

# **Recent Trends Relating to Content Policy**

**October 31, 2016**  
**Keidanren (Japan Business Federation)**

# General Meeting on Japanese Content (September 5, 2016)

- Organized by the Keidanren Committee on Industrial Competitiveness's Entertainment and Content Industry Group and attended by government officials involved in content policy. Chief Cabinet Secretary Suga presented the government's supportive position with regard to policies aimed at improving products and services by leveraging Japanese content. Around 380 people from a wide range of industries participated in the meeting.



Chief Cabinet Secretary Yoshihide Suga (Guest Speaker)

**"The government will proactively support this trend going forward."** We expect that it will promote further cross-industry collaboration and produce significant results by playing a role in driving economic growth in Japan. We also want to achieve sustained regional revitalization."

Industry Group Chair Yoda Tatsumi

"With the aim of pursuing regional revitalization and enhancing promotion of Japan ahead of the 2020 Tokyo Olympic and Paralympic Games, **it is essential that the public and private sectors work together to further promote the overseas development of Japanese content.**"



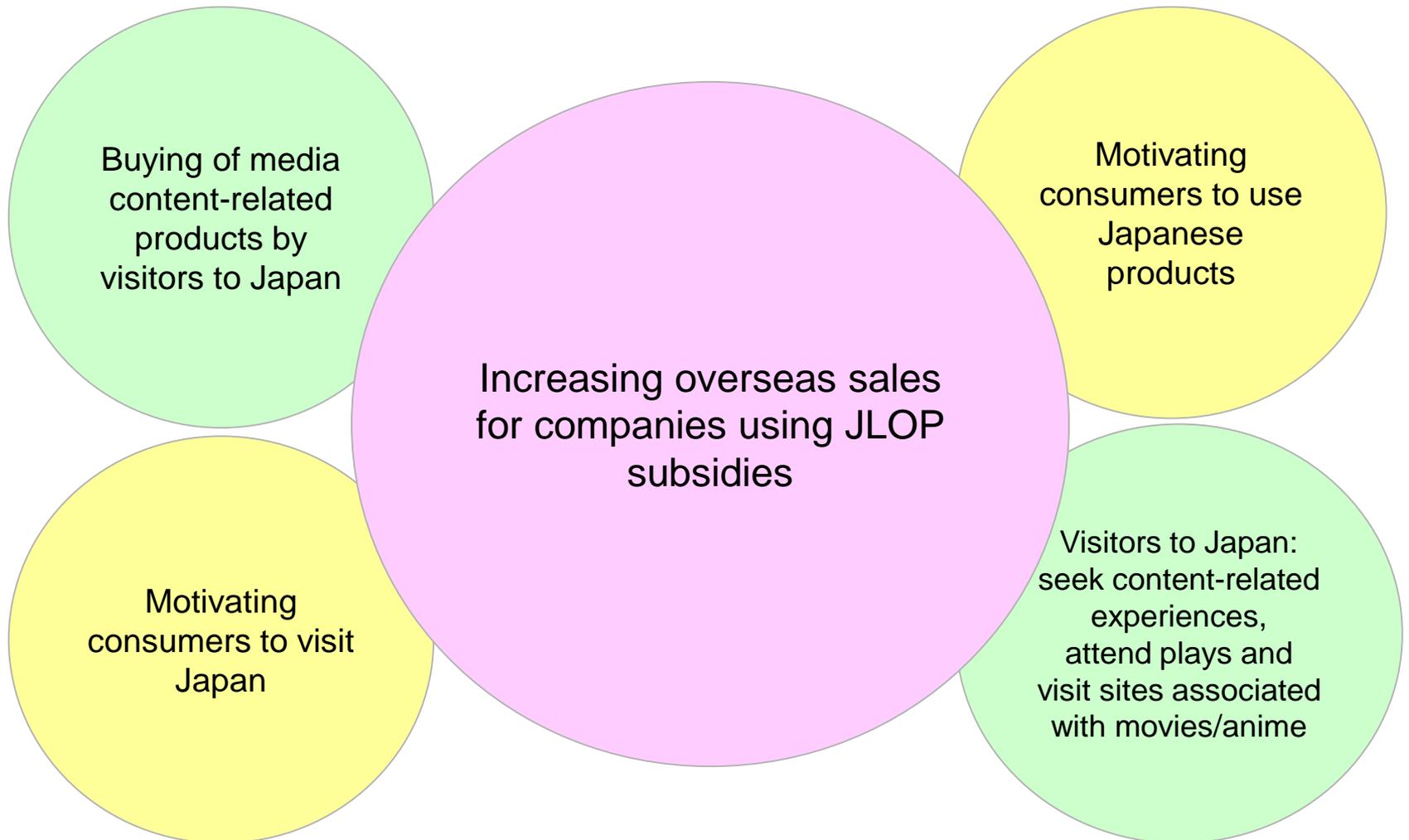
# Japanese Content Overseas Development Support Framework

- A support framework and measures have been implemented with the aim of promoting the overseas development of Japanese content, which will lead to economic growth by attracting overseas demand.

Support Measure	JLOP (Localization & Promotion of Japanese Visual Media)	Cool Japan Fund Inc.	BEAJ (Broadcast Program Export Association of Japan)
Established	March 2013	November 2013	August 2013
Overview	Subsidizing the following costs relating to the overseas development of Japanese content: 1. Localization (subtitles, dubbing, etc.) 2. Promotion (exhibiting at international trade shows, holding events, etc.)	Supporting the sharing of regional Cool Japan commercial and tourist information and the establishment of an HR development platform through investment in the content, lifestyle, inbound tourism, and food sectors	Supporting the international promotion of Japanese broadcast content
Results	No. of countries: 118 No. of languages: 18 Increase in overseas sales in fiscal 2015: 124.7 billion yen (vs. FY2012)	Projects invested in: 17 Total investment: Approx. 39.6 billion yen	Economic impact of 9.33 billion yen thanks to business development targeting 6 ASEAN countries (FY2013)
Specific Examples	Featuring <i>Yokai Watch</i> in TV commercials for Nissin Foods (Hong Kong) Featuring <i>Doraemon</i> in TV commercials for Daio Paper (Thailand) English translation of Kabuki plays (USA)	Converting an Isetan Mitsukoshi department store into the first entirely Cool Japan-themed store in the ASEAN region (Malaysia) Broadcasting of Bandai Namco Holdings anime in local languages (worldwide)	Production of educational children's shows such as NHK's <i>Inai Inai Ba!</i> (Vietnam) Introducing Japanese ingredients and dishes (Thailand, Indonesia)

# Ripple Effect of JLOP Initiative

- Pursuing the overseas development of Japanese content has had certain effects, both direct and indirect.



# Budget for Promoting Content Aimed at Overseas Market Gains

- In order to further promote its Cool Japan policy, in its Second Supplementary Budget for FY2016, the government budgeted funds for projects relating to the overseas development of Japanese content, such as projects that develop an infrastructure for creating global content demand.

Budget Item Name	Responsible Ministry/Agency	Project Overview	Total Budget
Projects that develop infrastructure for creating global content demand	Ministry of Economy, Trade and Industry	Subsidies for costs relating to content localization and promotion as well as promoting development of the business environment to facilitate rights licensing	6 billion yen
Projects that develop infrastructure for overseas development of broadcast content demand	Ministry of Internal Affairs and Communications	Supporting collaboration between broadcasters and relevant parties in other sectors, other industries, and local authorities, production of broadcast content, and efforts to promote content overseas	1.3 billion yen
Cool Japan site-related verification studies	Cabinet Office	Obtaining multiple verification examples relating to policies to promote cooperation and networking between Cool Japan sites and overall validation of their outcomes	0.13 billion yen

# Future Development

- The power of content will enable an economic contribution of 600 trillion yen to the GDP by further increasing the appeal of Japanese products and services in the Asian market.
- It is essential to support overseas development of Japanese content through ongoing public-private collaboration.

