

Entertainment
Contents ∞ 2023

April 11, 2023

Japan Business Federation
(Keidanren)

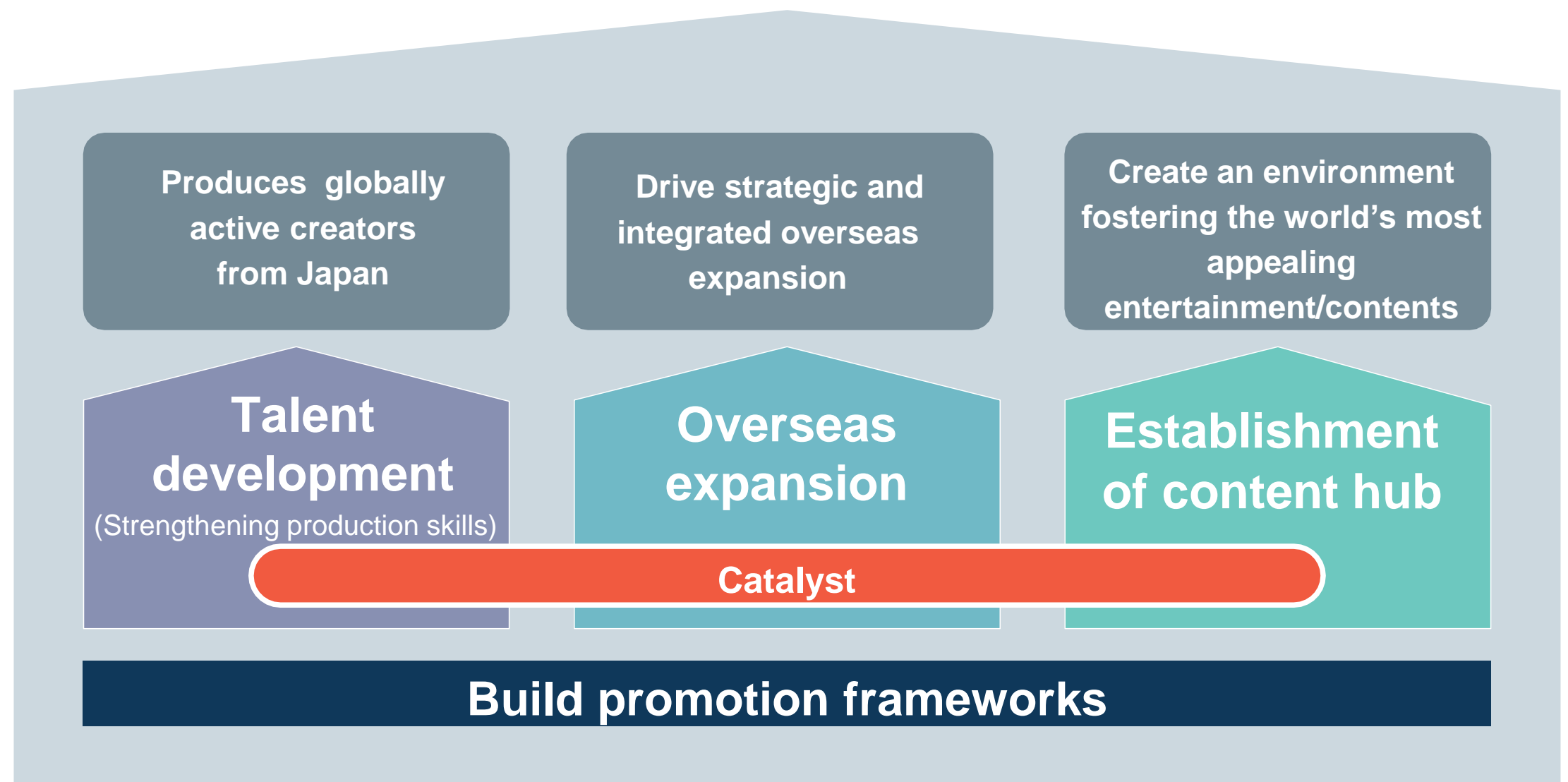
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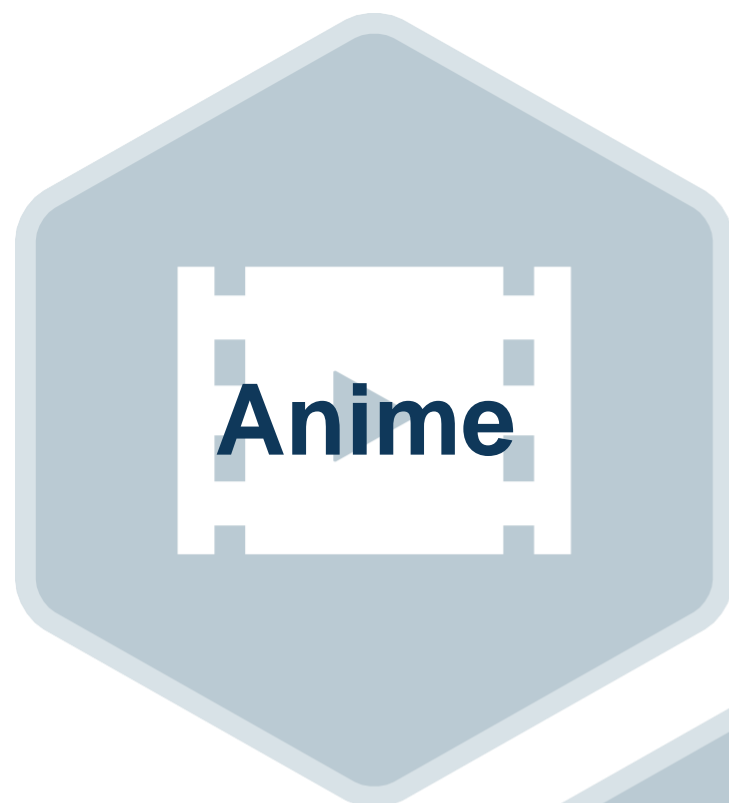
Goal



▶ Continually expand the global presence of Japan's contents

Specific measures





I

Introduction: Why Contents?

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II

Goal

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III

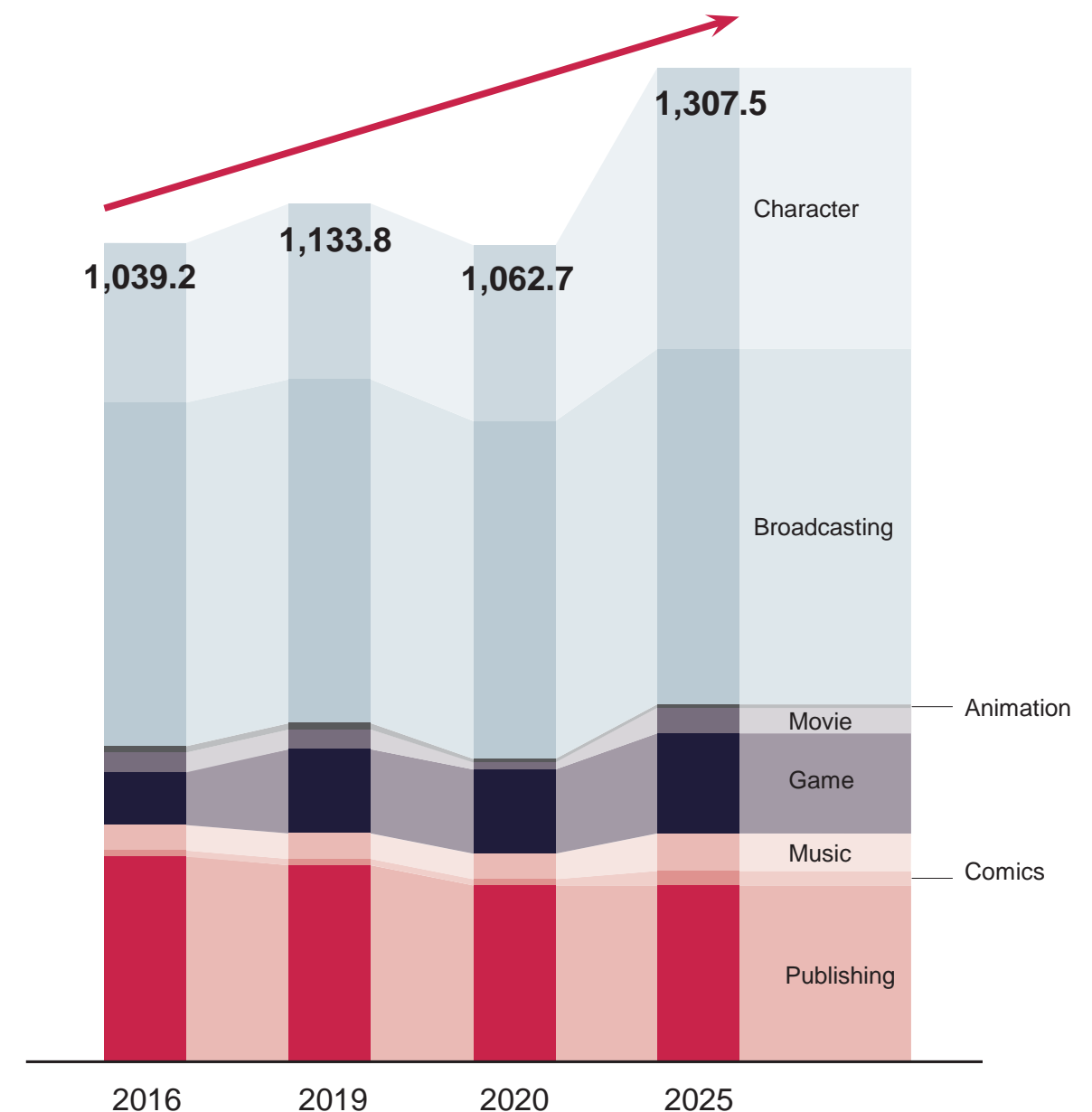
Five Measures

P.08

(1) Globally increasing contents value

- In the era of creativity, “human” creativity is the source of new value creation and solutions to social issues, as well as the basis of Society 5.0, an ideal state of a future society proposed by the Japanese government.
- Among them, contents serve as both source of a nation’s soft power and high potential growth industry in an era of creativity/digitalization.
- The global contents market in 2025 is estimated to be worth 1.3 trillion dollars.^(*1) Furthermore, contents are expected to ripple effects such as boosting imports of goods and services as well as attracting foreign tourists to Japan.
- Japan possesses outstanding content that is globally acclaimed, for which fan communities have emerged across borders.

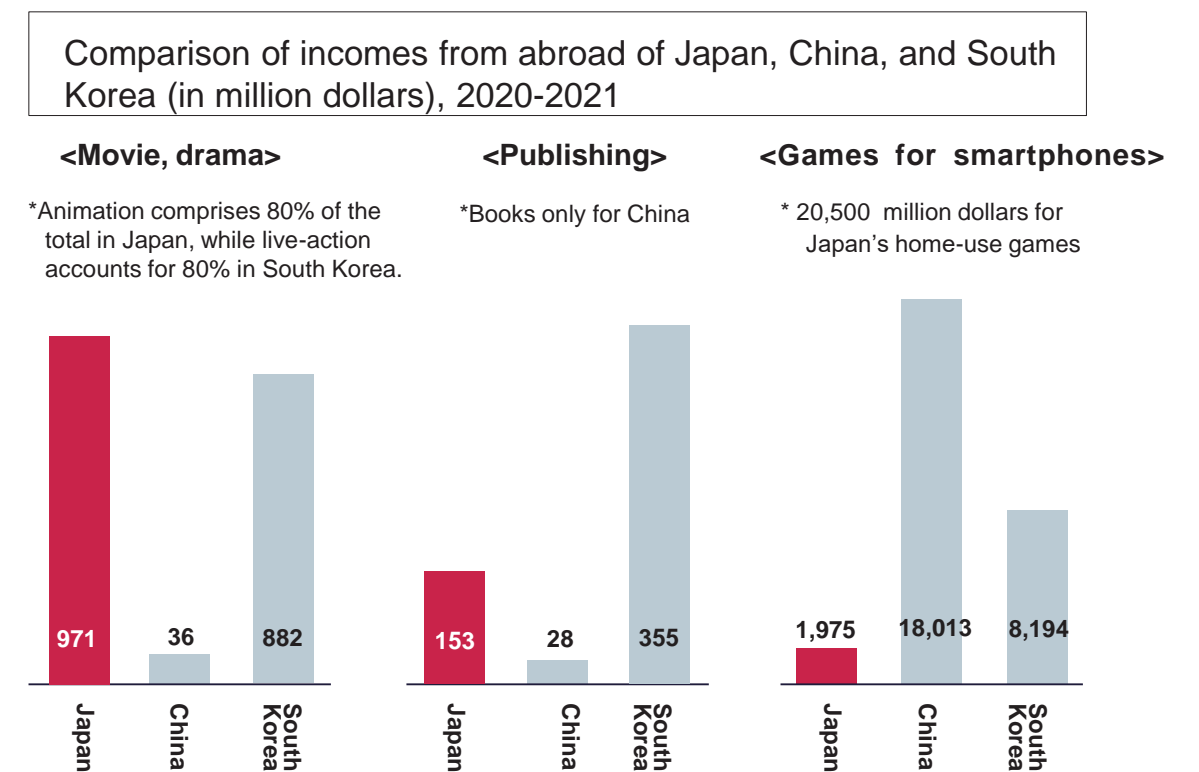
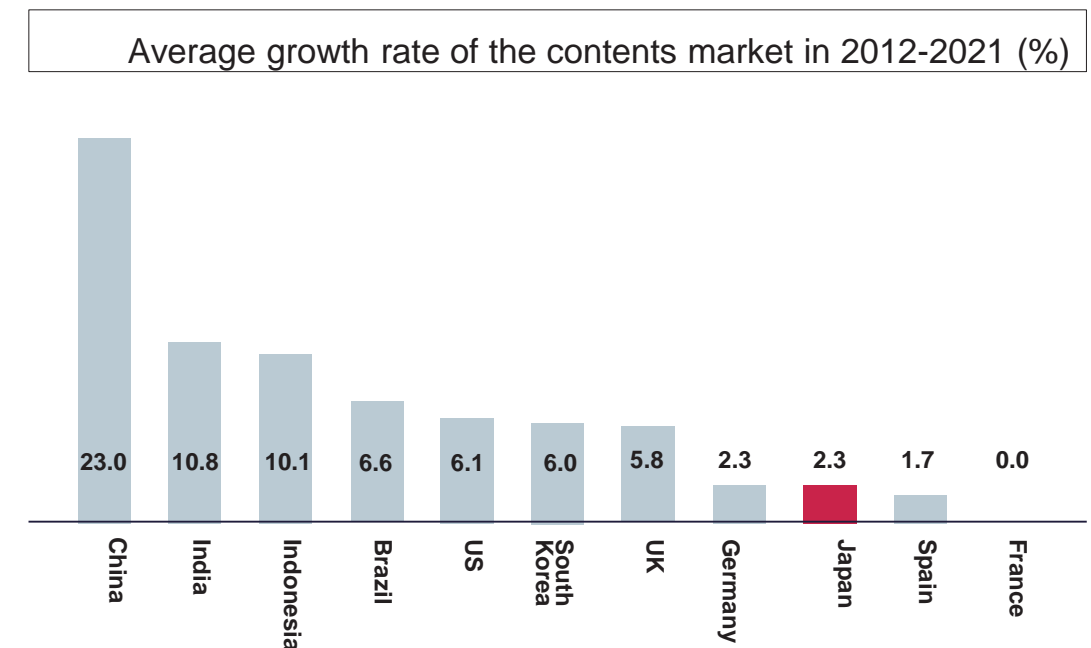
Estimated Size of Global Contents Market (in billion dollars)



(*1) Source: Prepared by the Ministry of Economy, Trade and Industry based on *Survey Report on South Korea’s Promotion of the Contents Industry in a Platform Era* by JETRO (2022).

(2) Crisis facing Japan

- **The growth rate of Japan's contents market is low** and has the lowest future forecast among 53 countries. Meanwhile, **competition has been intensifying** in overseas markets, driven by a surge in production costs, competition for talent acquisition, and governments providing support in various countries.
- Japan's production sites are struggling due to inadequate human resource development systems, delays in digitization, and difficulties in fundraising. There are only a limited number of works which have been produced at global standards.
- **Japan's contents are at risk of losing their status built in the past, threatened by the changing environment and the rapid growth of content industries of other countries.**



(3) What should be done?: investing in people is vital

- Japan stands at the crossroads between opportunities and challenges, due to the global market expanding and the domestic market shrinking. Now is the time for Japan to position its contents industry policy as a strategy area of focus in our country's growth strategy, both as a significant aspect of our soft power and as a growing industry that spreads its wings in the global arena. Thus, Japan should steadily push ahead with its contents industry policy.
- In the government sector, although efforts have been made as part of initiatives such as the “eight priority policies of intellectual property strategy” and as part of its Cool Japan Strategy, they are not enough in terms of implementing strategic and centralized initiatives. Cool Japan Fund has failed to fully perform its initially expected roles because it did not directly allocate funding to individual creators. Reflecting on this, utmost caution should be exercised to prevent making the same mistake in the next strategy.
- Priority should be put on “Human resources.” In particular, it is vital for Japan's contents industry policy to create an environment that encourages bottom-up challenges by creators and to provide continued support for their global activities.
- Keidanren proposes necessary measures for unlocking the full potential of the contents industry to make it a driving force of the Japanese economy. Keidanren strongly urges the government, the ruling parties and all relevant stakeholders to fully commit themselves to promote this proposal.

Sustainably expand the presence of Japan-originated contents worldwide.

- Japan has fans of its contents across the world, with the size of that economic asphere (fan communities) ranking among the top in the world and continuously growing.
- Hit contents changed the image of Japan brands, resulting in ripple effects such as boosting the consumption of Japanese products and services, increasing the number of foreign tourists visiting Japan, and raising in the number of Japanese language learners.
- In Japan, from leaders in public and private sectors to the frontline, people have overseas markets in mind, and young creators who are eager to take on new challenge in those markets emerge one after another.

Reference
KPI

Size of overseas markets for Japan's contents

4.5 trillion yen (2021)^(*) ▶ **15-20 trillion yen** (2033)

(*) Source: Media and Contents Market Databases of Japan and the World 2022 by HUMANMEDIA

1

Support creators
in their challenges



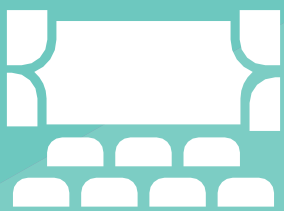
2

Establish a system for
developing creators
and other talent



3

Build production hub,
communication center
and tourism attractions



4

Set up a command
structure and venues
for public-private
collaboration



5

Create a new path
for overseas
expansion



1: Support creators in their challenges

Catalyst

1 Offer opportunities to challenge

- Hold competitions aimed at reaching the world with a bottom-up approach
- Provide booth slots at exhibitions abroad
- Enhance business matching for going global

2 Support necessary activities for challenging

- Provide support information through a single point of access
- Support for concluding contracts with companies abroad as well as in legal, accounting, and tax affairs
- Enhance hands-on support
- Assist digital transformation, establish legal and regulatory frameworks related to web 3
- Improve the working environment including adherence to compliance standards

3 Facilitate production financing

- Introduce completion guarantee for leveraging external finance
- Enhance support for production cost assistance



1: Support creators in their challenges



1 Offer opportunities to challenges

- Establish a competition scheme where private sector consortiums aiming to produce global hits can pitch their ideas
- Aim for a bottom-up approach involving younger creators and other talent

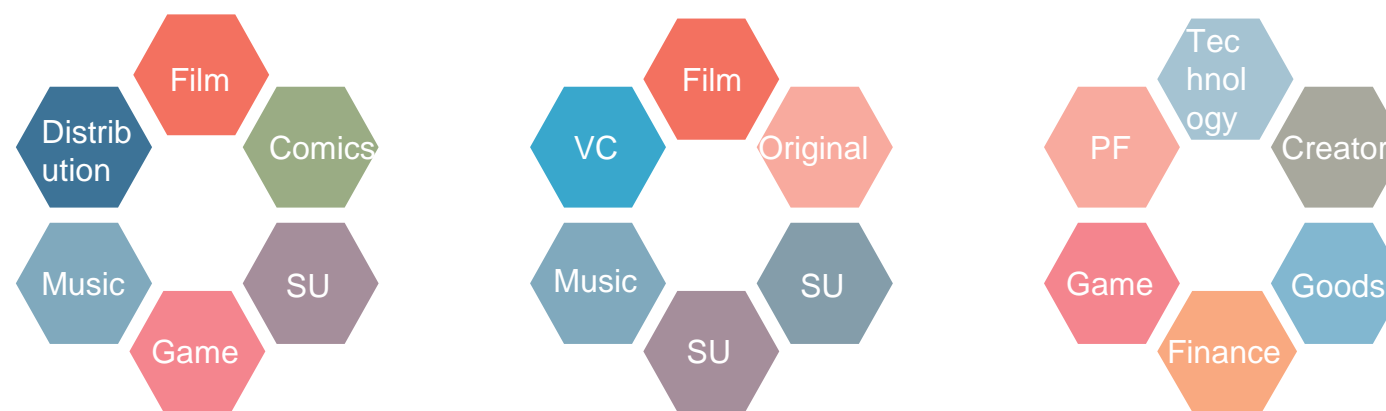
Production competitions for global contents

- Hold a voting-based competitions about once a year
- Providing production funding assistance to selected teams (around five teams)

1 Pitch ideas

2 Providing funding assistance

Private sector consortiums (cross-sectorial collaboration and global operations)



*SU stands for start-up, PF for platformer, and VC for venture capital.

2 : Establish a system for developing creators and other talent



1 Expand academic degrees and disciplines in creative fields

- Develop creators, producers, and management personnel
- Send private-sector experts as lecturers by accelerating industry-academia collaboration



2 Support study abroad

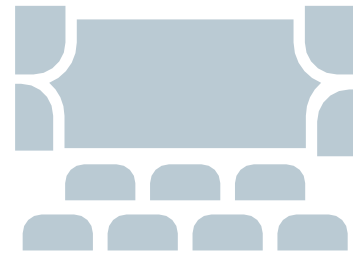
- Support the cost of studying abroad for students and working professionals to learn global-standard skills and management knowledge
- Private companies offer jobs to students who return to Japan after the study abroad, focusing on improving work environment and career paths



3 Establish a framework for continuing education

- Promote the setting up of academies for working professionals
- Create programs for developing exceptional talent

3 : Build production hub, communication center and tourism attractions



1 Develop hub that symbolize Japan's contents

- Create clusters of production studios, theaters, exhibition centers, educational institutions, and the like
- Attract fans and creators of Japanese-originated contents from both domestic and international market



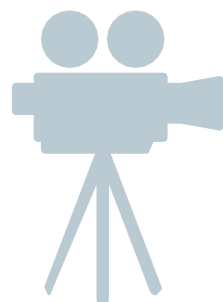
2 Accelerate contents-tourism collaboration

- Create tourism resources by leveraging contents
- Drive collaboration between contents and tourism promotion efforts



3 Attract foreign talent

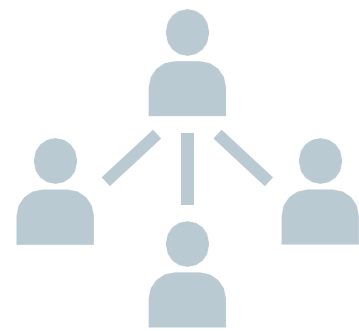
- Facilitate acquisition of residency status
- Improve an environment for receiving foreign talent, such as enhancement of post-arrival support for daily living



4 Attract on-location filming and build production studios

- Increase the scale of funding support and provide tax incentives based on knock-on economic effects of on-location filming invited
- Promote local government's activities to attract production studios

4 : Set up a command structure and venues for public-private collaboration



1 Set up a command structure (e.g., contents agency)

- Establish a command structure and execution organizations for centrally pushing forward various related support measures
- Formulate a comprehensive strategy and review budgets
- Conduct statistical surveys on contents industry
- Accelerate collaboration between contents industry and other industries



2 Deliver top messages

- Clearly position contents in the national growth strategy



3 Establish a framework for public-private collaboration

- Set up scheme for discussing the details of proposals
- It is important to build cooperation and promotion systems in the private sector beyond the interests of individual companies



4 Establish overseas bases to promote Japan-originated contents

- Deploy contents specialists at JETRO's overseas offices
- Enhance collaboration among JF, JNTO, Japan House, and JETRO

*JF stands for the Japan Foundation, JNTO for Japan National Tourism Organization, and JETRO for Japan External Trade Organization.

5: Create a new path for overseas expansion (1/2)

Catalyst

1 Build collaboration for exhibitions abroad

- Form public-private consortiums to showcase contents at exhibitions abroad
- Comprehensively capture and select overseas trade fair and events that emphasize Japan contents
- Consider holding “Japan Expo” organized by Japanese public and private sector



2 Reboot existing IP, intellectual properties

- Enhance contents showcased in promotional tools targeting overseas buyers such as VIPO's *Japan Book Bank*, JETRO's *Japan Street*, etc.
- Strengthen domestic and international communication in each tool mentioned above.
- Private sector companies enhance works to be covered and build relevant systems



3 Expand comics/manga distribution and sales channels

- Set up roundtables involving publishers
- Support Japan's platforms for overseas distribution

5: Create a new path for overseas expansion (1/2)

Catalyst

1 Build collaboration for exhibitions abroad

- Enhance the presence of Japan-originated contents to the world through strengthening promotional activities
- Invest in the future by increasing the assets of potential fan bases

Collaborative consortiums for overseas exhibitions

- Comprehensively capture and select overseas trade fairs and events that prioritize Japan contents, with strategical setting exhibition themes
- Secure large-scale Japan booths and build a stronger presence
- Discuss on the "Japan Expo" organized by Japanese public and private sector

1 Participation

2 Provide exhibition slots



<Examples of overseas exhibitions to cover>

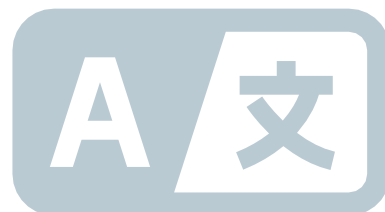
- Middle East Film & Comic Con (Middle East)
- Frankfurt Book Fair (Germany)
- Mipcom (France)
- Licensing Show (US)

5 : Create a new path for overseas expansion (2/2)



4 Ensure and strengthen measures against piracy

- Strengthen the communication of litigation cases and related information to local media
- Enhance government's portal for collecting information held by the private sector
- Establish constant information exchanges (coordination meetings) between related ministries and agencies, including the Ministry of Foreign Affairs



5 Enhance translation sector as shared infrastructure

- Drastically improve translation support programs and assist matching with translation professionals
- Develop translators capable of using AI's natural language processing functions
- The government builds an online platform for translators

(Reference) Measures by Category

		Comics	Game	Animation	Live-action	Music	Goods
1 Support creators in their challenges	1 Offer opportunities to challenge	Develop next generation IPs and accelerate overseas expansion					
	2 Support necessary activities for challenging	Reduce costs and burden					
	3 Facilitate production financing			Secure funds for production			
2 Establish a system for developing creators and other talent	1 Expand academic degrees and disciplines in creative fields		Develop and retain competent talent				
	2 Support study abroad				Talent development at international standards		
	3 Establish a framework for continuing education		Develop and retain competent talent				
3 Build production hub, communication center and tourism attractions	1 Develop hub that symbolize Japan's contents	Strengthen promotion, increase presence, and accelerate collaboration					
	2 Accelerate contents-tourism collaboration	Attract more foreign tourists to Japan					
	3 Attract foreign talent			Secure and internationalize competent creators			
	4 Attract on-location filming and build production studios						
4 Set up a command structure and venues for public-private collaboration	1 Set up a command structure(e.g., contents agency)	Effective rollout of measures and PDCA					
	2 Deliver top messages	Increase presence and integrated promotion					
	3 Establish a framework for public-private collaboration	Materialization and execution of measures					
	4 Establish overseas bases to promote Japan-originated contents	Establish networks and drive business matching					
5 Create a new path for overseas expansion	1 Build collaboration for exhibitions abroad	Strengthen promotion and win new customer bases					
	2 Reboot existing IP, intellectual properties	Expand the supply and market of contents					
	3 Expand comics/manga distribution and sales channels						
	4 Ensure and strengthen measures against piracy						
	5 Enhance translation as shared infrastructure	Eliminate bottlenecks for market expansion and improve translation quality					