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REPORT ON THE 2009 UNDERTAKINGS OF THE FOREIGN FILM IMPORTER-  
DISTRIBUTORS ASSOCIATION OF JAPAN, INC.

April 1, 2009 to March 31, 2010

Issued by

the Foreign Film Importer-Distributors Association of Japan

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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) 2009 Regular General Meeting

The 2009 Regular General Meeting was held as follows:

Time and date: 1:00 p.m., June 12, 2009

Venue: 4<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 budgets.

As the terms of some directors have expired, the election of the ten new directors, Junichi SAKOMOTO, Masao TESHIMA, Zuiho HAYASHI, Akira SUGIYAMA, Kei HARUNA, Tsuguhiko KADOKAWA, Mitsuhiko OKURA, Toshio HIROSE, Fumio NAGASE and Yoshiro MASUMOTO was approved. And as the terms of two secretaries have expired, the election of the two new secretaries,

Masatoshi NAKA and Toshihisa IWASAKI was approved as well.

## 2) Plans for 2010 Undertakings

The major undertakings carried out by the Foreign Films Importer-Distributors Association of Japan, Inc. (FFIDAJ) from April 1, 2009 through March 31, 2010, 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, with the close cooperation of such related organizations as the Motion Picture Producers Association of Japan (MPPAJ), 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 2008 held from August 28 through 30 of last year, the FFIDAJ hosted the GTF Tokyo Cinema Show 2009 this year as well.

This year's Tokyo Cinema Show featured a presentation by distributing companies of their lineups for autumn and later, and was held at the Tosho Hall for a day as a joint project with the Motion Picture Producers Association of Japan (MPPAJ), the Japan Association of Theater Owners as well as the Motion Picture Association (MPA).

The Tokyo Cinema Show started out 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, and is held with support of the Ministry of Economy, Trade and Industry, the Japan Video Software Association and the Visual Industry Promotion

Organization. This year's Tokyo Cinema Show as well was held by the FFIDAJ, MPA and MPPAJ member companies as one of the joint projects with the 22nd Tokyo International Film Festival, and their publicity staff introduced their films (both Japanese and imported) to be released in the autumn of 2009 through the summer of 2010; 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 and planned symposiums on them.

"The Tsukushi Prize: Golden Title Award" ceremony was held as one of the Tokyo Cinema Show events for a Japanese or imported film which was given the most wonderful title among Japanese or imported films released from July 2008 through August 2009.

In addition, 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 48th Good Foreign Film Importer-Distributor Award

The Award has been presented since 1962 as the greatest annual event of the FFIDAJ. At the 48th Award as well, 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, 2009 and ending March 31, 2010.

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 14, 2010, 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 22nd 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, and actively cooperate with the management of various film festivals including the Japan Academy Prize as well as the Blue Ribbon Award.

**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 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 **online** 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 (JIMCA), 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 decided to hold the annual New Year's Business Card Exchanging Party on Monday, January 5, 2010, with the cooperation of the Motion Picture Association (MPA), inviting more than 800 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

The FFIDAJ officially started out as a corporation in 1962 and celebrates its 50th anniversary in 2012. Therefore, the FFIDAJ shall embark on an examination of its commemorative projects by establishing the Planning Committee for the 50<sup>th</sup> Anniversary of the Foundation.

(5) Other

Each section and each special member of the FFIDAJ shall actively study undertakings which are necessary to help its members as well as the entire film industry to achieve their purposes.

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

○ April regular meeting (April 17)

Approval of March regular meeting minutes

Approval of report on March undertakings

2008 settlement of account

2009 budget

2009 Tokyo Cinema Show

(Materials distributed)

- \* Box office comparison of “Film Service Day” at major theaters in Tokyo (April 1)
- \* Parallel import of Blu-ray Discs

○ June regular meeting (June 12)

Approval of April regular meeting minutes

Approval of reports on April-May undertakings

“Let’s go to the Movies” campaign

48<sup>th</sup> Good Foreign Film Importer-Distributor Award

Use of the FFIDAJ’s name as a supporter for TIFFCOM2009

Use of the FFIDAJ’s name as a supporter for the 2009 Aichi International Women’s Film Festival

Use of the FFIDA’s name as a supporter for the Yamagata International Documentary Film Festival

(Materials distributed)

- \* 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 17)

Session I

Approval of June regular meeting minutes

Approval of report on June undertakings

GTF Tokyo Cinema Show 2009

Application from the 2009 Brazil Film Festival for support

Outline of the Tokyo International Film Festival

Session II

A seminar on the “major problems regarding the expanding digital cinema screenings”

(Materials distributed)

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

○ September regular meeting (September 18)

Session I

Approval of July regular meeting minutes

Approval of reports on July–August undertakings

Completion of the GTF Tokyo Cinema Show 2009

Prevention of stealthy filming at theaters

Use of the FFIDAJ’s name as a supporter for the 14<sup>th</sup> Kobe Century Film Festival

Use of the FFIDAJ’s name as a supporter for the 10 A.M. Film Festival

Use of the FFIDAJ’s name as a supporter for the 16th Osaka European Film Festival

Session II

Seminars:

“Present situation and problems of digital cinemas shown using actual examples”

“How to make good use of networks in digital cinemas”

(Materials distributed)

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)

“Policies to cope with the new type of influenza (Ministry of Economy, Trade and Industry)

Documents on the press conference on the 22<sup>nd</sup> Tokyo International Film Festival

○ October regular meeting (October 16)

Session I

Approval of September regular meeting minutes

Approval of report on September undertakings

Prevention of stealthy filming at theaters

Change of corporate name of CCC Inc.

Assumption of office of the 16<sup>th</sup> Osaka European Film Festival

Honorary Director

33<sup>rd</sup> Japan Academy Awards

How to cope with the new type of influenza

Session II

Seminar:

“The present situation and future prospects of digital cinemas in Japan”

(Materials distributed)

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

○ November regular meeting (November 20)

Approval of October regular meeting minutes

Approval of report on October undertakings

New Year’s Business Card Exchanging Party

Special Distinguished Service Medal, Distinguished Service Medal

as well as Letters of Thanks for the 54<sup>th</sup> Film Day

Schedules for year-end/beginning of new year

Use of the FFIDAJ's name as a supporter for the Osaka Asian Film  
Festival 2010

(Materials distributed)

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

○ January regular meeting (January 15)

Approval of November regular meeting minutes

Approval of reports on November-December undertakings

New Year's Business Card Exchanging Party

"Let's go to the Movies" Executive Committee

Use of the FFIDAJ's name as a supporter for the 2<sup>nd</sup> Okinawa

International Film Festival

2009 general situation of imported films

(Materials distributed)

- \* 2009 general situation of foreign films

- \* 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 winners of the 33<sup>rd</sup> Japan Academy Prizes Excellence  
Award and New Actor Award

- \* List of selection results of the 64<sup>th</sup> Mainichi Film Contest

○ February regular meeting (February 19)

Approval of January regular meeting minutes

Approval of report on January undertakings

New Year's Business Card Exchanging Party

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

Prevention of stealthy filming

Use of the FFIDAJ's name as a supporter for the 1<sup>st</sup> Theater Staff  
Film Festival

Use of the FFIDAJ's name as a supporter for the 2010 French Film  
Festival

Report on the general situation of the 10 A.M. Film Festival

2<sup>nd</sup> seminar by the Federation of Japanese Films Industry

(Materials distributed)

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

\* 2009 general situation of all-Japan film business /export  
results of films (Motion Picture Producers Association of Japan)

\* Relationship to the P2P infringement concerning visual contents  
(report on the present situation) (JVA)

○ March regular meeting (March 19)

Approval of February regular meeting minutes

Approval of report on February undertakings

2009 temporary settlement of account

2010 undertaking projects

2010 temporary budget

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

Use of the FFIDAJ's name as a supporter for the 2010 SKIP City  
International D-Cinema Festival

Japan Theater Staff Film Festival

(Materials distributed)

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

major theaters in Tokyo (March 1)

4) Holding of the Policy Committee meetings

The Policy Committee held 9 meetings (from the 127<sup>th</sup> to the 135<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.

5) Holding of publicity, management, production-liaison, and general affairs/accounting section meetings

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 24)

○ Business Section

Four meetings were held. (September 30, November 30, January 26, March 25)

(A special meeting on June 25 and a social gathering on December 8)

○ Production-Liaison section

Four meetings were held (September 28, November 6, January 29, March 5)

○ General-Affairs/Accounting joint section

Three meetings were held (September 29, November 27, March 30)  
(A New Year's social gathering on January 18).