

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-of-life 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



BronyCon 2015
Cosplayer: XenPhotos as *MLP* Character Photo Finish

Fan Art & Fan-fiction

- ❑ DeviantArt
- ❑ Equestria Daily
- ❑ FiMFiction.net
- ❑ Poniverse
- ❑ Equestria After Dark
 - ▣ Clotp





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

