

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 "2009 List of Imported Films" in January 2009 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 2009 and January 2010.

The FFIDAJ offers those materials through its website as soon as they are completed. They are used for business to contact related organizations, governmental offices, and related companies as well as the media.

2. Preservation and showing of good foreign films

Donation of films to the Film Center of the National Museum of Modern Art

Two 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 14th Tokyo Cinema Show was held as follows with the title "GTF Tokyo Cinema Show 2009."

Venue: Tosho Hall

Period: Thursday August 6 through Friday August 7

Sponsor: Foreign Films Importer-Distributors Association of Japan

Cosponsor: Motion Picture Association (MPA)

Co-sponsors: Motion Picture Producers Association of Japan
 Japan Association of Theater Owners
 GTF Greater Tokyo Festival Executive Committee

Supporters: Ministry of Economy, Trade and Industry
 Japan Video Software Association
 Visual Industry Promotion Organization

Program:

- 5th Tsukushi Prize: Golden Title Award presentation ceremony
 - *Movies for more people, further enrichment for Japanese language* -

This Award was established by the late journalist Tetsuya Tsukushi in 2005 to commend excellent movie titles of this year. The “Let’s go to the Movies” Executive Committee selected a good title and commended it this year as well.

Judgment was entrusted to Miss Yuuna Tsukushi, Mr. Yukichi Amano and Mr. Kiichi Fujiwara starting in 2009, who examined films released from July 2008 through June 2009 and selected one from among them.

Time: 13:30-14:00, Thursday, August 6

Awarded film: *Tobira O Tatakuru Hito (The Visitor)*

Distributor: Long Ride

Comments from Yuuna Tsukushi:

“With the cooperation of Mr. Yuukichi Amano and Mr. Kiichi Fujiwara, the two persons and I will be the selection committee members from this year on.

If we put our ideas together, we can have multi-angle

points of view. So we were very curious about which film we would agree on finally. After careful examination, we were left with “*Ai O Yomu Hito* (original title: *The Reader*)” and “*Tobira O Tataku Hito* (original title: *The Reader*).” And we three finally selected “*Tobira O Tataku Hito* (original title: *The Visitor*)” with all consenting.

First of all, the title of this film interested me so much that I went to a theater to see it. After seeing it, the film gradually soaked into my mind leaving its subtle overtones on me. Its title slowly adds to its significance, too. I think it an exquisite, superb translation.

An immigrant young man’s mother opens the heart of a college professor who lost his spouse... The percussion instrument *Jambee* helps to make the start of the hearty rapport between the young man and the college professor...I think the audiences will be able to look for a more expanded meaning in the title continuously and immensely

Mr. Fujiwara has a profound literacy and sharp observations about films, while Mr. Amano possesses a keen sense of language. I thought my father would happily have joined the debate, if he were alive.”

○ Lineup Presentation

Time and date: 14:00 – 16:30, Thursday, August 6

Navigator: Miss Kuro ERIKAWA (Film Personality)

With Miss Kuro ERIKAWA (Film Personality) as the MC, the publicity staff of the 25 distributing companies belonging to the FFIDAJ, the MPA, and the MPPAJ, presented the lineups of new movies to be released in and after autumn 2009. 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 lineup presentation.

○ Screenings:

Thursday August 6 – Friday August 7

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

Breakdown of films screened

2 FFIDAJ members	2
1 MPA member	1
1 MPPAJ member	1
(entered from the FFIDAJ)	
Total	4

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

Date	Name	Applicants	Attendance
Thu. August 6	Tsukushi Event		
	Lineup Presentation	51	426
	<i>HACHI: A Dog's Story</i>	2,304	520
Fri. August 7	<i>Fast & Furious</i>	1,951	364
	<i>The Ugly Truth</i>	2,245	410
	<i>My Sister's Keeper</i>	2,905	442
Total		9,456	2,162

Brochures of the GTF Tokyo Cinema Show 2009 included the lineup of as many new films as possible from the members of the FFIDAJ, the MPPAJ the MPA for autumn 2009 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 48th 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 48th anniversary in 2009. After strict examination, twelve judges (listed separately) decided which companies the awards should be granted to, 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, 2009 and ending March 31, 2010.

Outline:

The joint-meeting of the Selection Committee and Steering Committee members were held on Wednesday, June 3. After the implementation guidelines for the 48th Good Film Importer-Distributor Award were approved, the judges for the 48th event were introduced and Mr. Yukichi Shinada was assigned to the post of the Selection Chairman and Mr. Noboru Akiyama to the post of the Vice-Chairman.

Judges: Noboru AKIYAMA, Keiko AKECHI, Hisayuki UI, Sayumi UCHINO, Hiroo OTAKA, Masato OKA, Tomomi KATSUTA, Yukichi SHINADA, Yoshio TSUCHIYA, 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

1st Examination Meeting:

The 1st Examination Meeting was held at noon, Wednesday, February 3,

with the attendance of 10 judges, in the meeting room of the Motion Picture Producers Association of Japan. As Selection Chairman Yukichi SHINADA explained the basic policy of the examination, the final examination meeting selected the following 16 companies, after checking out all the films distributed by each of the 94 entry companies (18 FFIDAJ members, 5 MPA members and 71 other companies), and using the FFIDAJ's "2009 List of Imported Films" for reference.

○ EPCOT ARTCINETERRAIN DIVISION

Konyec

, *La ragazzae del lago*

, *I vincere*

Flammen & Citronen

○ GAGA Corporation

Slumdog Millionaire

Bum After Reading

I Come with the Rain

My Sister's Keeper

The Final Destination

Drag Me to Hell

The Young Victoria

Man som hatar kvinnor

Oceans

○ SHOWGATE Inc.

Antique

Shinjuku Incident

Sagan

The Reader

Miracle at St. Anna

Good, Bad, Weird

Crossing Over

Kitchen

La Danse-Le Ballet de l'Opera de Paris

A Good Rain Knows

Capitalism: A Love Story

The Imaginarium of Doctor Parnassus

- TOHO-TOWA COMPANY, LTD.

Red Cliff: Part II

Duplicity

State of Play

The Soloist

Knowing

Land of the Lost

Fast & Furious

The Boat That Rocked

Inglorious Bastards

Public Enemies

- NIKKATSU CORPORATION

The Wrestler

Faubourg 36

- NEW SELECT, INC.

Geliebte Clara

Katyin

- WALT DISNEY STUDIO JAPAN

Beverly Hills Chihuahua

Hannah Montana & Miley Cyrus: Best of Both Worlds Concert

Confession of a Shopaholic

Jonas Brothers: The 3-D Concert Experience

Morning Light

Race to Witch Mountain

Bolt

The Boy in the Striped Pyjamas

Crimson Wing: The Mystery of the Flamingos

The Proposal

Disney's A Christmas Carol

Up

Tinker Bell and the Lost Treasure

Surrogates

○ SONY PICTURES ENTERTAINMENT, INC.

The International

The Pink Panther 2

Punisher: War Zone

Rachel Getting Married

Angels and Demons

Terminator Salvation

Cadillac Records

Rocket Men

The Taking of Pelham 123

The Art of War II: Betrayal

The Ugly Truth

Cloudy with a Chance of Meatballs

Crank: High Voltage

Against the Dark

Michael Jackson's This Is It

2012

Julie & Julia

○ 20TH CENTURY FOX FILM

Max Payne

Babylon A. D.

Ice Age: Dawn of the Dinosaurs

Night at the Museum: Battle of the Smithsonian

Taken

X-Men Origins: Wolverine

Avatar

(500) Days of Summer

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

Gran Torino

17 Again

Chandni Chowk to China

The Spirit

Harry Potter and the Half-Blood Prince

He's Just Not That into You

Coco avant Chanel

Orphan

The Time Traveler's Wife

Whiteout

Moonwalker

The Rebound

The Informant!

The Fourth Kind

Where the Wild Things Are

The Haunting at Connecticut

○ UPLINK Co.

Windhorse

Fire under the Snow

The Great Discovery

Link Your Idols

Nos enfants nous accuseront

Anvil! The Story of Anvil

Blue Gold: World Water Wars

○ CREST INTERNATIONAL INC.

L'heure d'ete

Conto Chiodi

○ ZAZIE FILMS Inc.

Versailles

Zazie dans le metro

La Prage d'Agnes

Cape No. 7

○ BITTERS END

二十四城記

Night and Day

Mother

A London ferfi

Yuki & Nina

○ PIX INC.

Milk

Coco Chanel

The Limits of Control

○ LONG RIDE Co.

The Visitor

Il y a longtemps que je t'aime

2nd Examination Meeting (Final Examination Meeting):

The 2nd Examination Meeting was held at noon, Wednesday March 3 in the meeting room of the MPPAJ.

Examination was also made referring to the films listed after the 1st

Examination Meeting (January 3) and also taken into consideration were the box office revenues of the 16 distributing companies selected at the 1st meeting. Eleven judges including Chairman Yukichi SHINADA respectively stated their reasons for recommendation, and reached the following conclusion after thorough discussion.

* Ministry of Economy, Trade and Industry Award

○ WALT DISNEY STUDIO JAPAN

Bolt

Disney's a Christmas Carol

Up

The Princess and the Frog

Disney was almost unanimously recommended for the Ministry of Economy, Trade and Industry Award in 2009. Many of the judges shared this opinion: Disney released such a great variety of movies; its quick approaches to them and its passionate publicity for them gave the company a strong originality as a distributing company for imported films in Japan; and its business efforts to make great hits of them should be rated as high.

In particular, Disney made positive hits of such 3D films as *Bolt*, *Disney's a Christmas Carol* and *Up*. At the same time, the company presented *The Princess and the Frog* which could be called the origin of Disney's animated film. That was another of major reasons for the recommendation.

* Special Awards

○ SONY PICTURES ENTERTAINMENT, INC.

Angels and Demons

Terminator Salvation

Michael Jackson's This Is It

2012

The award was backed up greatly by the firm's achievements for the year to distribute and release a number of monumental and controversial films and to mobilize a great and certain number of attendance to *Angeles and Demons*, *Terminator Salvation* and *2012*. In particular, Sony undertook active and positive distribution and publicity for *Michael Jackson's This Is It* despite its unbelievably short publicity period, making the film a smash hit that caused the "Michael Phenomenon," with audiences rushing to theaters throughout Japan. Sony's achievements in dominating the film industry, both in the quality and in the number of its films, were appreciated by all the judges.

○ 20TH CENTURY FOX FILM

Night at the Museum: Battle of the Smithsonian

Avatar

(500) Days of Summer

After all the greatest reason for recommendation was the incredible ultra-mega hit of *Avatar*. Some of the judges appreciated greatly the company's extraordinary efforts for distribution and publicity despite the delayed production of the film. The film caused a "social phenomenon" after it was released and gained an overwhelmingly large number of audiences. In addition, the film helped to have 3D movies, which had begun to be released all at once starting last year, spread all over Japan. That fact was rated as high by all the judges. In the meantime, the company's careful distribution activities for a variety of films such as *Night at the Museum: Battle of the Smithsonian* and *(500) Days of Summer* were one of the reasons for recommendation.

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○ SHOWGATE Inc.

*The Reader**Miracle at St. Anna**Good, Bad, Weird**La Danse-Le Ballet de l'Opera de Paris**Capitalism: A Love Story**The Imaginarium of Doctor Parnassus*

The judges' appreciation focused on the various films Showgate distributed in wide genre. In particular, the company distributed such controversial films of enriched contents as *The Reader*, *Miracle at St. Anna*, *Le Danse-Le Ballet de l'Opera de Paris* and *Capitalism: A Love Story*. In addition to that, Showgate's careful but powerful publicity in both quality and amount caught judges' attention. And also, the reasons for recommendation included the company's achievements to make hits of such unique films as *Good, Bad, Weird*; and *The Imaginarium of Doctor Parnassus* as well as the judges' great expectation for the firm's future achievements.

* Encouragement Awards

○ EPCOT ARTCINETERRAIN DIVISION

*Konyec**, La ragazza del lago**, I vincere**Flammen & Citronen*

Artecineterrain's recent attitude for the distribution and release of movies was appreciated greatly: the company won audiences through careful publicity and release forms. Artecineterrain had been distributing various films of positive themes. Particularly, the judges' admiration focused on the firm's careful way of publicity

and promotion of many films including *Frammen & Citronen*. Their expectation for the firm's future and further concern with films of good quality was another reason for their recommendation.

○ UPLINK Co.

Fire under the Snow

Nos enfants nous accuseront

Anvil! The Story of Anvil

Blue Gold: World Water Wars

The judges' appreciation focused on Uplink's attitude to import and distribute a variety of movies with modest documentaries as central figures. The judges could tell that each film had been selected very carefully. The firm's strong sense of presence was one of their reasons for the recommendation.

○ LONG RIDE Co.

The Visitor

Il y a longtemps que je t'aime

The judges' appreciation focused on Long Ride's recent attitude: the company carefully propagated and distributed films of superb quality with good contents, mostly from Europe, and helped to enhance their reputation gradually but steadily. *Tobira o Tataka Hito* (original title: *The Visitor*) won the 2009 Prize: Golden Title Award for a film with an excellent Japanese title. *The Visitor* and *Il y a longtemps que je t'aime* both became long-term hits as their good quality was known widely. All the judges recommended the firm with their expectation of its future achievements as well.

The award presentation ceremony was held on April 14, 2010. Invited were a total of 596 people consisting of 544 general applicants

plus 52 persons concerned. After the ceremony, *Alice in the Wonderland* presented by Walt Disney Studio Japan 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 22nd 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 22nd Tokyo International Film Festival.

FILM FESTIVALS SUPPORTED BY FFIDAJ IN 2009

Titles	Periods	Venues
SKIP City International D Cinema Film Festival 2009	Jul. 10 (Fri) – 20 (Mon)	SKIP City Sai-no-Kuni Visual Plaza Image Center
Aichi International Women's Film Festival 2009	Aug. 30 (Sun)–Sept. 6 (Sun)	Aichi Pref. Women's General Center Related city, town and village halls
2 nd Shitamachi Comedy Film Festival	Sept. 22 (Tue)–25 (Fri)	Asakusa and Ueno areas, Taito Ward
Brazil Film Festival 2009	Oct. 3 (Sat)– 9 (Fri)	Shibuya Theater TSUTAYA Cine Nouveau
Yamagata International Documentary Film Festival	Oct. 8 (Thu)–15 (Thu)	Yamagata City Central Public Hall

2009		Yamagata Citizen's Hall
		Movie theaters
22 nd Tokyo International Film Festival	Oct. 17(Sat) – 25(Sun)	Roppongi Hills, etc.
TIFFCOM2009	Oct. 20(Tue) – 22 (Thu)	Roppongi Hills Mori Tower, etc.
16 th Osaka Europe Film	Nov.19 (Thu)- 23(Mon)	ABC Hall
Osaka Asian Film	Mar.6 (Sat) – 14 (Sun)	ABC Hall
		<u>Cine Nouveau</u>
Festival of French Films	March 18 (Thu)- 22 (Mon)	Roppongi Hills
2010		
2 nd Okinawa International Film Festival	March 20 (Sat)-28 (Sun)	Okinawa Convention Center, etc.

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 2009, 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 and help the film import-distribution business in Japan develop in a healthy way.

(2) Lately, copyrights have frequently been infringed: pirated DVDs of theatrical movies illegally filmed at theaters are being sold; and a large number of films are downloaded using software like Share and are leaking out on the Internet. This fact not only has a great effect on the international transaction of foreign films but also disturbs the healthy development of Japan's film import-distribution business. The fact also contributes to the decline in the production of Japanese 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 and came into force in 2009. In addition, the revised Copyright Law came into force in January 2010, regarding downloading as illegal. The following policy activities were carried out in 2009 by many bodies in the film industry, with, as the center figure, the "Let's Go to the Movies" Executive Committee organized by the MPPAJ, the Japan Association of Theater Owners, the MPA as well as the FFIDAJ.

* In this year as well, an "Anti-Stealthy Filming Campaign commercial was comprehensively and permanently attached to the start of each film

which all theaters (3300 screens) in Japan projected. (The content was renewed in March 2010).

* The Office for Policies against Illegal Activities was preserved and enforced farther 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 an even closer contact network with theaters.

* Preparation and enforcement of a watch system for the domestic P2P networks were continuously undertaken.

As a result of these activities, illegal uploaders were arrested one after another from last summer on and these arrests were reported frequently.

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 2009 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 2009, is stated in detail in 2. of 5).

The 5th annual award ceremony for the Tsukushi Prize: Golden Title Award was held during the GTF Tokyo Cinema Show 2009. The Award had been established by the Executive Committee at the suggestion of the late Mr. Tetsuya TSUKUSHI, the film ambassador designated by the Committee.

(2) *Participation in the digitalization of show time data base, etc.*

After research, the “Let’s go to the movies” Executive Committee learned that the major reason why moviegoers missed the films they wanted to see was the fact that they could not know the films’ show times when they wanted to see them. The Committee, therefore, decided to make a data base comprising all the film titles and their show time at theatres across Japan, and began to prepare for the data base.

As a result, the data base began to operate in December: the data base was first announced in the Asahi Shimbun newspaper. The Committee intends to promote use of the data base to be used through a variety of mass media.

Owing to the successful release of 3D films as well, the digital screening system is rapidly being studied and discussed in the film industry. Regarding this issue, the FFIDAJ held the presentations and symposiums of firms concerned at the Board of Directors. In addition, the FFIDAJ participated in the study group in cooperation with the Motion Picture Producers Association of Japan, the Motion Picture Producers Association of Japan (MPA) and the Japan Association of Theater Owners.

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

The FFIDAJ held the New Year’s Business Card Exchanging Party on Tuesday, January 5, 2010 in succession to last year’s with the cooperation of the Motion Picture Association (MPA), and this was attended by 713 guests from the distribution, exhibition, publicity a

nd 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.

(4) *Cooperation in film award management*

The FFIDAJ supported and cooperated in the management of the 33rd Japan Academy Prize (as a Steering Committee member) as well as the 64th Mainichi Film Competition. The Association cooperated also with the 52nd Blue Ribbon Award as a supporter.

(5) *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 54th Film Day sponsored by the Federation.

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

Name	Firm	Title
Hitoshi KONO	Kawakita Memorial Film Institute	Accounting Staff
Yasuji TAKEUCHI	Toho-Towa Co., Ltd.	Business Staff
Koji ABE	Tokyo Television Center Co., Ltd.	Production Technology Manager

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 30 FFIDAJ and MPA member companies, to examine problems they were confronting and exchange information with each other, and made 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 2010 New Year joint party for film journalists as well as the publicity division staff of its member companies on Tuesday, January 12, to promote the exchange of information and friendship with the film journalists. And also, the FFIDAJ held presentations on the present situation of digital cinema trailers and the EU Film Festival.

7. In regard to the projects to commemorate the 50th anniversary of association coming up in 2012, the “Memorial Undertakings for the 50th Anniversary of FFIDAJ’s Foundation“ Executive Committee (Chairman: Isao Matsuoka, the FFIDAJ vice chairman) was established in March at the request of the Policy Committee, and its first meeting was held with the participation of 10 Executive Committee members, who applied directly or were recommended from each section. The meeting is to be held every other month to continuously discuss and draft the publication of “Our 50-Year History” (tentative title) as well as the contents of the FFIDAJ’s future business.
