

2005 in Review: Be Beautiful (10:33 AM EST): In a way it's amusing that their DVD releases are actually cheaper than most of their manga releases, something that we realized when we started to think about how [Be Beautiful](#) performed in 2005.

Be Beautiful

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Just over a year after establishing the Be Beautiful imprint for their manga line-up, the folks at Central Park Media decided to expand their line-up a bit by introducing some DVDs into the mix that were based on the manga that they were putting out. Even better, it was a title that had been released several years prior in an awful manner by a company who had no real anime inclinations but picked up the show due to its gay themes.

In 2005, Be Beautiful only went with the two OVA episode series Kizuna and tried to appeal to be people to check it out as it was priced cheaper than their manga but it was only one episode per disc. Whether this worked or not isn't really known but the end result was that a series that had previously received fairly awful treatment finally got a good looking disc release and had the added benefit of the sequel OVA being released during the same year by another company. Very few anime titles exist on the kind of material that the Be Beautiful manga line puts out so I'm not expecting much to come out from this line-up but it's not a bad thing that if more does come out, it'll be able to be placed under an imprint where it'll be easy to tell what it is and will get enough promotion just from being a rare release. With the standards and years of experience that CPM has gained over the years, there aren't any worries about how their releases will turn out. My only regret is that, like other publishers of the genre, they continue to avoid doing any English language adaptations for it.

Looking into 2006, there's nothing new on the anime side of the plate for them which isn't a surprise. Should they actually bring anything new out there is bound to be an audience for it and even my wife has said to let her know about such releases. The boys-love genre is an interesting one and one that would be fascinating to see if it would be profitable enough to try and put through some co-productions on in order to get more market share out of it.



Titles Released During 2005

1. 08/09/2005 - [Kizuna 1](#)
2. 10/11/2005 - [Kizuna 2](#)

Titles Licensed During 2005

Title Name	Announced At	Announced On
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Titles Released During 2005 Not Reviewed By AnimeOnDVD

