designed for all types of visual books; including comics, graphic novels, childrens' books, manga and illustrated books. Motion Book Publisher enables Publishers and Creators to master their digital library once and distribute across multiple platforms and file formats. Built from the same platform as Madefire's award-winning app, Motion Book Publisher takes a digital-first approach that enables a benchmark end-user experience from phone through to tablet, television and headset - resulting in a future-proofed digital library. Madefire's partners and clients include: Apple, Archie, Blizzard Entertainment, Boom! DC Comics, deviantART, Framestore, Hasbro, IDW, Kodansha, Microsoft, Stan Lee/POW Entertainment, TNT, Twentieth Century Fox and Valiant



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