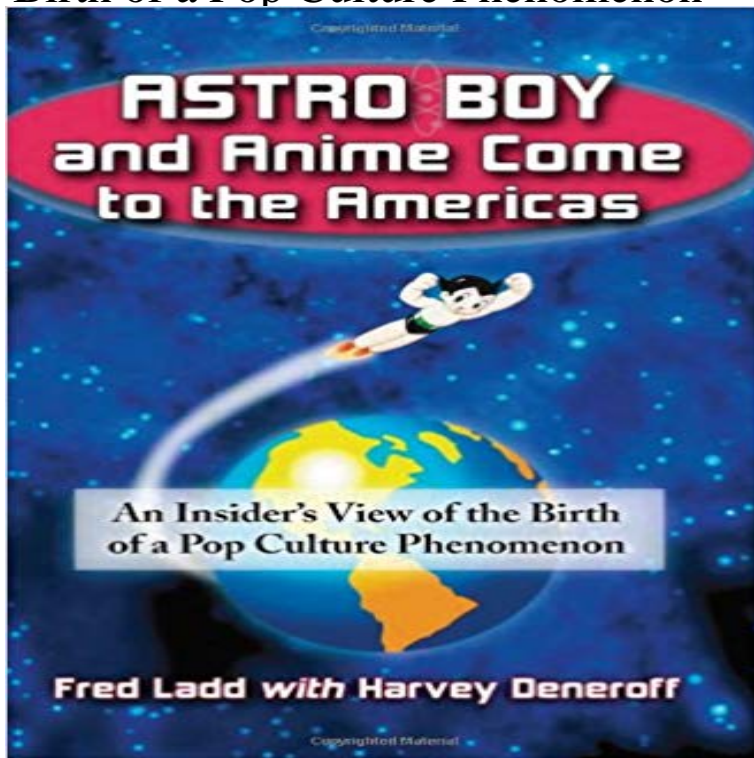


Astro Boy and Anime Come to the Americas: An Insiders View of the Birth of a Pop Culture Phenomenon



The first generation of American television programmers had few choices of Saturday morning childrens offerings. That changed dramatically in 1963 when a Japanese animated television series called Tetsuan Atom was acquired for distribution by NBC. Fred Ladd adapted the show for American television and--rechristened Astro Boy--it was an overnight sensation. Astro Boys popularity sparked a new industry importing animated television from Japan. Ladd went on to adapt numerous Japanese animated imports, and here provides an insiders view of the creation of an ongoing cultural and media phenomenon.

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