

REPORT ON THE 2008 UNDERTAKINGS OF THE FOREIGN FILM IMPORTER-  
DISTRIBUTORS ASSOCIATION OF JAPAN, INC.

April 1, 2008 to March 31, 2009

Issued by

the Foreign Film Importer-Distributors Association of Japan

\*\*\*\*\*

CONTENTS

- I. General Meetings, Board of Directors Meetings, Policy Committee Meetings, Section Meetings,
  - 1) 2008 regular meetings
  - 2) 2008 undertaking projects
  - 3) Agenda at Board of Directors Meetings
  - 4) Holding of Policy Committee meetings
  - 5) Holding of publicity, business, production-liaison, general-affairs-accounting section meetings
  
- II. Report on Major Undertakings
  - 1) Research and study of the foreign film business and foreign regulations as well as the collection and creation of materials
  - 2) Preservation and showing of good foreign films
    - \* Donation of films to the Film Center of the National Museum of Modern Art, Tokyo
    - \* Hosting of "Tokyo Cinema Show"
    - \* Presentation of the 47<sup>th</sup> Good Foreign Film Importer-Distributor Award
  - 3) Cooperation in holding film festivals contributing to international collaboration
  - 4) Estimation, judgment or certification of quality, box-office

- revenue and damage/loss in accidents, of imported films
- 5) Arbitration for the resolution of disputes related to international Transactions of imported films
  - 6) Other undertakings necessary to accomplish the FFIDAJ's purposes

Accompanying documents

Materials related to the GTF Tokyo Cinema Show 2008 special events

- 1) Presentation of the Tsukushi Prize: Golden Title Award
- 2) Talk Show

General situation of foreign films (classified by nation)

General situation of foreign films (classified by enterprise)

List of films

.....

REPORT ON THE 2008 UNDERTAKINGS OF THE FOREIGN FILM IMPORTER-DISTRIBUTORS ASSOCIATION OF JAPAN, INC.

I. General Meetings, Board of Directors Meetings, Policy Committee Meetings, Section Meetings

1) 2008 Regular General Meeting

The 2008 Regular General Meeting was held as follows:

Time and date: 1:00 p.m., June 13, 2008

Venue: 7<sup>th</sup>-floor meeting room of the Tokyo Kensetsu Kaikan

Discussed and approved by the Regular General Meeting were the report on the 2008 projects and balance sheet as well as the 2008 undertaking plans, income and expenditure budgets.

As the terms of two directors have expired, the election of the following new directors, Yasushi SHIINA, Tatsumi YODA, Hiroyasu MATSUMOTO, Kenji KAZANO and Junpei KURODA, was approved. And the resignation of Directors Hisanori HIRANUMA and Yoko Kuroda was

approved as well.

## 2) Plans for 2009 Undertaking

The major undertakings carried out by the 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 Foreign Film Importer-Distributors Association of Japan (FFIDAJ) further aims to stabilize its operation 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 Conference Group for Import and Customs Clearance of Foreign Films in Japan.

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

(1) 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 through 12 of last year, the FFIDAJ hosted the GTF Tokyo Cinema Show 2008 this year as well.

This year's Tokyo Cinema Show was 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 held 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) to be released in the autumn of 2008 through the summer of 2009; They showed trailers and previews, held screenings, and distributed the flyers of the corresponding films. They also distributed 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 were held for general movie fans (invited for free), exhibitors and people in the media.

“The Tsukushi Prize: Golden Title Award” ceremony was held as one of the Tokyo Cinema Show events for a Japanese or imported film which had been given the most wonderful title.

On the opening day, Thursday, August 28, 2008, “Digital Screening Projectors (including 3-D equipment)” were exhibited on the same floor where projectors from five companies were exhibited and briefing sessions were 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 15<sup>th</sup> 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 Award, the twelve judges examined

distributing companies and commended those that imported and released films, which, of high quality, opened a new field and made a great contribution to the development of the Japanese film industry during the period starting on April 1, 2008 and ending March 31, 2009.

A testimonial and memento were granted by the Minister of Economy, Trade and Industry to each of such distributing companies. The award ceremony was held on Wednesday, April 15, 2009, after which screenings were held for films presented by the award-winning companies, 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 Festival of French Films 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 as well.

### **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 permit, avoid double booking in the acquisition of films and prevent excessive competition as well as 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, 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 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.

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, led by the "Let's Go to the Movies" Executive Committee.

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 elderly people, and make efforts to enrich the funds for such opportunities.

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

The FFIDAJ held the annual 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 and 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 led by the Planning Committee for the 50<sup>th</sup> Anniversary of Foundation.

(5) Other undertakings necessary to achieve the FFIDAJ's purposes

Each section and each special member of the FFIDAJ shall actively

study such undertakings.

.....

**3) Agenda at Board of Directors Meetings**

○ April regular meeting (April 18)

Approval of March regular meeting minutes

Approval of report on March undertakings

2007 settlement of account

2008 budget

Tokyo Cinema Show

Entry application from Go Cinema, Inc.

Good Foreign Film Importer-Distributor Award

Application from "SKIP City International Cinema Festival 2008"

to use the FFIDAJ's name as a supporter

Reforming outline of the public corporation system

(Materials distributed)

\* Box office comparison of "Film Service Day" at major heaters  
in Tokyo (April 1)

\* Brochures of the 46<sup>th</sup> Good Foreign Film Importer-Distributor  
Award

\* Flyers introducing films to be presented at the EU Film  
Days 2008

○ June regular meeting (June 13)

Approval of April regular meeting minutes

Approval of reports on April-May undertakings

GTF Tokyo Cinema Show 2008

"Let's go to the movies" campaign for the new fiscal year

Good Foreign Film Importer-Distributor Award

Application from the "GTF Tokyo Mikke 2008" to use the FFIDA's

name as a supporter

Application from the Aichi International Women's Film Festival 2008 to use the FFIDA's name as a supporter

Application from the 6<sup>th</sup> Kyoto Film Festival to use the FFIDAJ's name as a supporter

Application from the "Centennial of Kashiko Kawakita's Birthday" to use the FFIDA's name as a supporter

(Materials distributed)

\* Membership list of the 47<sup>th</sup> Good Foreign Film Importer-Distributor Award judges

\* Request for cooperation with the Pension Special Mail" (Ministry of Economy, Trade and Industry)

\* Energy-saving policy for summer (Ministry of Economy, Trade and Industry)

\* Box office comparison of "Film Service Day" at major theaters in Tokyo (May 1)

\* Box office comparison of "Film Service Day" at major theaters in Tokyo (June 1)

○ July Regular Meeting (July 18)

Approval of June regular meeting minutes

Approval of report on June undertakings

GTF Tokyo Cinema Show 2008

Withdrawal of Prenom-H Co., Ltd.

Settlement of account of the 46<sup>th</sup> Good Foreign Film Importer-Distributor Award

About "Cool Earth Day"

About saving electricity

Application from the 21<sup>st</sup> Tokyo International Film Festival to use the FFIDAJ's name a a supporter

Application from the TIFFCOM2008 to use the FFIDAJ's name as a supporter

Request for cooperation to make film subtitles

Japan Motion Pictures Regulation Committee

Barrier-free films

Kashiko Kawakita Exhibition and screenings for her centennial of her birth

Distribution business cooperation of Desperado Inc. and Nikkatsu Corporation

New public corporation system

(Materials distributed)

\* Box office comparison of "Film Service Day" at major theaters in Tokyo (July 1)

○ September regular meeting (September 19)

Approval of July regular meeting minutes

Approval of reports on July-August undertakings

Completion of the GTF Tokyo Cinema Show 2008

Prevention of stealthy filming at theaters

Request for cooperation on the 2008 research of the actual situation of special service industry

Application from the 15<sup>th</sup> Osaka European Film Festival to use the FFIDAJ's name as a supporter

Application from the Sapporo Film Festival to use the FFIDAJ's name as a supporter

Application from the 13<sup>th</sup> Kobe 100-Nen Film Festival to use the FFIDAJ's name as a supporter

Documents on the box office comparison of "Film Service Day" at major theaters in Tokyo (August 1)

Documents on the box office comparison of Tokyo's "Film Service

Day” at major theaters (September 1)

○ October regular meeting (October 17)

Revision of the examination rules of the Film Classification and Rating Committee

Approval of September regular meeting minutes

Approval of report on September undertakings

Prevention of stealthy filming at theaters

Temporary settlement of account of the GTF Tokyo Cinema Show 2008

Japan Academy Awards

Expenses for the cooperation with the management of the 53<sup>rd</sup>

Film Day events

(Materials distributed)

\* Documents on the box-office comparison of “Film Service Day” at major theaters in Tokyo (October 1)

\* The 21<sup>st</sup> Tokyo International Film Festival schedule

\* Flyers for the 13<sup>th</sup> Kobe 100-Nen Film Festival

\* Outline of the Osaka European Film Festival

○ November regular meeting (November 21)

Approval of October regular meeting minutes

Approval of report on October undertakings

GTF Tokyo Cinema Show

Prevention of stealthy filming at theaters

2009 New Year’s Business Card Exchanging Party

New Year’s joint party for movie journalists and publicity staff

Special Distinguished Service Medal as well as Distinguished

Service for the 53<sup>rd</sup> Film Day

Application from the Osaka Asian Film Festival to use the

FFIDAJ’s name as a sponsor

(Materials distributed)

\* Documents on the box-office comparison of Tokyo's "Film Service Day" at major theaters (November 1)

○ January regular meeting (January 16)

Approval of November regular meeting minutes

Approval of reports on November-December undertakings

Completion of the 2009 New Year's Business Card Exchanging Party

Tokyo Cinema Show

Prevention of stealthy filming at theaters

Application from the Festival of French Films 2009 to use the FFIDAJ's name as a supporter

Report on the completion of the Japan International Contents Festival Executive Committee

(Materials distributed)

\* 2008 general situation of foreign films

\* "Leisure White Paper" movie data analysis

\* Documents on the box-office comparison of Tokyo's "Film Service Day" at major theaters (December 1)

\* Documents on the box-office comparison of Tokyo's "Film Service Day" at major theaters (January 1)

\* List of 2009 winners of the Japan Academy Awards Excellence and New Actor Prizes

\* Flyers for the 1<sup>st</sup> Federation of Japanese Film Industry Seminar

○ February regular meeting (February 20)

Approval of January regular meeting minutes

Approval of report on January undertakings

New Year's Business Card Exchanging Party

47<sup>th</sup> Good Foreign Film Importer Distributor Award

Tokyo Cinema Show

Application from the Okinawa International Film Festival to  
use the FFIDAJ's name as a supporter

Report on the completion of the 21<sup>st</sup> Tokyo International Film  
Festival

(Materials distributed)

\* 2008 General Situation of all-Japan film business (Motion  
Picture Producers Association of Japan)

\* Special types of industry designated for emergency guarantee  
(Ministry of Economy, Trade and Industry)

\* Excerpts from "film" section of the "Information Media White  
Paper 2009)

\* Documents on the box-office comparison of Tokyo's "Film Service  
Day" at major theaters (February 1)

○ March regular meeting (March 27)

Approval of February regular meeting minutes

Approval of report on February undertakings

2008 temporary settlement of account

2009 undertaking projects

2009 temporary budget

47<sup>th</sup> Good Foreign Film Importer Distributor Award

Application from the 2<sup>nd</sup> Shitamachi Comedy Film Festival in Taito  
to use the FFIDAJ's name for a supporter

Application from the SKIP City International D Cinema Festival

2009 to use to use the FFIDAJ's name for a supporter

Film project co-sponsored by the Kyoto National Museum of Modern  
Art and the Film Center

Date-base system of film running time

(Materials distributed)

\* Documents on the box-office comparison of "Film Service Day" at

major theaters in Tokyo (March 1)

\* Excerpts from “Violent Change: Film Business” from the March 28, 2009 issue of Weekly Diamond

1) The Policy Committee held 9 meetings (from the 118<sup>th</sup> to the 126<sup>th</sup>) during 2008. In accordance with Item 3, Article 20 of the Statutes of Association, and being assigned from the Board of Directors, the Policy Committee underwent discussion and examination to materialize the FFIDAJ’s undertaking projects and powerfully promote the management of the Association.

2) With the approval from the Board of Directors, general meetings were held by the following sections to promote the FFIDAJ’s undertaking projects as well as to operate the Association.

○ Publicity Section

Four meetings were held (September 30, November 25, January 27, March 31)

○ Business Section

Four meetings were held. (September 30, November 26, January 26, March 30)

(A special meeting on May 22 and a social gathering on February 25)

○ Production-Liaison section

Four meetings were held (September 5, November 6, January 9, March 6)

○ General-Affairs/Accounting joint section

Three meetings were held (September 29, November 27, March 25)

(A social gathering on May 27 and a New Year’s social gathering on January 9).



## **II. Report on Major Undertakings**

### **1. Research and study of the foreign film business and foreign and regulations in relation to motion pictures, as well as the collection and creation of materials**

The FFIDAJ issued the "2008 List of Imported Films" in January 2008 and completed this material by publishing supplementary materials in February and March. The FFIDAJ also published the "General Situation of Foreign Films," classified by nation and enterprise, in July 2008 and January 2009.

\* See the accompanying documents.

The FFIDAJ offers those materials through its website. The number of enquiries from outsiders for the materials amounted to 37 in 2008, including 2 from embassies, 16 from the media, 8 from corporations, 1 from a laboratory and 10 from individuals.

### **2. Preservation and showing of good foreign films**

No films were donated permanently to the Film Center of the National Museum of Modern Art during this period by the FFIDAJ member companies.

Within the conditions in each member company's contracts and with the permission from the film's overseas producer, each member company is making efforts to leave a print to Japan (the National Museum of Modern Art), realizing the work is modest but very important.

### **3. Hosting of the Tokyo Cinema Show**

The 13<sup>th</sup> Tokyo Cinema Show was held as follows with the title "GTF Tokyo Cinema Show.

Venue: Tosho Hall

Period: Thursday August 28 through Saturday August 30

Sponsor: Foreign Films Importer-Distributors Association of Japan

Cosponsors: Motion Picture Association (MPA)

Motion Picture Producers Association of Japan

Japan Association of Theater Owners

TF Greater Tokyo Festival Executive Committee

Supporters: Ministry of Economy, Trade and Industry

Japan Video Software Association

Visual Industry Promotion Organization

Program:

○ Presentation of the lineup for Autumn 2008 till 2009

Thursday, August 28

Part I: 10:00 – 12:00

Part I: 13:30 – 15:10

Navigator: Miss Kuro ERIKAWA (Film Personality)

With Miss Kuro ERIKAWA (Film Personality) as the MC, the publicity staff of the 30 distributing companies belonging to the FFIDAJ, the MPA, and the MPPAJ, presented the line-ups of new movies to be released in and after autumn 2008. That excited the attendees greatly.

At lunch time, a social gathering was held for people related to exhibition, distribution and other film business who attended the line-up presentation.

○ Special Event

Thursday, August 28

i) Tsukushi Prize: Golden Title Award Ceremony

- To offer movies to more people, to further enrich Japanese language -

Journalist Tetsuya Tsukushi commended the film with the “most wonderful title” which was selected from among the films

released during the year from July 2007 to June 2008.

ii) Cinema Talk Show

“Cinema Talk Show – Tetsuya Tsukushi x Director Daisaku Kimura”

– Japan seen in a film *Tsurugi-dake Ten no Ki*

Guest: Daisaku Kimura (film director)

Host: Kuro Erikawa

\* See the accompanying documents about “Tsukushi Prize: Golden Title Award” and the Talk Show details.

○ Screenings:

Friday 29 – Saturday 30, 2008

Seven new films from the FFIDAJ, MPA and MPPAJ members were shown during 2 days.

Breakdown of films screened

4 FFIDAJ members	4
2 MPA members	2
3 MPPAJ members	1
(Two of them entered from the FFIDAJ)	
Total	7

Names of films shown as well as number of attendees at the screenings, special events and preview screenings

Date	Name	Applicants	Attendance
Thu. August 28	Lineup Presentation	279	508
	Tsukushi Event	537	382
Fri. August 29	<i>Handsome Suits</i>	1,642	479
	<i>Departures</i>	1,118	394
	<i>Get Smart</i>	2,143	535

Sat. August 30	<i>Alvin and the Chipmunks</i>	791	490
	<i>Jirocho Dangoku-shi</i>	1,433	515
	<i>Paco and the Magic Book</i>	1,137	588
	<i>Death Race</i>	1,867	473
<b>Total</b>		<b>10,947</b>	<b>4,364</b>

Brochures of the GTF Tokyo Cinema Show 2008 included the lineup of as many new films as possible from the members of the FFIDAJ, the MPPAJ the MPA for autumn 2008 or later. They were printed in color to enhance their value as materials. And they were distributed free of charge to the attendees so that the introduction of such new films would result in the increase of movie-goers.

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

The Good Foreign Film Importer-Distributor Award, which the FFIDAJ established in 1962 with support of the Ministry of International Trade and Industry (today's Ministry of Economy, Trade and Industry), marked its 47th anniversary in 2008. After strict examination, twelve judges decided which award to grant, in order to commend distributing companies that imported and released films which, being of high quality, opened a new field and made a great contribution to the development of the Japanese film industry during the period starting April 1, 2008 and ending March 31, 2009.

Judges: Noboru AKIYAMA, Keiko AKECHI, Hisayuki UI, Hiroo OTAKA, Masato OKA, Tomomi KATSUTA, Masaaki SATO, Yukichi SHINADA, Yoshio TSUCHIYA, Isao TOMITA, Shinya FUJII, Sakuya FUJIWARA and Tsuneo MURAYAMA

Sponsor: Foreign Films Importer-Distributors Association of Japan

Supporter: The Ministry of Economy, Trade and Industry

## Report on Examination

### 1<sup>st</sup> Examination Meeting

The 1<sup>st</sup> Examination Meeting was held at noon, Wednesday, February 4, in the meeting room of the Motion Picture Producers Association of Japan. As Jury Chairman Yukichi SHINADA explained the basic policy of the examination, the final examination meeting selected the following 15 companies, after checking out all the films distributed by each of the 94 entry companies (23 FFIDAJ members, 5 MPA members and 66 other companies, and using the FFIDAJ's "2008 List of Imported Films" for reference.

○ AVEX ENTERTAINMENT INC.

*The Hunting Party*

*La Citadelle assiégée*

*Attack on the Pin-Up Boys*

*Secret*

○ EPCOT ARTCINETERRAIN DIVISION

*Chiisana Akai Hana*

*Die Herbstzeitlosen*

*Paris*

*Les Amours d'Astree et de Celadon*

*Retour a Goree*

○ GAGA COMMUNICATIONS, INC.

*Mister Lonely*

*Next*

*Ninja Cheerleaders*

*Goodbye Bafana*

*John Rambo*

*Hot Fuzz*

*Semi-Pro*

*Love in the Time of Cholera*

*Sex and the City*

*Journey to the Center of the Earth*

*Blindness*

*The Meerkats*

*CHE Part I*

*CHE Part II*

○ STYLE JAM CO., LTD.

*You, the Living*

*En Karlekshistoria*

*Into the World*

○ TOHO-TOWA COMPANY, LTD.

*Amendment*

*Charlie Wilson's Wife*

*August Rush*

*The Mummy: Tomb of the Dragon Emperor*

*Wanted*

*Red Cliff Part II*

*Leatherheads*

*Death Race*

*Knocked Up*

*Forgetting Sarah Marshall*

*Hellboy II: The Golden Army*

*Mamma Mia!*

○ TOHOKUSHINSHA FILM CORPORATION

*Across the Universe*

*Be Kind Rewind*

- The Pianotuner of Earthquakes*
- Shine a Light*
- NIKKATSU CORPORATION
- Eastern Promises*
- BITTERS END, INC.
- Tokyo!*
- The Edge of Heaven*
- MOVIE-EYE ENTERTAINMENT INC.
- Michel Clayton*
- P2*
- Shoot'Em Up*
- In the Valley of Elah*
- Day of the Dead*
- The Fall*
- P. S. I Love You*
- The Eye*
- 1408*
- The Bank Job*
- We Own the Night*
- Hell Ride*
- Elegy*
- WALT DISNEY JAPAN LTD.
- WALT DISNEY STUDIO MOTION PICTURES JAPAN
- There Will Be Blood*
- The Chronicles of Narnia: Prince Caspian*
- WALL-E*
- Tinker Bell*
- SONY PICTURES ENTERTAINMENT, INC.
- The Jane Austin Book Club*

*Untraceable*

*Good Luck Chuck*

*21*

*Newcastle*

*Miracle 7-go*

*Made of Honor*

*Starship Trooper 3: Marauder*

*The Incredible Hulk*

*Hancock*

*Pistol Whipped*

*Iron Man*

*Before the Devil Knows You're Dead*

*Zombie Strippers*

*D-War*

*Lawrence of Arabia*

○ PARAMOUNT JAPAN K. K.

*Cloverfield*

*Spiderwick Chronicles*

*Indiana Jones and the Kingdom of the Crystal Skull*

*American Teen*

*Angus, Thong and Perfect Snogging*

*Tropic Thunder*

*Revolutionary Road*

○ WARNER ENTERTAINMENT JAPAN INC. (WARNER BROS. FILMS)

*Curse of the Golden Flower*

*10,000 BC*

*The Bucket List*

*Fool's Gold*

*Speed Racer*



*The Sisterhood of the Traveling Pants 2*

*Dark Knight*

*Star Wars: The Clone Wars*

*Nights in Rodanthe*

*Get Smart*

*Body of Lies*

*The Ramen Girl*

○ CINEQUANON

*It's A Free World...*

*Boy A*

*El Orfanato*

○ HEXAGON PICTURES INC.

*Away from Her*

*Made in Jamaica*

*12*

*Je m'appelle Elizabeth*

*The WHO: Live at Kilburn*

*The WHO: Amazing Journey*

*Le Deuxieme soufflé*

*Filth and Wisdom*

<sup>2nd</sup> Examination Meeting (Final Examination Meeting)

The <sup>2nd</sup> Examination Meeting was held at noon, Wednesday March 4 in the meeting room of the MPPAJ. The films selected at the 1<sup>st</sup> Examination Meeting, as well as ones released by additional 7 firms after the 1<sup>st</sup> Examination Meeting (February 4), were examined, considering the box office revenues of each film distributed by the companies selected at the 1<sup>st</sup> Examination Meeting. Eleven judges including Chairman Yukichi SHINADA respectively stated their reasons

for their recommendations, and reached the following conclusion after thorough discussion.

\* Ministry of Economy, Trade and Industry Award

○ TOHO-TOWA CO., LTD,

*Changeling*

*Mamma Mia!*

*Frox/Nixon*

*Red Cliff II* (co-distributed by Avex Entertainment)

*Atonement*

Toho-Towa was almost unanimously recommended for the Ministry of Economy, Trade and Industry Award. The company was highly praised for its remarkable and overwhelming activities to present commercially successful films of high quality like *Changeling*, such smash hits as *Mamma Mia!* and *Red Cliff Part I*, as well as such artistic movies as *Atonement*. Some judges said that Toho-Towa's great approaches for each film, one of which is the co-distribution with Avex of *Red Cliff Part I*, had created a symbolic distribution system for the independent distributor. The strong recommendation was underlined by not only this year's results but also its achievements for the past few years as well as expectations for its future activities.

\* Special Awards

○ WALT DISNEY JAPAN LTD.

WALT DISNEY STUDIO MOTION PICTURES JAPAN

*WALL-E*

*The Chronicles of Narnia: Prince Caspian*

*There Will Be Blood*

*Doubt*

The commercial and artistic success of *WALL-E* remarkably pulled the film industry in the latter half of 2008. The film won high acclaim from the Academy Award personnel, further enhancing the Walt Disney's reputation. And the box-office success of *The Chronicles of Narnia: Prince Caspian* as well as the high quality of *There Will Be Blood* and *Doubt* were rated as high by the judges.

○ PARAMOUNT JAPAN K. K. .

PARAMOUNT PICTURES JAPAN

*Indiana Jones and the Kingdom of the Crystal Skull*

*Revolutionary Road*

*Cloverfield*

What impressed the judges greatly was the fact that *Indiana Jones and the Kingdom of the Crystal Skull* earned the best box-office revenue in 2008 when the business of imported films was slow. In addition, the judges regarded the introduction of quality films like *Revolutionary Road* and the innovative publicity method for *Cloverfield* as worthy of note and that was their reason for the recommendation.

○ TOHOKUSHINSHA FILM CORPORATION

*Shine a Light*

*Across the Universe*

*The Pianotuner of Earthquakes*

What won the high acclaim from the judges was the firm's strong attitude to keep importing and distributing unique and novel films. them. *Shine a Light*, *Across the Universe* and *The Pianotutor of Earthquakes* were respectively novel films with unique contents, and Tohokushinsha was recommended by the judges for distributing films in various genres.

\* Encouragement Awards

○ STYLE JAM

*Into the Wild*

*You, the Living*

*Dream*

Many judges appreciated *Into the Wild* as a high-quality film.

They also rated as high the firm's attitude to have actively been importing films of high artistic quality for years. And the judges' discussion concentrated on the rich contents of *You, the Living* and *Dream*.

○ GAGA COMMUNICATIONS, INC.

*CHE Part I /CHE Part II*

The firm's achievement to courageously import significant but risky films and make them successful commercially, was very great and worthy of commendation. And Gaga Communications distributed and propagated such films, roused discussion and impressed a broad range of audiences including youngsters. Most of the judges insisted that those achievements were worthy of praise.

The award presentation ceremony as held on April 15, 2009. Invited were a total of 490 people consisting of 440 general applicants (220 pairs) plus 50 persons concerned. After the ceremony, Toho-Towa's *Duplicity* was especially screened in commemoration of the award presentation ceremony.

3) Cooperation in holding film festivals contributing to

## international collaboration

1. The FFIDAJ supported and cooperated with the following film festivals to facilitate them being held successfully.
2. The FFIDAJ cooperated with the management of the 21st Tokyo International Film Festival and helped with its custom clearance, translation and subtitling activities for its films. The Tokyo Cinema Show became a joint project with the 21<sup>st</sup> Tokyo International Film Festival.

## FILM FESTIVALS SUPPORTED BY FFIDAJ IN 2008

Titles	Periods	Venues
GTF Tokyo Mikke 2008 Festival 2008	Jul.1 (Tue) - Sept. 30 (Tue)	Places in Tokyo, Kanagawa, Saitama and Chiba
SKIP City International D Cinema Film Festival 2008	Jul.19 (Wed) - 27 (Sun)	SKIP City Sai-no-Kuni Visual Plaza Image Center
Aichi International Women's Film Festival	Sept. 3 (Wed)-7 (Sun)	Will Aichi (Aichi Pre. Women's General Center)
6 <sup>th</sup> Kyoto Film Festival	October 8 (Wed)- 13 (Mon)	MOVIX Kyoto, Gion Kaikan, Kyoto Zokei Geijutsu Daigaku
21 <sup>st</sup> Tokyo International Film Festival	Oct. 18 (Sat.)-26 (Sun.)	Shibuya Bunkamura, Roppongi Hills, etc.
TIFFCOM2008 Asia-Pacific Entertainment Market	Oct. 22 (Wed) - 24 (Fri)	Floors 40 & 49, Mori Tower, Roppongi Hills, etc.

13th Kobe Centennial Film Festival	Oct. 31 (Fri)- Nov. 15 (Sat)	Bifure Hall (Shin Nagata Prefecture Citizen's Hall, Kobe Art Village Center
---------------------------------------	---------------------------------	--

---

Sapporo Film Festival 2008	Nov. 1 (Sat) - 3 (Mon)	STV Hall, STV Special Hall, etc.
-------------------------------	------------------------	-------------------------------------

---

15th Osaka-Europe Festival	Nov. 1 (Sat) - 30 (Sun)	Recital Hall, Osaka Film Kosei Nenkin Hall, etc.
-------------------------------	-------------------------	---

---

Shitamachi Comedy Film Festival in Taito	Nov. 21 (Fri)- 24 (Mon)	Asakusa & Ueno areas, Taito-ku, Tokyo
---	-------------------------	--

---

Festival of French Films 2009	March 12 (Thu)- 15 (Sun)	TOHO Cinemas, Roppongi Hills
----------------------------------	--------------------------	---------------------------------

---

Osaka-Asian Film Festival 2009	Mar. 13 (Fri) - 16 (Mon) 2009	ABC Hall (Fukushima)
-----------------------------------	----------------------------------	----------------------

---

Okinawa International	March 19 (Thu)-22 (Sun)	American Village, Hokutan-cho, Okinawa Prefecture,
-----------------------	-------------------------	--

\*\*\*\*\*

**4) Estimation, judgment or certification of quality, box-office revenue and damage/loss in accidents, of imported films**

The FFIDAJ cooperated with the December 1 "Film Day" as well as the "Film Service Day" held by the Japan Association of Theater Owners monthly - twelve times a year - including the Film Day. Also, the FFIDAJ made efforts to increase film attendance, making use of

materials the Tokyo Association of Theater Owners made, like the comparison of box-office revenue on such days, and at the same time the FFIDAJ endeavored to collect the newest information on the quality, box-office revenues and accidents during exhibition, of imported films.

In 2008, there was no request for the estimation, judgment or certification of damage/loss in accidents of imported films.

**5) Arbitration for the resolution of disputes related to international transactions of imported films**

(1) The FFIDAJ members made efforts to exchange with each other as much information as circumstances permitted to avoid double booking in the acquisition of films, prevent excessive competition and help the film import-distribution business in Japan develop in a healthy way.

(2) Re: Policies for the diversification of the visual industry, as regards stealthy filming, video cassettes, DVDs, broad band, etc., of theatrical feature films.

Lately, copyrights have frequently been infringed: a great number of pirated DVDs are being sold – ones of theatrical films illegally uploaded into file-sharing and exchanging websites on the Internet. This fact not only contributes to a decline in the production of Japanese films but also disturbs the healthy development of Japan's film import-distribution business and may have a great effect on the international transactions of foreign films. Under the circumstances, the FFIDAJ examined various policies keeping close contact with the Federation of Japanese Films Industry, 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 Motion Picture Copyright Association. As a result,

the Law Regarding Prevention of Stealthy Filming of Movies was enacted on May 30 and came into force on August 30 with the great understanding and cooperation of the related people in the Government. In conjunction with this, the organizations in the film industry have carried out a number of anti-stealthy-filming activities led by the "Let's Go to the Movies" Executive Committee, which is organized by the MPPAJ, the Japan Association of Theater Owners, the MPA as well as the FFIDAJ. In 2008 as well, the film industry actively carried out the following policies and actions.

- \* A 30-second "Anti-Stealthy Filming Campaign" was firmly and permanently attached to the start of each film which all theaters (3300 screens) in Japan projected.

- \* The Office for Policies against Illegal Activities was kept as a venue to offer information on the stealthy filming of movies. And a toll-free telephone and website for the Office were newly announced to the public to make them widely known.

- \* "Guide for People Concerned with the Film Industry - Q & A for the Law Regarding the Stealthy Filming of Movies" and "Manual for Managers and Employees to Prevent the Stealthy Filming of Movies" were renewed to set up a close contact network with theaters. At the same time, seminars on the new manuals were held in the Kansai and Nagoya areas to better inform theater people of them. A seminar is to be held in Tokyo as well in 2009.

- \* Preparation and enforcement of domestic P2P networks are being undertaken.

**6) Undertakings necessary to accomplish the FFIDAJ's purposes in addition to those mentioned above**

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



The FFIDAJ actively participated in the 2008 undertakings of the “Let’s Go to the Movies” Executive Committee which the 4 organizations – the Motion Picture Producers Association of Japan, the Japan Association of Theater Owners, the Foreign Films Importer-Distributors Association of Japan and the Motion Picture Association of Japan (MPA) – inaugurated in 2004 in order to increase the movie-going population to 200 million and develop the film industry and Japan’s economy.

“The Anti-Stealthy Filming Campaign,” the campaign theme for 2008, is stated in detail in 2. of 5).

The 4th annual award ceremony for the Tsukushi Prize: Golden Title Award was held during the GTF Tokyo Cinema Show 2008. The Award had been established by the Executive Committee at the suggestion of Mr. Tetsuya TSUKUSHI, the film ambassador designated by the Committee. (See the accompanying document for the details of the said Award.)

The “High School Students Friendship Price” began in July 1, 2005 to expand the young movie-going population within a period of 3 years. As the campaign was welcomed at theaters, the period was extended by one year (until June 30, 2009).

The FFIDAJ member companies actively cooperated with the campaign, by putting their movie advertisements in its campaign flyers, including its campaign logo in their movie advertisements in newspapers and taking other actions.

## (2) Special screenings with an audio sub-channel

With the target of “delivering movies to various people,” the FFIDAJ undertakes such activities as showing films in the circumstances proper for people with a visual or hearing impairment as well as

elderly people. As one of such undertakings, the FFIDAJ tried a screening with an audio sub-channel of *Alvin and the Chipmunks* during the GTF Tokyo Cinema Show 2008. The experiment was approved by the people concerned.

(3) Participation in the Publicity Digital Committee

The Committee was inaugurated by the publicity departments of the Motion Picture Producers Association of Japan, the Foreign Films Importer-Distributors Association of Japan and the Motion Picture Association (MPA). In 2008 as well, the Committee studied its support for digital sections to comply with the purpose of the “Let’s Go to the Movies” campaign and actively participated in the propagation of the “Anti-Stealthy Filming” campaign through the home pages of the FFIDAJ as well as its member companies.

(4) Hosting of a New Year’s Business Card Exchanging Party

The FFIDAJ held the New Year’s Business Card Exchanging Party on January 5, 2009 in succession to last year’s with the cooperation of the Motion Picture Association (MPA), and this was attended by 776 guests from the distribution, exhibition, publicity and production sectors as well as the media 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.

(5) Cooperation in film award management

The FFIDAJ supported and cooperated in the management of the 32<sup>nd</sup> Japan Academy Prize as well as the 63rd Mainichi Film Competition. The Association cooperated also with the 51st Blue Ribbon Award as a supporter.

(6) Activities as a member of the Federation of Japanese Films Industry

As the regular member of the Federation of Japanese Films Industry, the FFIDAJ chairman attended as the Federation's director the annual general meetings as well as the regular meetings of board of directors (9 times), and the FFIDAJ secretary-general attended them as an observer. The secretary-general attended the contact meetings for secretaries-general of the Federation's member companies as well. Thus, the FFIDAJ made efforts to stabilize its foundation as a member of the Federation of Japanese Films Industry. And the FFIDAJ cooperated with the management of the 53<sup>rd</sup> Film Day sponsored by the Federation.

Persons honored in recognition of their long and distinguished service on the 53rd Film Day

---

Name	Firm	Title
Shoichi KUDO	Go Cinema, Inc.	Business Manager
Kiyokuni KAWASHIMA	Glovision Inc,	Senior Producer

---

#### **7. Meetings of publicity division managers for imported films**

The FFIDAJ held the meetings of publicity division managers 9 times, the attendees coming from a total of 27 FFIDAJ and MPA member companies, to examine problems they were confronting and exchange information with each other, make efforts to establish conditions for smooth and healthy publicity activities, to keep the import-distribution business from disturbance and to increase the film-going population. In cooperation with the MPPAJ, the FFIDAJ held the 2009 New Year joint party for film journalists as well as the publicity division staff of its member companies on Thursday, January 8, to promote the exchange of information and friendship with the film journalists.

**8. Projects to commemorate the 50th anniversary of foundation coming up in 2012**

The projects were announced to each section of the FFIDAJ through the Policy Committee for the 50th Anniversary of Foundation, and discussed by each section.

**9. The Tokyo Cinema Show marking its 15<sup>h</sup> anniversary of foundation in 2010**

Upon request from the Policy Committee, each working section of the FFIDAJ began to examine the commemorative projects for the 15<sup>th</sup> Tokyo Cinema Show.

\*\*\*\*\*