

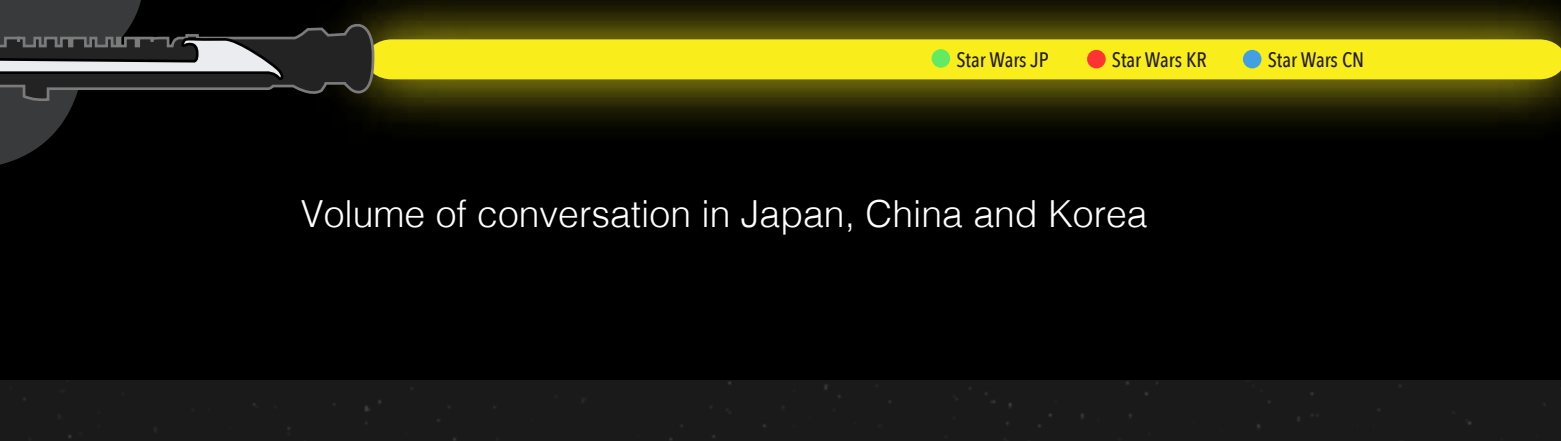


## A LOOK AT STAR WARS IN ASIA

Even the world's most successful film isn't a simple shoo-in in Asia. Each country is interpreting and engaging with what is slated to be the highest grossing film in history differently, with varying cultural reverberations.

We used Lamplight to understand what fans in three Asian markets were saying about Star Wars, and which country was the most excited for The Force Awakens. We ran the search for a week, in anticipation for the film's December 17th launch, just as conversations were reaching fever pitch. The results echoed a key truth we know all too well at Lamplight: cultural nuance is key for success in Asia.

Japan has the largest and most engaged fan base in the region, Korea the most creative, and China, a Star Wars newbie.

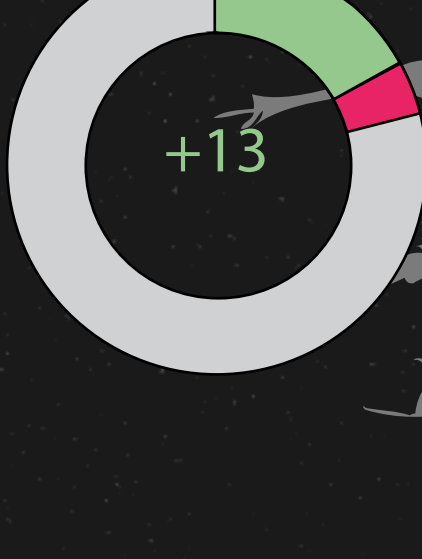


Volume of conversation in Japan, China and Korea

## THE FORCE VS. THE DARK SIDE IN ASIA: OVERALL STAR WARS SENTIMENT

The Lamplight sentiment score reflects the general sentiment for a topic, using advanced machine learning to distinguish sentiment across millions of conversations at the same time. The aggregated score (+13) reflects positive sentiments of people in the Chinese, Japanese and Korean speaking markets towards the new Star Wars movie. Positive mentions mainly include discussions of the trailers, particularly the two special ones created for Japan and Korea, and also brands that partnered with Star Wars joining in the conversations. The considerably smaller negative conversations concerned skepticism of the studio's intentions, and fans lamenting the difficulty of getting tickets and missing exclusive merchandise.

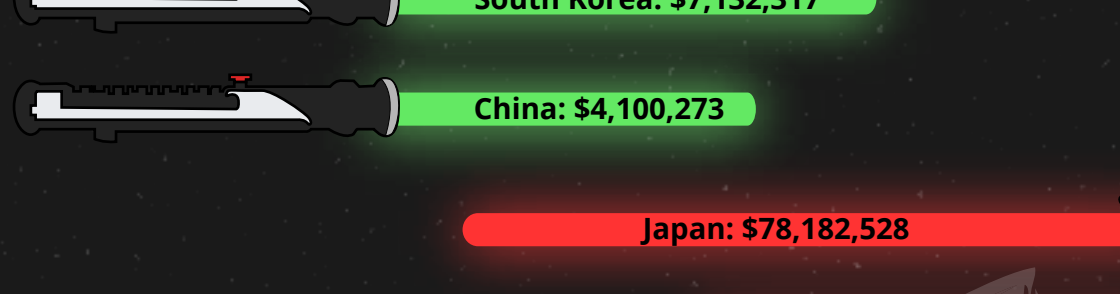
- Positive
- Negative
- Neutral



## BOX OFFICE REVENUE

Discussing sold out tickets and missing out on limited edition branded items.

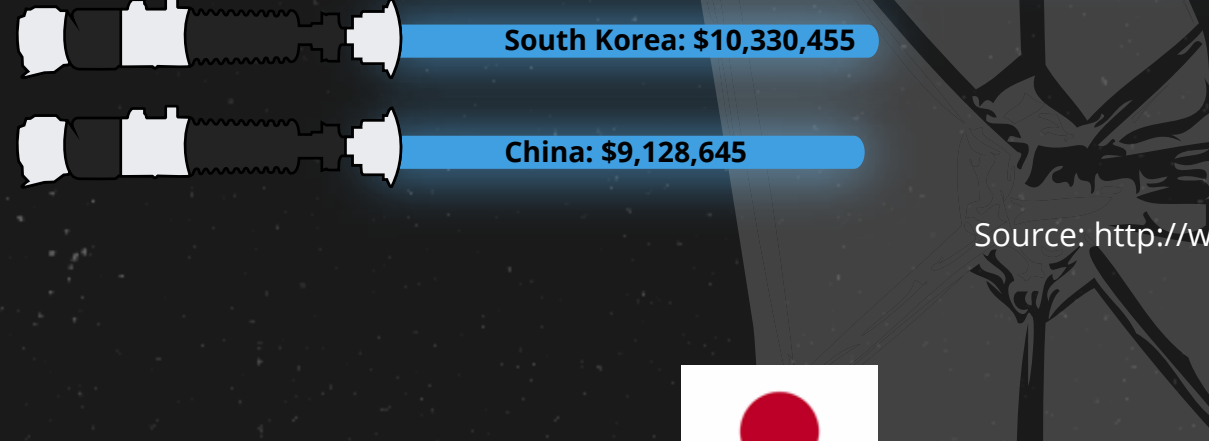
### Episode I



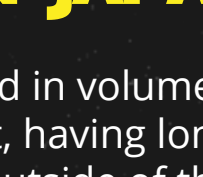
### Episode II



### Episode III



Source: <http://www.boxofficemojo.com/>



## WHAT'S TRENDING FOR STAR WARS IN JAPAN?

Japanese Star Wars fans by far lead in volume of conversations, in part because Japan is a legacy Star Wars market, having long been fans of the films. Japan was the highest grossing market outside of the United States for Episode III, and seems poised to repeat past successes. Star Wars is also culturally embedded there. So much so that Japan received its very own Star Wars trailer, which revealed new plot points and became an instant viral hit.

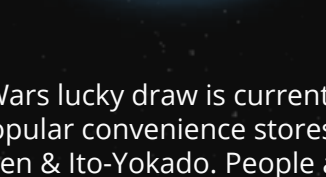
A closer look revealed that a few key factors helped escalate the buzz even more. The artist Taro Yamamoto, famous for his parodies of traditional Japanese art, created custom Star Wars screens which were displayed at Kiyomizu-dera Temple in Kyoto, much to the delight of the Japanese internet.

Japanese convenience stores have also been running Star Wars lucky draws, which give fans the opportunity to win everything from figurines to R2-D2 clay pots.

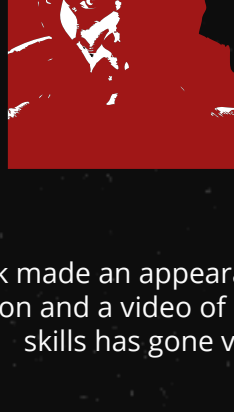
Ray Park also showed up to Tokyo Comic Con during to give fans a Lightsaber demo, lighting up twitter with comments and retweets. Finally, Japanese fans are excited about a limited edition mini poster that a few lucky IMAX viewers will receive once the film launches.



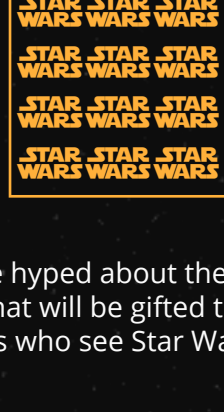
Kyoto temple Kiyomizu-dera is generating buzz by showing Star Wars artwork in a Japanese style, Star Wars characters.



A Star Wars lucky draw is currently available in popular convenience stores chains, 7-Eleven & Ito-Yokado. People are loving the R2-D2 clay rice pot!



Ray Park made an appearance at Tokyo Comic Con and a video of his Lightsaber skills has gone viral.



People are hyped about the limited mini poster that will be gifted to audience members who see Star Wars in IMAX.



## THE FORCE AWAKENS IN CHINA

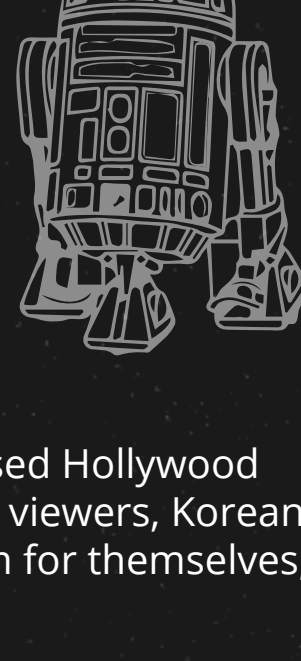
In 2017, China will surpass the US as the world's biggest film industry but the number of foreign films that can be shown in the country each year is restricted. That makes the competition particularly stiff for imports, even ones as astronomical as Star Wars. It doesn't help that the market is new to the franchise, unlike Japan and Korea. That means Chinese audiences needed a rapid introduction before the film's launch, and that's what a handful of viewers got. The 2015 Shanghai International Film Festival marked the first time that the original Trilogy shown in China, and Disney partnered with Tencent to allow users to stream and watch all 6 Star Wars films online.

A few other events caused the Star Wars buzz to stir over the course of our search. This year, pop star Lu Han was appointed The Force Awakens' official Chinese ambassador. His song, "Original Force" is the official song for the Chinese Star Wars campaigns, causing periodic spikes in conversation online. On blogs and forums in particular, fans were deeply engaged on the past and future of the franchise in China, jostling back and forth about whether or not the films would truly break through the way they have elsewhere in the region, and the word.

Finally, Chinese social media users were excited about imported Star Wars toys and merchandise -- especially figurines from Japan -- which caused humble but notable buzz online. It seems the Star Wars chatter is speculative in China, but the opportunity remains.



## STAR WARS, KOREAN-STYLE



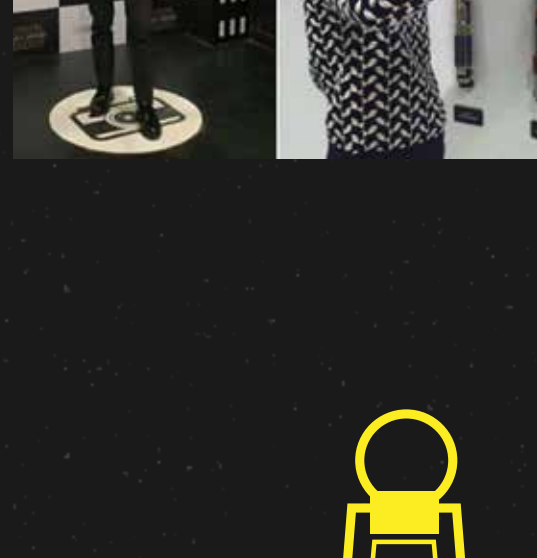
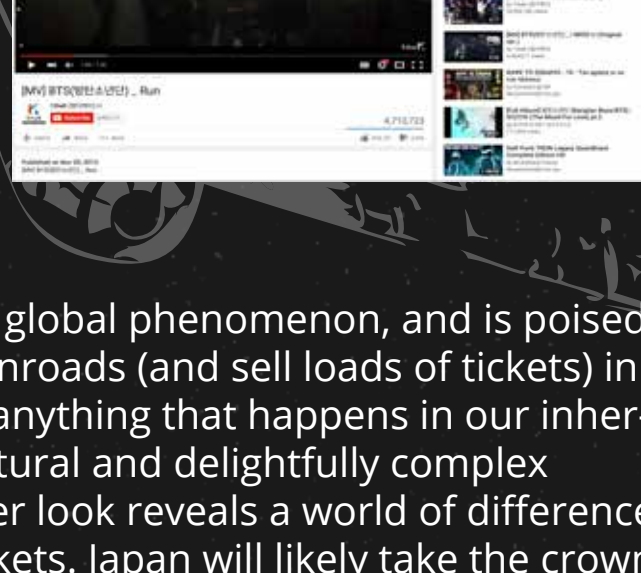
Korea has a very developed film industry and culture, and has used Hollywood talent for top films including Oldboy and Snowpiercer. Seasoned viewers, Korean audiences have taken to localizing imports and interpreting them for themselves, and that includes the Star Wars franchise.

A key trend is the appearance of social media influencers on threads and social networks, creating a form of buzz far different from the other markets. Cosplay has been particularly popular, showing no signs of slowing down as the film's launch approaches. In a popular Instagram post, user @ozzyzzz boldly states, "The one who brings in balance to the force is from Korea. It's me!" in full Star Wars attire. The post went viral, riding the wave of Korea's distinct fascination with online influencers.



Korea also had an unexpected curveball that had an impact on our results. Yes, Star Wars is a massive Hollywood film franchise, yes, but it's also a website that ranks K-Pop's biggest stars. To add to the confusion, K-Pop boy band EXO recently launched a song, "Lightsaber" in partnership with the film, to the excitement of Korean audiences. K-Pop Star Wars vs. K-Pop Star Wars: only in Korea.

While they can't ride in Star Wars trains or fly in Star Wars planes like their Japanese peers, Korean Star Wars fans have plenty of outlets for making The Force Awakens something truly their own.



Star Wars is a global phenomenon, and is poised to make real inroads (and sell loads of tickets) in Asia. But like anything that happens in our inherently multicultural and delightfully complex region, a closer look reveals a world of difference between markets. Japan will likely take the crown for box office success, but we wouldn't write China off as a potential market for newfound Star Wars fanaticism. As far as Korea goes, the force will come from within, accompanied by a pulsing K-Pop beat.



## ABOUT LAMPLIGHT

Lamplight is Asia's premier social media intelligence tool, illuminating the world of online conversations for brighter insights. Sign up for Lamplight today, or get in touch to find out how Lamplight can help fuel your business, big or small.

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