



# MANGA-COMIC-CON

The convention at the Leipzig Book Fair | 21-24/03/24



# LEIPZIGER MESSE

## 10 YEARS MANGA-COMIC-CON!

Welcome to Manga-Comic-Con 2024 - the epic event celebrating its 10th anniversary! From March 21st to 24th, 2024, the Leipzig Trade Fair once again transforms into the mecca for manga and comic fans. This unique event brings together the vibrant world of Japanese manga culture with the fascinating diversity of comic worlds. Immerse yourself in an unforgettable experience that allows you to reach a special audience through its direct connection to **Leipzig Book Fair**: the comic fan community and the interested book fair visitors. Be a part of this spectacular anniversary and let yourself be enchanted by the magic of **Manga-Comic-Con** in Leipzig!



## FACTS AND FIGURES 2023

**VISITORS** Leipzig Book Fair, the reading festival „Leipzig liest“ and **Manga-Comic-Con** attracted a combined total of **274,000 visitors**. For 35 %, the MCC was the main reason for their visit to Leipzig. Around 35 % of the MCC attendees were cosplayers. Over 77 % had decided to attend MCC more than two months in advance of the event. 42 % were frequent and regular attendees, 38 % were first-time visitors.

**EXHIBITORS** In 1.5 halls with almost 30,000 m<sup>2</sup>, **397 exhibitors from 22 countries** participated in **Manga-Comic-Con 2023**.

**EVENTS** Around **200 events**, e.g. workshops, book signing sessions, presentations, how to draw sessions, interviews with German and international illustrators, cosplay competitions and screenings.

### MCC attendees' main aims



### Visitors' backgrounds

Saxony	38 %
Saxony-Anhalt	12 %
Thuringia	8 %
Berlin	8 %
Bavaria	8 %
Lower Saxony	6 %
Brandenburg	6 %

approx. 36 % of the attendees travelled over 100 km to reach Leipzig and around 23 % over 300 km.

### Age distribution

- 23 % were 20 years old or younger
- 51 % 21 - 30 years old
- 21 % 31 - 50 years old
- 5 % 51 years old and above
- 51 % female attendees
- 43 % male attendees
- 6 % diverse attendees

### On average

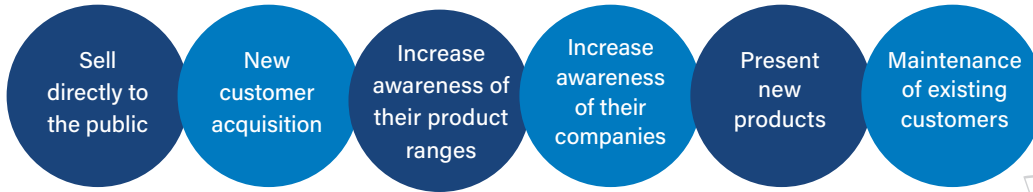
#### MCC visitors spent

€135 at MCC:

- 39 % to € 50
- 23 % up to € 100
- 20 % up to € 250
- 12 % over € 250

# A WARM WELCOME TO THE MANGA-COMIC-CON

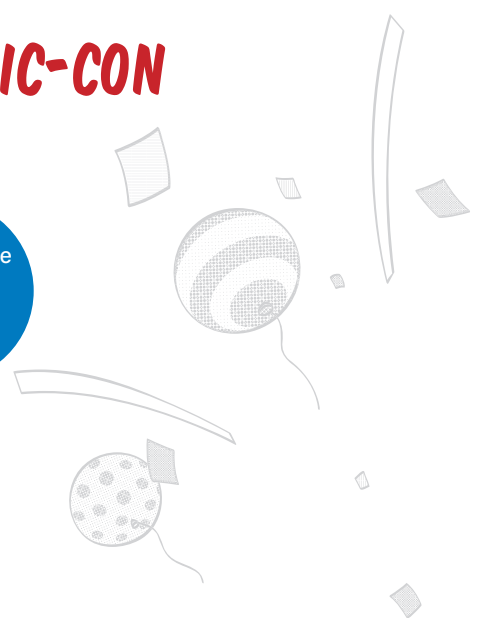
## MCC exhibitors' main goals 2023



## MCC exhibitor satisfaction 2023

77 % will also take part in the upcoming trade fair as an exhibitor

81 % are happy to recommend the fair



## JUST THE RIGHT TARGET GROUP

»This is our first time at the Leipzig Manga-Comic-Con and we are here to promote the film 'Spider-Man: Across the Spider-Verse'. We're completely overwhelmed and very happy to be taking part. We reached just the right target group here and are amazed by the creative and colourful costumes of all the manga and comic fans who bring their passion to life in such a fabulous way. It's fascinating to see the harmonious coexistence of cosplayers and other visitors to the fair. We definitely intend to come again!«

Sonja Ziemer, Marketing Director and Jens Petri, Head of Brand Partnerships at Sony Pictures Entertainment

## MORE SPACE FOR MANGA AND COMICS

»It feels like we're picking up just where we left off in 2019, but there's even more space thanks to the new exhibition hall concept. The fact that MCC is now also in Hall 3 reflects the importance of manga and comics and shows that the organisers are able to respond to new trends. And we're thrilled to feel the same vibe in the comic convention scene as before the pandemic despite the long break.«

Danny Achilles, Head of Marketing at Tokyopop



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