

FOREIGN FILM IMPORTER-DISTRIBUTORS ASSOCIATION OF JAPAN, INC.

PLANS FOR 2008 UNDERTAKINGS

The major undertakings to be carried out by the Federation of Foreign Films Importer-Distributors Association of Japan, Inc. (FFIDAJ) from April 1, 2008 through March 31, 2009, are stated below.

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 Federation of Foreign Films Importer-Distributors Association of Japan, Inc. (FFIDAJ) aims to stabilize its operation even more, as well as to enhance its authority and enrich its internal activities as the only public organization representing Japan's imported film industry as its title indicates, with the close cooperation of such related organizations as the Motion Picture Producers Association of Japan (MMPAJ), the Japan Association of Theater Owners, the Motion Picture Association (MPA), the Japan Video Software Association, the Japan and International Motion Picture Copyright Association, Inc. and the Foreign Film Customs Clearance Conference.

1) Research and study of the foreign film business and foreign laws and regulations in relation to motion pictures, as well as the collection and creation of materials ((1), Article 4, Statutes of the Association)

The FFIDAJ shall issue the "List of Imported Films" in March of every year covering the imported films distributed in Japan from April of the preceding year until March of the current year. The FFIDAJ also publishes the "General Situation of Foreign Films," classified by nation and enterprise, twice a year in July and January. In addition, the FFIDAJ shall issue other materials as occasion demands, making an endeavor to prepare basic data in regard to import, distribution, and exhibition of foreign films in Japan.

Such materials and data are open to the public through the FFIDAJ's website.

The FFIDAJ shall attempt to enrich the contents of its website, as it did in the last year, to respond to the inquiries and requests from overseas.

2) Preservation and showing of good foreign films ((2), Article 4, Statutes of Association)

1. The FFIDAJ shall expand its activities to donate one print from each film, of which the member companies own the distribution rights, with the permission from the film's producer, to the Film Center of the National Museum of Modern Art, Tokyo, as materials for study when such distribution rights have expired.

2. Hosting of the Tokyo Cinema Show

Pursuant to the GTF Tokyo Cinema Show 2007 held from August 7-12, last year, the FFIDAJ shall host the GTF Tokyo Cinema Show 2008 also this year.

This year's Tokyo Cinema Show shall be held at the Tosho Hall for three days starting Thursday August 28 and ending Saturday August 30 during the period of the Greater Tokyo Festival 2008 (GTF 2008), as a joint project with the Motion Picture Producers Association of Japan (MPPAJ), the Japan Association of Theater Owners, the Motion Picture Association (MPA) as well as the GTF Greater Tokyo Festival Executive Committee.

Referring to the SHOWEST which U. S. film distributors hold every March for not only people in the U.S.A. but the world over in the film Exhibition business, the publicity division staff of the FFIDAJ, MPA and MPPAJ member companies will hold a presentation, as one of the joint projects with the 21st Tokyo International Film Festival, of their movies and companies by introducing their films (both Japanese and imported

ones) to be released in the autumn of this year and by next summer; They will show trailers and previews, hold screenings, and distribute the flyers of such films. They will also distribute brochures covering the lineups of each company with support from the Ministry of Economy, Trade and Industry, the Japan Video Software Association and the Visual Industry Promotion Organization. In addition, events and talk shows will be held for general movie fans (to be invited for free), exhibitors, and people in the media.

“The Tsukushi Prize: Golden Title Award” ceremony will be held as one of the Tokyo Cinema Show events for an imported film which was given the most wonderful title.

On the opening day, Thursday, August 28, 2008, “Digital Screening Projectors (including 3-D equipment)” will be exhibited on the same floor where projectors from five companies will be exhibited and briefing sessions held for them to meet the requests from theater staff and other people concerned.

The FFIDAJ shall make preparations for the events to commemorate the 15th anniversary of the Tokyo Cinema Show, which marks its 15th anniversary in 2010.

3. Presentation of the 47th Good Foreign Film Importer-Distributor Award

The Award has been presented since 1962 as the greatest annual event of the FFIDAJ. At the 47th time again, the twelve jurors will examine distributing companies and commend ones that imported and released films, which, of high quality, opened up a new field and made a great contribution to the development of the Japanese film industry during the period starting on April 1, 2007 and ending March 31, 2008.

A testimonial and memento will be granted by the Minister of Economy, Trade and Industry to each of such distributing companies. The award ceremony is scheduled on Wednesday, April 15, 2009, after which screenings will be held for films presented by the award-winning companies

es, inviting 600 applicants free of charge.

3) Cooperation in holding film festivals contributing to international collaboration ((3), Article 4, Statute of Association)

The FFIDAJ shall support and cooperate with the management of various film festivals held in Japan, such as the 21st Tokyo International Film Festival and the France Film Festival in Japan so that they may be held successfully for the purpose of achieving smooth export of Japanese films and establishing friendly relationships with overseas countries. In addition, the FFIDAJ shall cooperate with the policies and activities of foreign countries to promote their films in Japan.

The FFIDAJ shall cooperate with the management of the Japan Academy Prize.

4) Estimation, judgment or certification of quality, box-office revenue and damage/loss in accidents, of imported films ((5), Article 4, Statute of Association)

The FFIDAJ shall cooperate with the projects of the Japan Association of Theater Owners, including the holding of "Film Service Day."

The FFIDAJ shall also cooperate with the December 1 "Film Day" as well as the "Film Service Day" held by the Tokyo Association of Theater Owners (TATO) monthly - twelve times a year - including the Film Day. Also, the FFIDAJ shall make efforts to increase film attendance, making use of materials created by the TATO like the comparison of box-office revenue on such days, and at the same time the FFIDAJ shall endeavor to collect the latest information on quality, box-office revenues, and accidents during exhibition of imported films.

The FFIDAJ shall properly respond to the requests from its members or related organizations concerning the above-mentioned estimation, judgment, or certification.

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

1. The FFIDAJ members shall make efforts to exchange with each other as much information as circumstances admit, avoid double booking in the acquisition of films, prevent excessive competition and promote the healthy development of the film import and distribution business in Japan.
2. Policies against copyright infringement of imported theatrical feature films to cope with the varying visual industry and the development of information technology.

Japanese and imported movies are stealthily filmed inside theaters in Japan and the illegal copies are exchanged free of charge using such software as Winny and P2P, or their DVD versions are sold on the streets in cities. As such situation has become serious, the FFIDAJ has been making efforts to discuss and examine various policies for the prevention of stealthy filming of movies, the disclosure of pirated versions, and the establishment of copyrights to solidly build a basis to cope with international problems. The FFIDAJ will continue to enforce its approaches to this matter to prevent stealthy filming and pirating, so that overseas film producers and distributors may not have any doubt about the healthiness of Japan's film exhibition market because of such pirated movies prevailing there, making close contact with such related organizations as the Motion Picture Producers Association of Japan, the Motion Picture Association (MPA), the Japan Association of Theater Owners, the Japan Video Software Association as well as the Japan and International Motion Picture Copyright Association, with the Intellectual Property Protection Committee as the central figure.

The FFIDAJ shall make even further efforts to prevent stealthy filming

by observing the Law Regarding Prevention of Stealthy Filming of Movies which came into force on August 30, 2007 and informing the general public of it in cooperation with the JIMCA, the MPPAJ, the Japan Video Software Association, and the Japan Association of Theater Owners, with the "Let's Go to the Movies" Executive Committee as the core.

The FFIDAJ shall make efforts this year as well to enrich the funds for the continuous and smooth Intellectual Property Preservation activities.

6) Undertakings necessary to accomplish the FFIDAJ's purposes in addition to the above-mentioned ones ((6), Article 4, Statute of Association)

1. Participation in the "Let's Go to the Movies" campaign projects

In cooperation with the three organizations in the film industry – the Motion Picture Producers Association of Japan, the Japan Association of Theater Owners and the Motion Picture Association (MPA) – the FFIDAJ and its members shall actively participate in the "Let's Go to the Movies" campaign, endeavor to make the campaign successful, help the Executive Committee achieve its tasks, and verify their achievements in order to expand the movie-going population and develop the film industry and Japan's economy.

2. Special screenings with an audio sub-channel and other equipment

With the target of "delivering movies to various people," the FFIDAJ shall continue to prepare opportunities to show films in the environments considering people with visual and or hearing impairment as well as aged people, and make efforts to enrich the funds for such opportunities.

3. Hosting of a New Year's Business Card Exchanging Party

The FFIDAJ shall hold the New Year's Business Card Exchanging Party on Monday, January 5, 2009, with the cooperation of the Motion Picture Association (MPA), inviting more than 600 guests from distribution,

exhibition production sectors that support Japan's film industry, to promote the healthy development of the foreign film import and distribution business, the expansion of Japan's economy as well as the improvement of culture.

4. Projects to commemorate the 50th anniversary of foundation

With the 50th anniversary coming up in 2012, the FFIDAJ shall examine its commemorative projects with the Planning Committee for the 50th Anniversary of Foundation as a core.

5. Other undertakings necessary to achieve the FFIDAJ's purposes

Each section and each special member of the FFIDAJ shall actively study such undertakings.
