



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

Fred Ladd, Harvey Deneroff

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The first generation of American television programmers had few choices of Saturday morning children's 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 Boy*'s popularity sparked a new industry importing animated television from Japan. Ladd went on to adapt numerous Japanese animated imports, and here provides an insider's view of the creation of an ongoing cultural and media phenomenon.

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