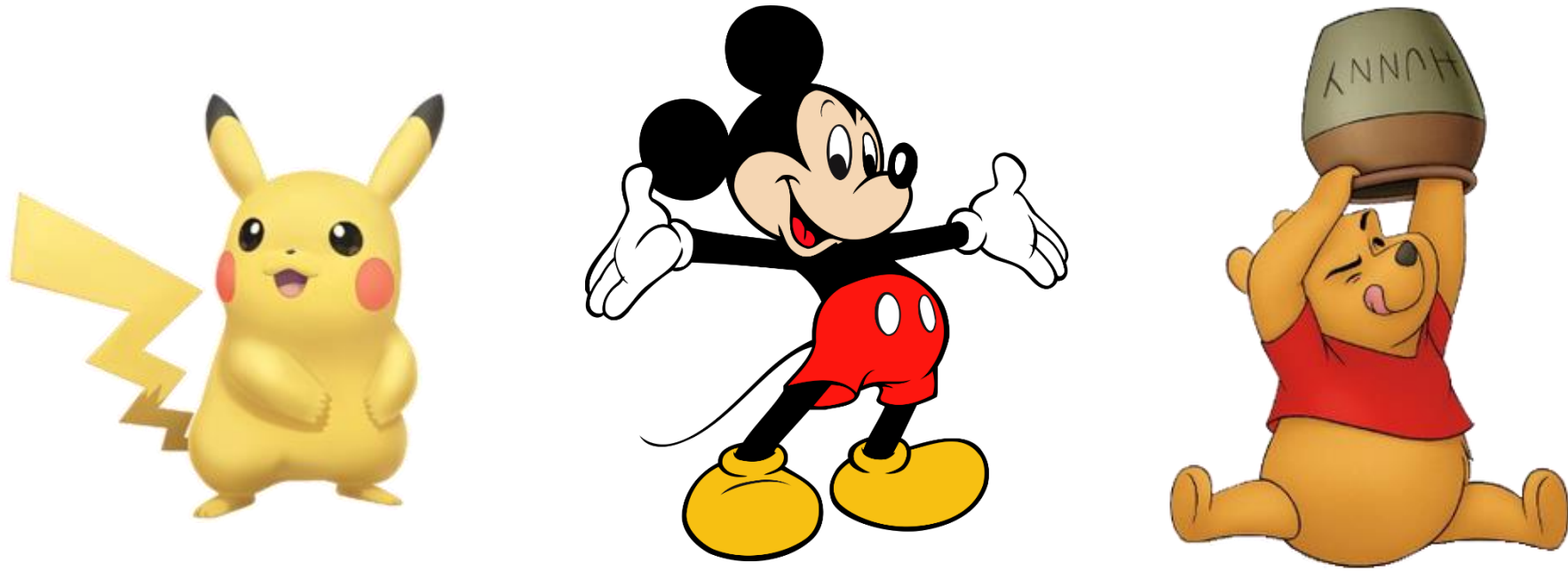




## Intellectual Property Character Design



intellectual property ialah suatu bentuk karya cipta seperti literatur, seni, dan desain yang digunakan untuk keperluan **komersial**

Berapakah **nilai** dari sebuah karakter (karakter set), ketika sudah menjadi intellectual property (IP) ?



**77 Milyar \$**

**Rp. 1,184,414,000,000,000  
(1.184 Trilyun)**



**77 Milyar \$**

Merchandise – \$69.2 billion

Pokémon mobile games – \$6.13 billion

Box office – \$1.85 billion

Etc – \$3 million



**73 Milyar \$**  
**1.120 Trilyun**



**73 Milyar \$**

Retail sales – \$73.45 billion

DVD & Blu-ray – \$59 million

Box office – \$214 million



## **66 Milyar \$**

Retail sales – \$65.966 billion

Box office – \$457.4 million

VHS & DVD – \$280 millio



## 51 Milyar \$

Merchandise sales – \$29.057 billion

Box office – \$10.341 billion

Home video – \$6.366 billion

Video games – \$4.01 billion

Book sales – \$1.82 billion

TV revenue – \$280 millio



**46 Milyar \$**

Retail sales – \$46.331 billion  
Home entertainment – \$14.7  
million



**44 Milyar \$**

Retail sales – \$44.76 billion



## 40 Milyar \$

Box office – \$28.279 billion

Merchandise sales – \$7.228 billion

Home entertainment – \$5.254 billion



## 33 Milyar \$

Box office – \$9.691 billion

Book Sales – \$7.7 billion

Merchandise sales – \$7.11 billion

Home entertainment – \$4.028 billion

Video games – \$3.35 billion

TV revenue – \$1 billion

Studio Tour – \$435.7 million

Stage play – \$298 million



## Sumber Income

- Film
- Penjualan Merchandise
- Video games
- TV revenue
- Studio Tour
- Stage play





**Kenapa sulit menyaingi IP luar?**

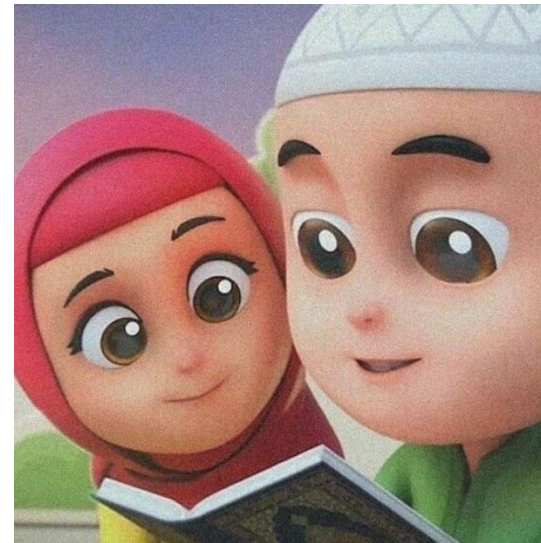
## IP Local yang progressnya baik



## IP Local yang progressnya baik



## IP Local yang progressnya baik





Animation, Manga,  
Game Characters



Online Messenger  
Characters



Artist brand  
Characters

**Buatlah sebuah karakter berbasis IP**