

FOREIGN FILM IMPORTER-DISTRIBUTORS ASSOCIATION OF JAPAN

Projects for 2006

The following are the major projects that the Foreign Film Importer-Distributors Association of Japan (or the Association) will undertake between April 1, 2006 and March 31, 2007. As the only Japanese organization of the importers and distributors of foreign films under the banner of the Federation of Japanese Films Industry, Inc., the Association aims at stabilizing its management foundation, enhancing its authority, and enriching its inner activities as an only public organization representing Japan's imported films industry, as its title indicates, with the close cooperation of such related organizations as the Foreign Film Customs Clearance Conference, the Motion Picture Association, the Japan Video Association, and the Japan and International Motion Picture Copyright Association, Inc.

1) Research and study of the foreign film business and foreign laws and regulations relating to films, as well as the collection and creation of materials. (1, Article 4 of the Statutes of Association)

1.

The Association publishes a "Foreign Film List" every March

covering the foreign films distributed in Japan from April of the preceding year as well as the "Foreign Film General Situation" classified by nations and corporations, in July and January, of every year. In addition, the Association issues materials as the occasion demands for the purpose of preparing basic materials on the import, distribution, and exhibition of foreign films in Japan.

The materials are opened to the public in the Association's web site.

2) Preservation and showing of good foreign films

(2, Article 4 of the Statutes of Association)

1.

At the expiration time of the rights a member company holds for the distribution of a film, the Foreign Film Importer-Distributors Association of Japan actively tries to perpetually lend a print of the film to the National Film Center of the National Museum of Modern Art, Tokyo, with the permission from the producer of the film.

2. Holding of "Tokyo Cinema Show"

Pursuant to the "GTF (Greater Tokyo Festival) Tokyo Cinema Show 2005" held from August 12 to 18, last year, the Association will also hold the "GTF Tokyo Cinema Show 2006" this year too.

During the period of the GTF 2006, the Association plans to hold the Tokyo Cinema Show at the Iino Hall in the Uchisaiwai-cho Area of Tokyo for 7 days from Tuesday, August 8 until Monday, August 14 as a joint project of the Motion Picture Producers Association of Japan, the Japan Association of Theatre Owners, the Motion Picture Association (MPA), and the GTF Executive Committee.

Referring to SHOWEST, which the U.S. exhibition industry holds every March for people related to the film and its exhibition in not only the U.S.A. but also the entire world, the Tokyo Cinema Show, with support from Unijapan and the Ministry of Economy, Trade and Industry, presents films and their distributors through introduction by the publicity staff of Japanese and foreign films that are to be released by the members of the Association, the Motion Picture Association, and the Motion Picture Producers Association of Japan from this autumn through summer of next year; showing of trailers and previews of such films; holding of publicity screenings; and distribution of flyers and brochures covering each company's lineups.

On the other hand, the Tokyo Cinema Show also features movie-related events and talk-shows for general fans (to be invited for free), exhibitors, and the media of various genre. The Tokyo Cinema Show events also include the award

ceremony for the "Tsukushi Prize - Golden Title Award" for the most wonderful title of those given to films released from July of last year until June of this year.

The Foreign Film Importer-Distributors Association of Japan also makes preparations for a "Special Memorial Event for the 15th Anniversary of the Tokyo Cinema Show" because the Show marks its 15th anniversary in 2010.

3.

Presenting of the 45th "Best Foreign Film Importer-Distributor Award"

The Association has presented the award since 1962 as its greatest annual event. For this year marking the 45th presentation of the award, 11 jurors will select a recipient and present the award to a distributing company that has imported a film, excelled in distributing it, and thereby cultivated a new field and made a great contribution to the development of the Japanese film industry from April 1, 2006 until March 31, 2007. The distribution company will be given a certificate and a memento from the Minister of Economy, Trade and Industry. The award ceremony is scheduled for Wednesday, April 18, and 600 guests will be invited to the post-ceremony free-of-charge screening of the film presented by the award-winning company.

4.

The Foreign Film Importer-Distributors Association of Japan actively participates in the Sound Volume Committee for Previews, which is managed by the Federation of Japanese Films Industry as the central figure, for the purpose of projecting imported films and their previews at movie theaters in a condition satisfactory for the audience.

3) Holding of and cooperation with film festivals

contributing to international cooperation (3, Article 4 of the Statutes of Association)

The Foreign Film Importer-Distributors Association of Japan supports the film festivals held in Japan, such as the 19th Tokyo International Film Festival and the French Film Festival and assists them with their management so that they will finish successfully, for the purpose of smoothing the export of Japanese films and helping with international cooperation. At the same time, the Association cooperates with foreign countries regarding their promotion policies and activities for their films in Japan.

4) Evaluation, estimate or certification of quality, box office revenue, damage or loss by accident of imported

films (4, Article 4 of the Statute of Association)

Cooperation with the Japan Association of Theatre Owners including the holding of a "Film Service Day."

The Foreign Film Importer-Distributors Association of Japan cooperates with the "Film Service Day" held on the 1st day of every month, i.e. 12 times a year, by the Japan Association of Theatre Owners. At the same time, the Association takes advantage of such materials as the box office comparison of such Film Service Days, made by the Japan Association of Theatre Owners, for the purpose of trying to increase the number of the audiences, and endeavors to collect the newest information on the quality, box office revenue, and accidents taking place during exhibition of imported films. And the Association properly corresponds to requests, if any, from its members or related organizations for the above-mentioned evaluation, estimate, and certification.

5) Arbitration for the resolution of disputes related to international transactions of imported films (5, Article 4 of the Statues of Association)

1.

When making a contract for films, the member companies of the Foreign Film Importer-Exhibitors Association of Japan

exchange with each other as much information as circumstances admit, avoid double booking in acquisition of films, make efforts to prevent excessive competition, and help the film import-exhibition business in Japan develop in a healthy way.

2.

Policies against the infringement of copyrights of imported theatrical feature films to cope with the diversification of the film industry and the rapid wide-spread use of personal computers.

Japanese and imported movies are filmed illegally while being shown at Japanese film theaters and such copies are exchanged online free of charge through the use of such software as Winny or P2P, and they are made into DVDs and sold on the street in busy shopping areas. As such, the situation is becoming increasingly serious, so the Foreign Film Importer-Distributors Association of Japan discusses and researches the necessary policies, including the disclosure of pirated editions and the establishment of copyrights, in order to prepare the basis for dealing with international matters, making close contact with such related associations as the Motion Picture Producers Association of Japan, the Motion Picture Association, the Japan Association of Theatre Owners, the Japan Video

Association and the Japan and International Motion Picture Copyright Association centering around the Intellectual Property Protection Committee.

The Association makes efforts to prevent stealthy filming and production of pirated editions so that overseas film producers and distributors will not have doubts about the healthiness of Japan's exhibition markets.

For the purpose of resolving the matter, the Association actively participates in the Policy Conference against the Illegal Copying of Theatrical Films established by the five bodies: the Motion Picture Association, the Motion Picture Producers Association of Japan, the Japan Video Association, the Japan Association of Theatre Owners and the Foreign Film Importer-Distributors Association of Japan.

The Association makes efforts to have enacted a "revision of laws so that the stealthy filming inside film theaters will be the target of penal regulations."

6) Other undertakings necessary to accomplish the Association's purposes (6, Article 4 of the Statutes of Association)

1.

Participation in the "Let's go to movie theaters" campaign

For the purposes of increasing the number of film viewers and contributing to the development of the film industry and Japan's economy, the Association and its member companies actively participate in the "Let's go to movie theaters" campaign; and evaluate its achievements to make it more successful and study the matters in its executive committee, in cooperation with the 3 film industry bodies: the Motion Picture Producers Association of Japan, the Japan Association of Theatre Owners and the Motion Picture Association.

2.

Holding of a New Year's business card exchanging party
With the cooperation of the Motion Picture Association, the Association held the party on January 5, this year, with the participation of more than 600 guests related with distribution, exhibition, and production supporting Japan's film industry, for the purposes of the healthy development of the foreign film importation and distribution business; the expansion of Japan's economy; as well as the improvement of culture.

The New Year's business card exchanging party will be held again on Friday, January 5, 2007.

3.

As the year 2012 marks the 50th anniversary of its

establishment, the Association is considering undertaking memorial projects, with the Project Committee for the 50th Anniversary Memorial Undertakings as the central figure.

4.

Each section and special personnel of the Foreign Film Importer-Distributor Association of Japan actively studies and examines the undertakings necessary for achieving the Association's objectives.

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