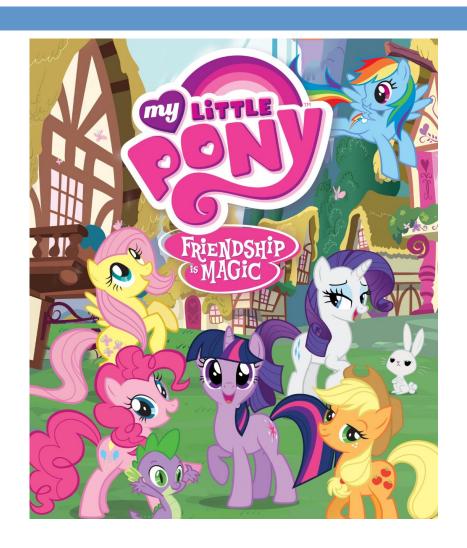
THE BRONY CULTURE STUDY

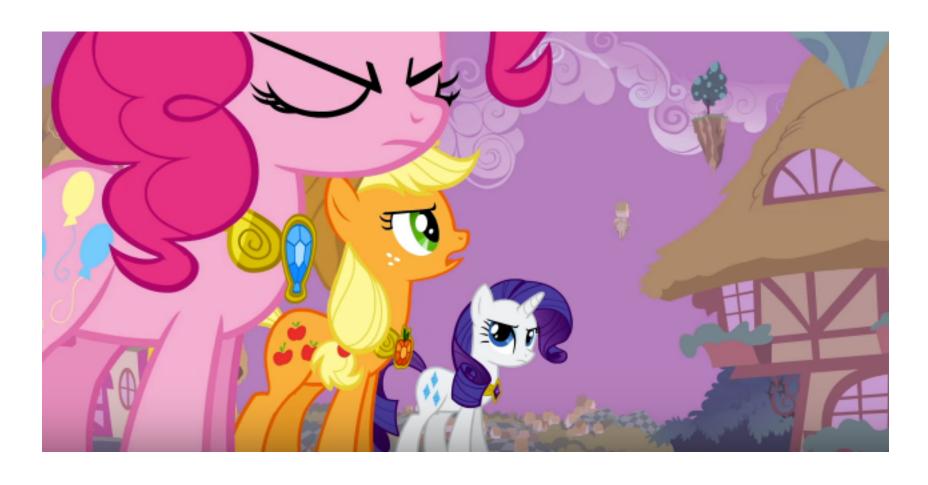
& Fandoms as Active Audiences

By Jessica Marsh

My Little Pony: Friendship is Magic

- Created by Hasbro Studios, 4th Generation of *My Little Pony* entertainment
- Premiered on Hub Network in Fall of 2010
- Target Demographic: Girls 3 to 9 years old
- Anthropomorphic ponies who have magical powers and fly.
 Battle mythological creatures as well as negotiate slice-oflife dramas.





My Little Pony: Friendship is Magic, Season 2 Episode 2, "The Return of Harmony"

Who Are Bronies?

- Adult males. Average age 21 years old. International fandom.
- Formed approximately 2010-11 on 4chan. In response to Amidi's article about the end of "creator driven era of TV animation."
- Fans branched out creating websites and forums specific to fan community.



Why Do Bronies Like Ponies?

- Visual appeal of show
 - Well illustrated, vibrant colors, manga qualities
- Engaging storyline
 - Characters overcome obstacles and struggles that are relatable to adult audience.
- References to pop-culture and geek culture icons
 - Dr. Who, Fear and Loathing in Las Vegas, Sherlock Homes, Lord of the Rings
- Emotional impact
 - Makes them happy, altered outlook on life

In Their Own Words...

Trailer for documentary Bronies: The Extremely
Unexpected Adult Fans of My Little Pony



Bronies As An Active Audience

Conventions & Cosplay

- Conventions held throughout U.S.A. and in other countries
- BronyCon 2015,
 Baltimore,
 approximately
 10,000 attendees



Fan Art & Fan-fiction

- DeviantArt
- Equestria Daily
- FiMFiction.net
- Poniverse
- Equestria After Dark
 - Clop





My Little Doctor Pony by Koodorshnik



My Little Pony-Dragons: Derpy by HowManyDragons





*Pinkie Pie Plushie*By WhiteHeather

Music, Mash-up Videos & Original Animations

- Music
 - Original compositions and remixes
 - Electronic, Rock, and Hip-hop
 - My Little Pony Mash-up—Giggle at the Ghostbusters
- Mash-up Videos
- Original Animations and Music/Dialog
 - Fluffle Puff
 - Leaving the Stable: Fallout Equestria

In Addition to Fan Art and Fan-fiction...

Bronies:

- Incorporate show's messages into their daily lives
 - Kinder to others
 - More positive attitude
 - More social and outgoing, desire to make friends
- Bronies For Good
 - Raise money for charities
 - More willingly to help others

The End

