
Competitive Analysis Report

Executive Summary

Domain: **ghibli.jp**

Target Market: **Japan**

Analysis Date: **February 10, 2026**

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1. Executive Summary

Company Profile

| Attribute | Detail |
|-------------------|---|
| Company Name | Studio Ghibli Inc. |
| Domain | ghibli.jp |
| Industry | Entertainment -- Animation Film Production |
| Domain Registered | April 18, 2005 (20 years, 10 months) |
| Registrar | Japan Registry Services |
| Domain Owner | WHOIS protected |
| Founded | 1985 (founded by Hayao Miyazaki and Isao Takahata) |
| Core Business | Animation film production, Ghibli Park (Aichi Prefecture), Ghibli Museum (Mitaka), merchandise sales, content licensing |
| Parent Company | Nippon Television Holdings (subsidiary since 2023) |
| Notable Works | Spirited Away, My Neighbor Totoro, Princess Mononoke, Howl's Moving Castle, The Boy and the Heron |

Key Findings

Studio Ghibli (ghibli.jp) commands an overwhelming digital presence in Japan's animation industry. Analysis via the Kafkai Intelligence Platform has revealed the following key insights:

- Dominant Brand Recognition:** The monthly search volume for "Ghibli" (ジブリ) reaches 301,000, far exceeding competitors MAPPA (27,100) and Toei Animation (27,100). "Ghibli Park" (ジブリパーク) at 823,000/month represents one of the industry's largest search demands.
- Dominant Position in Digital Market:** ghibli.jp records an estimated organic traffic (ETV) of 1,553,777 -- approximately 44x that of MAPPA (35,359) and roughly 19,200x that of toei-animation.com (81). The domain ranks for 14,296 keywords, with 468 achieving position #1 on Google search results.
- Robust Backlink Profile:** The domain holds 126,861 backlinks from 13,670 referring domains. Notably, high-authority sites including Wikipedia (multiple language editions), GitHub, and Letterboxd provide significant link equity.

4. **Market Segmentation Among Competitors:** Keyword overlap between ghibli.jp and the three analyzed competitors (CoMix Wave Films, Toei Animation, MAPPA) is virtually zero. Each studio generates search demand based on its proprietary IP (intellectual property), resulting in a unique market structure where direct keyword competition does not occur.
5. **Untapped Opportunities:** Cross-genre keywords such as "recommended anime movies" (アニメ映画 おすすめ, 9,900/month) and "anime movies that make you cry" (泣けるアニメ映画, 5,400/month) show no studio achieving top rankings, presenting blue ocean opportunities.

Important Notes on Data

The competitive data in this analysis has the following limitations:

- **comixwavefilms.jp (CoMix Wave Films):** Virtually no indexed domain data exists in the Kafkai Intelligence Platform. All key metrics including domain rank, backlinks, and ranked keywords returned null. Qualitative information from website analysis was used as a supplement.
- **toei-animation.com (Toei Animation):** As this is the English-language international site, data for the Japanese market (Japanese-language search) is extremely limited (only 5 ranked keywords). Toei Animation's primary Japanese-language site is toei-anim.co.jp, which differs from the .com domain analyzed here.
- **mappa.co.jp (MAPPA):** Sufficient data is available. The domain ranks for 3,246 keywords, enabling meaningful analysis.

2. Competitor Discovery and Identification

Competitor Studio Overview

The following three studios were selected as primary competitors for analysis within Japan's animation industry. Each studio has distinct characteristics in production style, target audience, and business model.

CoMix Wave Films

- **Domain:** comixwavefilms.jp
- **Founded:** 2007 (reorganized from CoMix Wave)
- **Notable Works:** Your Name, Weathering with You, Suzume
- **Characteristics:** Known for its close relationship with director Makoto Shinkai. Specializes in original theatrical animation films and has achieved worldwide box office success. "Your Name" reached #2 in Japan's all-time box office rankings (at the time).

- **Brand Search Volume:** "CoMix Wave Films" (コミックスウェーブフィルム) 1,600/month, "Makoto Shinkai" (新海誠) 90,500/month

Toei Animation

- **Domain:** toei-animation.com (international site) / toei-anim.co.jp (Japanese site)
- **Domain Registered:** September 7, 2004 (21 years, 5 months)
- **Registrar:** Namebay SAM
- **Founded:** 1948 (as Japan Animated Films Co., Ltd.)
- **Notable Works:** Dragon Ball, One Piece, Sailor Moon, PreCure, Slam Dunk
- **Characteristics:** Japan's oldest and largest animation studio. Holds a library of 258 theatrical films and 231 TV programs totaling over 13,300 episodes. Particularly strong in long-running shonen manga adaptations.
- **Brand Search Volume:** "Toei Animation" (東映アニメーション) 27,100/month, "toei animation" (English) 1,000/month

MAPPA

- **Domain:** mappa.co.jp
- **Domain Registered:** June 15, 2011 (14 years, 8 months)
- **Registrar:** Japan Registry Services
- **Founded:** 2011 (founded by Masao Maruyama)
- **Notable Works:** Jujutsu Kaisen, Chainsaw Man, Attack on Titan: The Final Season, Zombie Land Saga
- **Characteristics:** A rapidly growing production studio in recent years. Known for high-quality action animation, primarily producing TV anime series. Also active in merchandise sales (MAPPA ONLINE SHOP) and talent recruitment.
- **Brand Search Volume:** "MAPPA" 27,100/month, "MAPPA anime" (mappa アニメ) 6,600/month

Keyword Overlap from Kafkai Competitor Analysis

According to the Kafkai Intelligence Platform's domain competitor analysis, the domains with the highest keyword overlap with ghibli.jp are as follows:

| Rank | Domain | Keyword Overlap | Average Position | Characteristics |
|------|-------------|-----------------|------------------|---------------------------|
| 1 | yahoo.co.jp | 12,693 | 29.3 | Portal site |
| 2 | x.com | 9,738 | 31.9 | SNS platform |
| 3 | note.com | 8,476 | 33.1 | Blog platform |
| 4 | pixiv.net | 6,077 | 30.7 | Illustration sharing site |
| 5 | eiga.com | 5,249 | 27.6 | Movie information |

| | | | | site |
|---|------------------|-------|------|------------------------|
| 6 | animatetimes.com | 4,130 | 38.4 | Anime information site |

Notably, no direct animation production studio competitors appear in the top keyword overlap rankings. This indicates a market structure where each studio generates search demand based on its proprietary IP (intellectual property), making direct keyword competition within the genre unlikely. ghibli.jp's keyword competition is concentrated among media sites such as movie information sites (eiga.com) and anime information sites (animatetimes.com).

3. Digital Presence and Market Visibility Comparison

Domain Metrics Comparison

| Metric | ghibli.jp | mappa.co.jp | toei-animation.com | comixwavefilms.jp |
|---------------------------------|---------------|--------------|--------------------|-------------------|
| Domain Age | 20y 10m | 14y 8m | 21y 5m | No data |
| Domain Rank Score | 420 | 325 | 269 | No data |
| Total Backlinks | 126,861 | 9,014 | 5,438 | No data |
| Referring Domains | 13,670 | 1,637 | 1,454 | No data |
| Dofollow Ratio | 89.6% | 68.9% | 47.3% | - |
| Ranked Keywords (Japan) | 14,296 | 3,246 | 5 | 0 |
| Estimated Organic Traffic (ETV) | 1,553,777 | 35,359 | 81 | No data |
| Estimated Traffic Value | \$258,228 USD | \$35,993 USD | \$6 USD | - |
| Keywords at Position #1 | 468 | 23 | 0 | 0 |
| Keywords at Position 1-3 | 1,074 | 36 | 0 | 0 |
| Keywords at Position 4-10 | 1,188 | 24 | 1 | 0 |

Visibility Analysis

ghibli.jp overwhelmingly surpasses all competitors across every metric analyzed. The most notable differences include:

Domain Authority:

- ghibli.jp's Domain Rank of 420 exceeds MAPPA (325) by approximately 29% and toei-animation.com (269) by approximately 56%
- Over 20 years of domain history is considered to significantly contribute to Google's trust evaluation

Massive Traffic Gap:

- ghibli.jp's ETV is approximately 44x that of MAPPA. This is driven by the extremely high search demand for the "Ghibli" brand itself, combined with individual film pages achieving high rankings for their respective title keywords
- toei-animation.com's extremely low ETV of 81 in the Japanese market is because it is a separate domain from the company's primary Japanese-language site (toei-anim.co.jp). This does not reflect Toei Animation's overall digital presence

Keyword Position Distribution:

| Position Range | ghibli.jp | mappa.co.jp | Difference |
|---------------------------|---------------|---------------|-----------------|
| 1-10 (High Visibility) | 2,262 (15.8%) | 60 (1.8%) | ghibli.jp 37.7x |
| 11-20 (Medium Visibility) | 1,196 (8.4%) | 146 (4.5%) | ghibli.jp 8.2x |
| 21-50 (Low Visibility) | 4,994 (34.9%) | 1,390 (42.8%) | ghibli.jp 3.6x |
| 51-100 (Near Invisible) | 5,844 (40.9%) | 1,650 (50.8%) | ghibli.jp 3.5x |

While 15.8% of ghibli.jp's keywords appear in search results positions 1-10, only 1.8% of MAPPA's do. ghibli.jp holds an overwhelming advantage in high-visibility positions.

SERP Tier Analysis

Tier 1 (Search Dominance -- Positions 1-3):

- ghibli.jp: Achieves positions 1-3 for 1,074 keywords. Dominates search results for proprietary IP keywords including "Ghibli" (#1), "Totoro" (#1), "The Boy and the Heron" (#1), "Princess Mononoke" (#2), "Spirited Away" (#2), "Howl's Moving Castle" (#2)
- MAPPA: Achieves positions 1-3 for 36 keywords, primarily brand keywords such as "MAPPA" (#1)

Tier 2 (Competitive Positions -- Positions 4-20):

- ghibli.jp: 2,384 keywords. Includes alternative spellings and related keywords for film titles
- MAPPA: 170 keywords. Includes "Chainsaw Man anime" (#19), "current season anime" (#18), etc.

Tier 3 (Weak Positions -- Positions 21-50):

- ghibli.jp: 4,994 keywords. Voice actor names, general search terms, etc.
- MAPPA: 1,390 keywords. Various variations of production title-related terms

4. Market Demand and Search Landscape Analysis

Industry Keyword Search Volume

The monthly search volumes for key keywords in Japan's animation industry are as follows:

| Keyword | Monthly Search Volume | CPC (USD) | Competition | Market Intent |
|-----------------------------------|-----------------------|-----------|-------------|---------------------|
| Demon Slayer (鬼滅の刃) | 1,830,000 | \$0.14 | LOW | Title search |
| One Piece (ワンピース) | 1,000,000 | \$0.34 | LOW | Title search |
| Ghibli Park (ジブリパーク) | 823,000 | \$0.37 | LOW | Facility/Experience |
| Jujutsu Kaisen (呪術廻戦) | 823,000 | \$0.53 | LOW | Title search |
| Ghibli (ジブリ) | 301,000 | \$0.18 | LOW | Brand search |
| Ghibli Museum Mitaka (三鷹の森ジブリ美術館) | 246,000 | \$0.23 | LOW | Facility search |
| Spirited Away (千と千尋の神隠し) | 201,000 | \$0.29 | LOW | Title search |
| Princess Mononoke (もののけ姫) | 201,000 | \$0.20 | LOW | Title search |
| Your Name (君の名は) | 165,000 | \$0.15 | LOW | Title search |
| Howl's Moving Castle (ハウルの動 | 165,000 | \$0.22 | LOW | Title search |

| | | | | |
|------------------------------------|---------|--------|-----|-----------------|
| く城) | | | | |
| Hayao Miyazaki (宮崎駿) | 110,000 | \$0.16 | LOW | Person search |
| Makoto Shinkai (新海誠) | 90,500 | - | LOW | Person search |
| Ghibli Museum (ジブリ美術館) | 90,500 | \$0.16 | LOW | Facility search |
| My Neighbor Totoro (となりのトトロ) | 74,000 | \$0.12 | LOW | Title search |
| Castle in the Sky (天空の城ラピュタ) | 40,500 | \$0.24 | LOW | Title search |
| Studio Ghibli (スタジオジブリ) | 33,100 | \$0.27 | LOW | Brand search |
| Anime Movie (アニメ映画) | 33,100 | \$1.50 | LOW | Genre search |
| Ghibli Movies (ジブリ映画) | 22,200 | \$0.25 | LOW | Brand + Genre |
| Anime Production Company (アニメ制作会社) | 8,100 | \$3.29 | LOW | Industry search |
| Anime Studio (アニメスタジオ) | 1,000 | \$2.16 | LOW | Industry search |

Competitor Brand Search Volume

Brand name search volume is a critical indicator that directly reflects consumer awareness and interest.

| Brand Keyword | Monthly Search Volume | Market Position |
|----------------------------|-----------------------|-------------------------|
| Ghibli (ジブリ) | 301,000 | Dominant #1 |
| Toei Animation (東映アニメーション) | 27,100 | Tied #2 |
| MAPPA | 27,100 | Tied #2 |
| Ghibli Movies (ジブリ映画) | 22,200 | Brand + Category |
| studio ghibli (English) | 12,100 | International awareness |
| ghibli (English) | 22,200 | International awareness |
| MAPPA anime (mappa アニメ) | 6,600 | Brand + Category |

| | | |
|-----------------------------------|-------|---------------|
| CoMix Wave Films (コミックス ウェーブフィルム) | 1,600 | #4 |
| toei animation (English) | 1,000 | English brand |
| comix wave films (English) | 110 | Minimal |

What Brand Search Volume Reveals:

"Ghibli" at 301,000 monthly searches is approximately 11x larger than the 27,100 for Toei Animation and MAPPA. This reflects an incomparable brand asset built through over 40 years of accumulated works and the international recognition of director Hayao Miyazaki.

Furthermore, noteworthy is the search demand for Ghibli's facility-related keywords:

- Ghibli Park: 823,000/month -- significantly exceeding the Ghibli brand search itself
- Ghibli Museum: 90,500/month

These facility-related searches demonstrate that Ghibli is recognized as an "experiential brand" that transcends the boundaries of a mere "film studio." This represents a unique search demand category that does not exist for competing studios.

Market Demand Structure Analysis

Search demand in Japan's animation market can be understood through a three-tier structure:

Tier 1: IP/Title Name Searches (Largest Search Volume)

- Each studio's flagship titles generate the largest search demand
- Long-running serialized works such as Demon Slayer (1,830,000) and One Piece (1,000,000) occupy top positions
- Ghibli titles include "Ghibli Park" (823,000), "Spirited Away" (201,000), etc.

Tier 2: Brand/Person Searches

- Searches by studio name or director name
- "Ghibli" (301,000), "Hayao Miyazaki" (110,000), "Makoto Shinkai" (90,500)

Tier 3: Genre/Category Searches

- "Anime Movie" (33,100), "Anime Production Company" (8,100), etc.
- While search volumes are smaller, higher CPC (cost per click) values indicate commercial value

5. 4C Strategies (Kafkai Framework)

Based on Kafkai's 4C Strategy Framework, the following strategic opportunities were identified through analysis of ghibli.jp's competitive market positioning.

Catch Up

Keywords where competitors rank but we do not -- capture competitor audiences

| Keyword | Monthly Volume | Top Competitor Position | Opportunity Score |
|--|----------------|-------------------------|-------------------|
| Tondemo Skill de Isekai Hourou Meshi | 165,000 | mappa.co.jp: #54 | Low |
| Current Season Anime (アニメ今期) | 90,500 | mappa.co.jp: #18 | Low |
| Zombie Land Saga (ゾンビランドサガ) | 90,500 | mappa.co.jp: #37 | Low |
| Spring 2025 Anime (2025 春アニメ) | 74,000 | mappa.co.jp: #29 | Low |
| In This Corner of the World (この世界の片隅に) | 60,500 | mappa.co.jp: #86 | Low |

Analysis: All Catch Up opportunities score "Low" because these keywords are associated with MAPPA's proprietary TV anime series IP. It would not be appropriate for Studio Ghibli to create content targeting these keywords from a business domain perspective. The only exception, "In This Corner of the World," is a film by director Sunao Katabuchi (a protege of Takahata and Miyazaki), but since it is not a MAPPA production, its priority as a competitive strategy is low.

Strategic Implication: In the animation industry, Catch Up strategies should be applied to general commercial keywords (such as "recommended anime movies") rather than attempting to target competitors' proprietary IP title keywords.

Compete

Keywords where both we and competitors rank -- outperform the competition

| Keyword | Monthly Volume | Our Position | Top Competitor | Competitor Position | Gap |
|-----------------------------|----------------|--------------|----------------|---------------------|-----|
| (No overlapping data found) | - | - | - | - | - |

Analysis: No keyword overlap was found between the top 100 ranked keywords of ghibli.jp and MAPPA (mappa.co.jp). comixwavefilms.jp has no data, and toei-animation.com ranks for only 5 keywords in the Japanese market (all brand keywords) with no overlap.

This reflects the structural characteristics of Japan's animation industry. Each studio holds search demand based on its proprietary IP -- it is fundamentally impossible for MAPPA to compete with "Spirited Away" or for Ghibli to compete with "Jujutsu Kaisen." Rather than direct Compete strategies, differentiation through cross-genre keywords (Blue Ocean strategy, discussed below) should be pursued.

Consolidate

Keywords where we already have an advantage -- strengthen existing strengths

| Keyword | Monthly Volume | Our Position | Top Competitor Position | Advantage |
|------------------------------------|----------------|--------------|-------------------------|-----------|
| Ghibli (ジブリ) | 301,000 | #1 | Not ranked | Dominant |
| The Boy and the Heron (君たちはどう生きるか) | 246,000 | #1 | Not ranked | Dominant |
| Princess Mononoke (もののけ姫) | 201,000 | #2 | Not ranked | Dominant |
| Totoro (トトロ) | 165,000 | #1 | Not ranked | Dominant |
| Howl's Moving Castle (ハウルの動く城) | 165,000 | #2 | Not ranked | Dominant |

Strategy: ghibli.jp has established an unassailable position for its proprietary IP-related keywords. By enriching existing content (individual film pages) with more detailed production information, behind-the-scenes stories, character descriptions, related merchandise information, etc., the site can further strengthen its search presence and attract traffic from Wikipedia and movie information sites.

Key consolidation targets:

- **"Ghibli Park" related (823,000/month):** ghibli.jp currently ranks at #17 (position 21). There is significant room for improvement by creating dedicated detailed content (access information, area guides, ticket information, etc.)
- **"Ghibli Museum Mitaka" (246,000/month):** Currently at #21. Museum content expansion could target higher positions

- **"Friday Road Show" related (165,000/month):** Leveraging the capital relationship with Nippon Television to provide timely information about Ghibli film broadcasts

Complement / Blue Ocean

Keywords neither we nor competitors target -- untapped market opportunities

| Keyword | Monthly Volume | Our Position | Competitor Status | Opportunity Type |
|---|----------------|--------------|-------------------|------------------|
| Recommended Anime Movies (アニメ映画 おすすめ) | 9,900 | Not ranked | All not ranked | Untapped market |
| Anime Movies 2025 (アニメ映画 2025) | 6,600 | Not ranked | All not ranked | Annual content |
| Ghibli Popularity Ranking (ジブリ 人気ランキング) | 6,600 | Not ranked | All not ranked | Fan engagement |
| Ghibli Works Chronological List (ジブリ作品一覧 年代順) | 6,600 | Not ranked | All not ranked | Archive |
| Anime Movies That Make You Cry (泣けるアニメ映画) | 5,400 | Not ranked | All not ranked | Emotional appeal |

Strategy: These Blue Ocean keywords represent market gaps that no animation studio website currently targets. In particular, "recommended anime movies" and "anime movies that make you cry" are keywords where media sites and blogs compete, but if an authoritative domain like Studio Ghibli's were to seriously develop content, high search rankings could be expected.

Additional Blue Ocean opportunities:

- **"Ghibli Online Shop" (ジブリ オンラインショップ) (3,600/month):** Capturing e-commerce demand
- **"Ghibli Museum Goods" (ジブリ美術館 グッズ) (2,900/month):** Acquiring users with pre-visit purchase intent
- **"Official Ghibli Goods" (ジブリグッズ 公式) (1,300/month):** Leveraging official site authority for product information pages
- **"Anime Movie Box Office" (アニメ映画 興行収入) (5,400/month):** Industry data content

- **"Miyazaki Works List" (宮崎駿作品一覧) (1,000/month):** Director-specific filmography

Leveraging Kfkai: By importing the 4C strategy analysis results from this report into Kfkai, content outlines and articles optimized for each strategic opportunity can be automatically generated, enabling efficient content production.

6. Content and Messaging Strategy Analysis

Site Content Comparison

The following is a content composition comparison for each studio based on website analysis.

ghibli.jp (Studio Ghibli)

| Content Category | Available | Details |
|-------------------------|-----------|--|
| Film Pages | Yes | Individual pages for all films (under /works/), 1,278 still images publicly available for free |
| News/Announcements | Yes | Regular updates under /info/ |
| Event Information | Yes | Ghibli 3D Sculpture Exhibition, Spirited Away stage production, etc. |
| Facility Information | Yes | External links to Ghibli Park, Ghibli Museum |
| Publication Information | Yes | Related book information |
| Company Information | Yes | Corporate overview, history, timeline, copyright information |
| Podcast | Yes | "Suzuki Toshio's Ghibli Sweat-Soaked" (collaboration with TOKYO FM) |
| Social Media | Yes | LINE official account |
| E-commerce | External | Ghibli Museum Shop Online on separate domain |
| Blog | Yes | "Ghibli Report" monthly bulletin |
| FAQ/Help | Yes | FAQ, link collection, contact information |
| Multilingual Support | Limited | Primarily Japanese. Some English notations on still image download pages |

mappa.co.jp (MAPPA)

| Content Category | Available | Details |
|----------------------|-----------|--|
| Works Pages | Yes | Production works list under /works/ |
| News | Yes | Regular production information and PR updates |
| Merchandise | Yes | MAPPA ONLINE SHOP (packages, books, collectibles) |
| YouTube Integration | Yes | Official channel video embeds (episode clips, making-of) |
| Recruitment | Yes | RECRUIT section |
| Company Information | Yes | COMPANY section |
| Multilingual Support | Yes | Japanese/English toggle |

toei-animation.com (Toei Animation -- International Site)

| Content Category | Available | Details |
|----------------------|-----------------|--|
| Catalog | Yes | 258 theatrical films + 231 TV programs, 13,300+ episodes. Categorized by target audience (Family, Kids, Teens, Adults) |
| News | Yes | Production, licensing, and merchandise information |
| Company Information | Yes | About Us section |
| Newsletter | Yes | Email registration form (B2B oriented) |
| Social Media | Yes | Twitter, Instagram, LinkedIn |
| Video Content | Yes | Trailers and promotional videos |
| Multilingual Support | English-focused | International licensing business-oriented site |

comixwavefilms.jp (CoMix Wave Films)

Website connection timed out, making direct website analysis impossible. Based on publicly available information, CoMix Wave Films is a small-scale production studio, and its website tends to provide minimal information.

Messaging and Positioning

| Studio | Brand Position | Messaging Characteristics |
|------------------|---|--|
| Studio Ghibli | Cultural heritage of Japanese animation | Sharing world views through works and experiences (Park/Museum). "Works-first philosophy" foregrounding Miyazaki's artistry |
| MAPPA | Cutting-edge action animation studio | High-quality mass production of popular TV anime series. Positioning as "the most talked-about studio right now" |
| Toei Animation | Japan's oldest and largest animation library | Overwhelming catalog of 258 works and 13,300 episodes. B2B-oriented messaging centered on international licensing and IP utilization |
| CoMix Wave Films | The film studio that walks alongside Makoto Shinkai | Production system that closely follows the director's vision. Global brand recognition since "Your Name" |

Content Strategy Evaluation

ghibli.jp Strengths:

- The release of 1,278 still images for free public use is a unique initiative not seen at other studios. These images are used as social media icons and wallpapers, contributing to natural backlink acquisition and brand awareness expansion
- Individual film pages consistently achieve top search result positions
- Fan engagement through podcasts ("Suzuki Toshio's Ghibli Sweat-Soaked")

ghibli.jp Areas for Improvement:

- Merchandise sales are distributed across external sites (ghibli-museum-shop.jp, etc.), lacking e-commerce functionality on the main site
- Multilingual support is limited. English, Chinese, and other international user-facing content is insufficient
- Ghibli Park-related information is limited on the main site (only external links to ghibli-park.jp)
- Deep-dive content such as production backgrounds, interviews, and making-of features is scarce

7. Competitive Gap Analysis

SWOT Analysis

Strengths

- **Overwhelming Brand Search Demand:** "Ghibli" at 301,000/month is over 11x that of any other industry competitor
- **Unique Facility-Related Search Demand:** Ghibli Park (823,000/month) and Ghibli Museum (90,500/month) represent categories that do not exist for competitors
- **Top Keyword Dominance:** 468 keywords at position #1, 1,074 at positions 1-3
- **Robust Backlink Profile:** 126,861 backlinks from 13,670 referring domains
- **High-Authority Site Backlinks:** Links from elite domains including Wikipedia (multiple language editions), GitHub, and Letterboxd
- **20+ Year Domain History:** Domain registered in 2005 provides search engine trust credibility
- **Timeless IP Popularity:** Film catalog that continues to be searched across generations (Spirited Away, Totoro, etc.)

Weaknesses

- **Absence from Cross-Genre Keywords:** Not ranked for general searches such as "recommended anime movies" or "anime movies that make you cry"
- **Fragmented Facility Information:** Ghibli Park and Ghibli Museum operate on separate domains, preventing traffic consolidation to ghibli.jp
- **Lack of E-commerce Functionality:** Merchandise sales depend on external sites. Missing the search demand for "Ghibli Online Shop" (3,600/month)
- **Insufficient Multilingual Content:** Despite international brand recognition, English and multilingual support is limited
- **Content Update Frequency:** Lower production frequency compared to MAPPA and Toei limits the pace of new content additions

Opportunities

- **Blue Ocean Keywords:** No studio ranks for genre keywords such as "recommended anime movies" (9,900/month)
- **Ghibli Park SEO Enhancement:** With 823,000/month search demand, ghibli.jp currently ranks at position #21. Significant room for improvement through content expansion
- **Official E-commerce Integration:** Consolidating merchandise-related keyword demand (total approximately 8,800/month) to the main site
- **Deeper Works Archive:** Fan content such as "Ghibli works chronological list" (6,600/month) and "Ghibli popularity ranking" (6,600/month)

- **Nippon Television Synergy:** Linked content for Friday Road Show-related searches (165,000/month)
- **Recruitment Content:** Enrichment of recruitment information pages for "Studio Ghibli hiring" (880/month)

Threats

- **Media Site Competition:** Information sites like eiga.com and animatetimes.com achieve top positions for Ghibli-related genre keywords
- **Rise of SNS Platforms:** X (formerly Twitter) and note.com have massive keyword overlap with Ghibli-related keywords
- **Uncertainty in New Productions:** Risk that new IP creation may be limited due to potential retirement of director Hayao Miyazaki
- **Attention Shift to Digital Streaming Platforms:** Platforms like Netflix absorbing anime search traffic

Backlink Profile Comparison

| Metric | ghibli.jp | mappa.co.jp | toei-animation.com | comixwavefilms.jp |
|------------------------|-----------|-------------|--------------------|-------------------|
| Total Backlinks | 126,861 | 9,014 | 5,438 | No data |
| Referring Domains | 13,670 | 1,637 | 1,454 | No data |
| Referring Main Domains | 12,232 | 1,473 | 1,360 | No data |
| Dofollow Ratio | 89.6% | 68.9% | 47.3% | - |
| Spam Score | 6 (Low) | - | - | - |
| Referring IPs | 8,526 | - | - | - |

ghibli.jp's backlink count is approximately 14x that of MAPPA and approximately 23x that of Toei Animation (international site). A Dofollow ratio of 89.6% is extremely healthy, and a spam score of 6 indicates low risk.

Referring Domain Authority Distribution (ghibli.jp)

Analysis based on ghibli.jp's top 50 backlinks (sorted by referring page authority score):

| Authority Tier | Criteria | Domain Count | Percentage | Characteristics |
|------------------|-------------------|--------------|------------|---|
| Elite (800-1000) | Highest authority | 10 | 100%* | Google, Wikipedia (multiple languages), GitHub, |

| | | | | |
|------------------|------------------|---|----|--------------------|
| | | | | Letterboxed, Gitea |
| High (500-799) | High authority | 0 | 0% | - |
| Medium (200-499) | Medium authority | 0 | 0% | - |
| Low (1-199) | Low authority | 0 | 0% | - |

Note: This distribution is the result of extracting the top 50 backlinks sorted in descending order by referring page authority score, and does not reflect the distribution of all backlinks. The concentration of all top backlinks in the Elite tier indicates that ghibli.jp receives links from some of the world's highest-authority sites.

Top 5 High-Authority Referring Domains:

| Referring Domain | Rank Score | Link Content |
|------------------|------------|--|
| www.google.com | 1,000 | Redirect links from Google Image Search |
| letterboxed.com | 914 | Studio introduction links from movie review site |
| github.com | 884-894 | Ghibli-related projects (GraphQL API, wallpaper collections, etc.) |
| gitea.com | 879 | Still image introduction links from blog articles |
| ja.wikipedia.org | 849 | Official site links from film articles |

Referring Domain Authority Distribution -- Overall Trend (by Domain Rank Score)

Distribution of top 50 referring domains (by domain rank score):

| Authority Tier | Criteria | Domain Count | Percentage |
|------------------|-------------------|--------------|------------|
| Elite (800-1000) | Highest authority | 0 | 0% |
| High (500-799) | High authority | 0 | 0% |
| Medium (200-499) | Medium authority | 21 | 42% |
| Low (1-199) | Low authority | 29 | 58% |
| Minimal (0) | Unmeasurable | 0 | 0% |

Top 5 Referring Domains (by Backlink Count):

| Referring Domain | Rank Score | Backlink Count | Relevance |
|------------------|------------|----------------|-----------|
|------------------|------------|----------------|-----------|

| | | | |
|--------------------------|-----|-------|------------------------------|
| fanblogs.jp | 252 | 9,721 | Blog platform |
| ghibli.jpn.org | 336 | 6,204 | Ghibli fan site |
| t-kougei.ac.jp | 287 | 5,213 | Tokyo Polytechnic University |
| caseyturbos.blogspot.com | 180 | 4,605 | Personal blog |
| ghibli-museum.jp | 314 | 3,315 | Ghibli Museum official site |

ghibli.jp's backlink profile is composed of fan sites, blogs, educational institutions, and affiliated sites (Museum, Park). The particularly strong backlinks from Ghibli-related specialized sites (ghibli.jpn.org, ghibli-museum.jp, ghibli-park.jp) demonstrate the health of the brand ecosystem.

Backlink Topic Profile (ghibli.jp)

Analysis of the top 50 backlink page titles, classified into topic clusters:

| Topic Cluster | Link Count | Percentage | Description |
|--------------------------------------|------------|------------|--|
| Studio Ghibli -- Overview/General | 11 | 22% | Wikipedia articles on Studio Ghibli in multiple languages |
| Hayao Miyazaki -- Biography/Works | 11 | 22% | Director's biography and filmography articles |
| Individual Ghibli Films -- Wikipedia | 8 | 16% | Film articles for Totoro, Kiki's Delivery Service, Tales from Earthsea, etc. |
| GitHub Projects/Repositories | 6 | 12% | Ghibli GraphQL API, wallpaper collections, etc. |
| Wikipedia -- Related Entities | 4 | 8% | Netflix, Nippon Television, animator articles |
| Isao Takahata -- Biography/Works | 3 | 6% | Co-founder's biography articles |
| Other/Miscellaneous | 6 | 12% | Letterboxd, blog articles, etc. |

Topic Distribution Interpretation: ghibli.jp's backlinks are concentrated in encyclopedic resources (Wikipedia in multiple languages: 66%) and technology communities (GitHub: 12%). This is evidence that Studio Ghibli is recognized worldwide as a "cultural heritage," and these represent high-quality backlinks that are difficult to acquire through conventional SEO initiatives. Additionally, the existence of technology community projects such as the Ghibli GraphQL API demonstrates that the brand's influence extends beyond the film and anime sphere.

Backlink Attribute Analysis

| Link Type | Count | Percentage |
|-------------------|--------|------------|
| Anchor links | 98,270 | 78.5% |
| Image links | 26,466 | 21.1% |
| Redirects | 144 | 0.1% |
| Alternative links | 6 | 0.0% |

| Link Attribute | Count |
|----------------|--------|
| nofollow | 13,580 |
| noopener | 10,506 |
| noreferrer | 4,793 |
| ugc | 195 |
| sponsored | 9 |

The fact that only 9 sponsored attribute links exist indicates that virtually all backlinks to ghibli.jp are naturally acquired (editorial/organic).

Backlink Geographic Distribution

| Country/Region | Count | Percentage |
|--------------------|--------|------------|
| Japan (JP) | 38,380 | 30.7% |
| United States (US) | 4,929 | 3.9% |
| Worldwide (WW) | 3,117 | 2.5% |
| France (FR) | 1,234 | 1.0% |
| Russia (RU) | 1,035 | 0.8% |
| Taiwan (TW) | 943 | 0.8% |
| Ukraine (UA) | 663 | 0.5% |
| Germany (DE) | 658 | 0.5% |

| | | |
|------------|--------|-------|
| Italy (IT) | 603 | 0.5% |
| Unknown | 66,314 | 53.0% |

While Japan accounts for the largest share of backlinks, significant international links from the United States, France, Taiwan, and elsewhere corroborate global brand recognition.

TLD (Top-Level Domain) Backlink Distribution

| TLD | Count | Characteristics |
|----------------|--------|--|
| .com | 30,911 | International commercial and media sites |
| blogspot.com | 26,765 | Blog platform |
| .jp | 25,392 | Japanese websites |
| jpn.org | 6,225 | ghibli.jpn.org fan site |
| ac.jp | 5,295 | Japanese educational institutions |
| .net | 4,855 | Network-related |
| .coffee | 2,967 | Specific domain |
| co.jp | 2,822 | Japanese corporate sites |
| .org | 2,523 | Non-profit organizations |
| hatenablog.com | 2,175 | Hatena Blog |

Platform Backlink Distribution

| Platform | Count | Percentage |
|-------------------|--------|------------|
| Blog | 53,687 | 42.9% |
| Unknown | 53,608 | 42.8% |
| Organization site | 17,519 | 14.0% |
| CMS | 13,861 | 11.1% |
| News site | 4,090 | 3.3% |
| Wiki | 2,261 | 1.8% |
| E-commerce | 1,639 | 1.3% |
| Forum | 674 | 0.5% |

8. Strategic Recommendations

Priority Action Plan

Tier 1: Quick Wins (Short-term -- 1-3 Months)

1. Ghibli Park Content Integration and Enhancement

- Current State: ghibli.jp ranks at #21 for "Ghibli Park" (ジブリパーク, 823,000/month)
- Action: Create a dedicated Ghibli Park page within ghibli.jp (area guides, access information, seasonal events, FAQ)
- Rationale: Given 823,000 monthly searches, the official site's authority can be leveraged for significant ranking improvement

2. Ghibli Works List/Archive Page Enhancement

- Target Keywords: "Ghibli list" (ジブリ 一覧, 40,500/month), "Ghibli works chronological list" (ジブリ 作品一覧 年代順, 6,600/month), "Ghibli popularity ranking" (ジブリ 人気ランキング, 6,600/month)
- Action: Create an interactive filmography page organizing all works chronologically
- Rationale: Currently, third-party sites rank for these keywords; the official site can take the lead with dedicated content

3. Friday Road Show Linked Content

- Target Keywords: "Friday Road Show" (金曜ロードショー) related (cumulative 165,000+/month)
- Action: Create a page providing timely information about Ghibli film broadcasts scheduled or in progress
- Rationale: The capital relationship with Nippon Television enables official broadcast schedule information

Tier 2: Medium-Term Opportunities (3-6 Months)

4. Official E-commerce Content Integration

- Target Keywords: "Ghibli Online Shop" (ジブリ オンラインショップ, 3,600/month), "Ghibli Museum Goods" (ジブリ 美術館 グッズ, 2,900/month), "Official Ghibli Goods" (ジブリ グッズ 公式, 1,300/month)
- Action: Establish a merchandise catalog page within ghibli.jp with consolidated purchase links
- Rationale: Currently, merchandise-related search demand is dispersed across external sites

5. Ghibli Museum Content Enhancement

- Target Keywords: "Ghibli Museum Mitaka" (三鷹の森ジブリ美術館, 246,000/month), "Ghibli Museum Goods" (ジブリ美術館 グッズ, 2,900/month)
- Action: Build a content hub covering exhibition details, ticket information, access directions, etc.
- Rationale: Currently at #21. Similar to Ghibli Park, content expansion on the official site can target higher positions

6. Deepening Film Detail Pages

- Action: Add production backgrounds, character descriptions, voice actor information, trivia, etc. to each film page
- Rationale: Already achieving high positions for Princess Mononoke (#2), Spirited Away (#2), etc. Content deepening can capture additional related keywords

Tier 3: High-Value Targets (6-12 Months)

7. Cross-Genre Content Development

- Target Keywords: "Recommended Anime Movies" (アニメ映画 おすすめ, 9,900/month), "Anime Movies That Make You Cry" (泣けるアニメ映画, 5,400/month), "Anime Movie Box Office" (アニメ映画 興行収入, 5,400/month)
- Action: Produce "Recommended Anime Movie" guide content centered on Studio Ghibli's works
- Rationale: Blue Ocean keywords. The authority of an official anime studio website enables differentiation from media sites

8. Multilingual Content Deployment

- Action: Translation and localization of key content into English, Chinese (Traditional/Simplified), Korean, etc.
- Rationale: English search demand exists for "studio ghibli" (12,100/month) and "ghibli" (22,200/month). With Netflix distribution increasing international viewership, demand for multilingual content is growing

Tier 4: Blue Ocean Strategy (Ongoing)

9. Content Hub Themed on Miyazaki/Takahata Artistry

- Target Keywords: "Hayao Miyazaki" (宮崎駿, 110,000/month), "Miyazaki works list" (宮崎駿作品一覧, 1,000/month)
- Action: Special pages consolidating the director's filmography, creative philosophy, interview archives, etc.
- Rationale: Wikipedia is currently the primary information source in this area. The official site can establish an authoritative content position by providing primary source information

10. Recruitment/Corporate Branding Content

- Target Keywords: "Studio Ghibli hiring" (スタジオジブリ 採用, 880/month), "Studio Ghibli hiring 2026" (スタジオジブリ 採用 2026, 170/month)
- Action: Enrichment of recruitment information pages (employee interviews, production environment, benefits, etc.)
- Rationale: Leveraging brand power for talent acquisition in the competitive anime industry

Content Roadmap

| Priority | Content Initiative | Target Keywords (Total Monthly Volume) | Timing |
|---------------------|--|---|-------------------|
| P1: Critical | Ghibli Park Information Integration Page | 823,000+ | Start immediately |
| P1: Critical | Works List/Filmography Enhancement | 53,700+ | Start immediately |
| P1: Critical | Friday Road Show Linked Page | 165,000+ | Start immediately |
| P2: High Value | Ghibli Museum Content Hub | 339,400+ | 1-3 months |
| P2: High Value | Official Goods Catalog Integration | 8,800+ | 1-3 months |
| P2: High Value | Film Detail Page Deepening (All Works) | Existing KW reinforcement | 3-6 months |
| P3: Differentiation | Cross-Genre Recommended Content | 21,200+ | 3-6 months |
| P3: Differentiation | Hayao Miyazaki Content Hub | 111,000+ | 6-12 months |
| P3: Differentiation | Multilingual Site Deployment | 34,300+ (English only) | 6-12 months |

Kafkai Implementation Steps

6. **Import 4C Keyword Strategy:** Import the 4C-classified keyword list identified in this report into Kafkai and begin automatic generation of content optimized for each strategic opportunity

7. **Prioritize Consolidation Targets:** For already-strong keywords such as "Ghibli," "Totoro," and "Spirited Away," use Kafkai to generate content variations and expand long-tail keyword coverage
8. **Blue Ocean Content Production:** For genre keywords such as "recommended anime movies" and "anime movies that make you cry," use Kafkai to auto-generate content outlines and improve the editorial team's production efficiency
9. **Regular Competitive Monitoring:** Utilize Kafkai's competitive analysis function to regularly monitor changes in search positions of competitors such as MAPPA

9. Disclaimer

This report provides competitive intelligence based on data available at the time of analysis, for the purpose of information provision and strategic planning support.

Data Limitations: All metrics including search volumes, rankings, and traffic estimates are approximations derived from third-party sources and analytical models. Actual results may vary. Search engine rankings and competitive positions change continuously.

No Warranty: This analysis is provided "as is" without warranty of any kind. No guarantees are made regarding accuracy, completeness, or fitness for a particular purpose. Results from implementing recommendations will vary depending on execution quality, market trends, and factors outside the scope of this analysis.

User Responsibility: Recipients of this report should independently verify critical information and consult qualified professionals before making business decisions based on this report. Implementation of recommendations is at your own risk.

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Special Notes on Competitive Data Limitations:

- comixwavefilms.jp: Quantitative analysis is limited as virtually no indexed domain data exists in the Kafkai Intelligence Platform
- toei-animation.com: This is the English international site, with limited Japanese market data. This differs from Toei Animation's Japanese-language site (toei-anim.co.jp)

Analysis Date: February 10, 2026. Competitive conditions and search metrics change continuously.

Public Information Sources

The following public information sources were referenced in this report:

- Studio Ghibli Official Website (<https://www.ghibli.jp/>)

- MAPPA Official Website (<https://www.mappa.co.jp/>)
- Toei Animation Official Website (<https://www.toei-animation.com/>)
- Japanese Wikipedia -- Studio Ghibli related articles

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