

REPORT ON THE 2012 FFIDAJ UNDERTAKINGS

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Materials attached:

General Situation of Foreign Films (classified by nation)

General Situation of Foreign Films (classified by enterprise)

List of Films

I. General Meetings

1) 2012 regular general meeting

The regular general meeting for 2012 was held as follows:

Time and date: 1 PM, June 1, 2012

Venue: 4th floor meeting room of the Tokyo Kensetsu Kaikan

The report on the 2011 undertakings, the 2011 report on income and expenditure as well as the 2013 undertaking plans and their budget for income and expenditure were approved.

As the terms of some directors have expired, the election of the four new directors, Hiroyasu MATSUOKA, Tamotsu SHIINA, Tatsumi YODA and Junpei KODA was approved. And the resignation of director Kenji KAZANO was approved as well.

2) Special General Meeting

A special general meeting was held as follows:

Time and Date: 1 PM, January 18, 2013

Venue: 4th meeting room, Tokyo Kensetsu Kaikan

The resignation of director Masaro TOYOSHIMA was approved, and the election of new director Masaki MIYATA was approved.

3) Plans for 2012 Undertakings

Here are the undertaking plans for 2012.

The major undertakings to be achieved by the Foreign Film Importer-Distributors Association of Japan, Inc. (FFIDAJ) from April 1, 2012 through March 31, 2013, were as follows:

As the only official 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) shall be further engaged in the diffusion and development of foreign films in this year as well.

And FFIDAJ shall also contribute to the development of the entire 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, and the Japan and International Motion Picture Copyright Association, Inc.

(1) Undertakings related to the research and study of the foreign films, the making and collection of statistic materials as well as the PR activities including the publication of such materials

The FFIDAJ shall issue annual statistic materials of the imported foreign films that are distributed and released every year, and publicly announce them on its official website in Japanese and English.

① Annual statistic material on foreign films

The FFIDAJ shall issue the “General Situation” (classified by nation and enterprise) of imported films distributed and released every year since 1989. And the FFIDAJ shall research and collect basic data on Japan’s imported film industry and announce them through FFIDAJ’s official website (in Japanese and English) as well as the media. The FFIDAJ shall also engage in PR activities by responding to the requests and enquiries from not only Japan but also overseas countries. In addition, The FFIDAJ shall re-edit and publish, annually starting this year, the “List of Foreign Films Released after the War” that is included in the “FFIDAJ’s 50-Year Hi

story” issued as an event to commemorate the Association’s 50th Anniversary of Foundation. And the FFIDAJ shall conduct direct interviews with distribution companies in regard to the research on their annual box-office results of foreign films and shall publicly announce the best 10 films in terms of annual box-office income, and shall cooperate with research conducted by the media and others.

(2) Undertakings related to the honoring and commendation of organizations, corporations and persons who have contributed to the promotion of foreign film culture and art as well as the development of the foreign film import and distribution industry

The FFIDAJ shall grant prizes to the associations, corporations and persons of whom the FFIDAJ recognizes, after serious examination, their contribution to the promotion and development of imported foreign films, and announce them publicly through the media.

① Good Foreign Film Importer-Distributor Award

This Award is designed to commend distributing companies 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. The twelve judges selected from among critics and the media grant such prizes as the Minister of Economy, Trade and Industry Award, after strict examination.

② Tsukushi Award

This Award was established in 2004 through the idea of the late Tetsuya Tsukushi, a journalist, and at the request of the “Let’s Go to

the Movies” Executive Committee, to widely diffuse films and enhance the sensitivity of Japanese language. The Award has been granted to excellent Japanese titles given to foreign films.

(3) Undertakings concerning publicity, propagation, promotion, reservation and special screenings of imported foreign films for the purpose of having the Japanese general public enlightened to the social utility of imported foreign films

The FFIDAJ shall propagate to the general Japanese public the cultural, artistic and social value of imported foreign films, as well as engage in activities concerning special screenings of films aiming “to deliver motion pictures to various people.”

① Tokyo Cinema Show

The FFIDAJ shall hold events to promote foreign films in collaboration with the Motion Picture Association (MPA), the Motion Picture Producers Association of Japan and the Japan Association of Theater Owners. The FFIDAJ aims to make a great contribution to the increase of audiences and the development of the Japanese motion picture industry, by sending out the information on the new films to be distributed during the coming year, to the general public, theater-related persons and the media, through presentations, talk shows and screenings.

② Activities of “Let’s Go to the Movies” Executive Committee

The four film-related associations, the FFIDAJ, the Japan Association of Theater Owners, the Motion Picture Producers Association of Japan and the Motion Picture Association (MPA) have been offering some special discount systems for married couples

and high school students as part of the “Let’s Go to the Movies” campaigns, to increase the opportunities for the general public to see movies at theaters. The Executive Committee shall conduct ardent research on the trend of audiences for the purpose of increasing, through a new campaign, the opportunities for more of the general Japanese public to experience films. In addition, the Committee shall make a database of show times at movie theaters throughout Japan, and expand the show-time search system to the Internet and cellular phones. In addition, the Committee shall expand the preview website in PCs in cooperation with Yahoo! for greater convenience for the audience.

③ Preservation of Good Foreign Films

In cooperation with the Film Center of the Tokyo National Museum of Modern Art, the FFIDAJ shall make efforts so that membership companies will donate their good foreign films to the Film Center.

④ Special Screenings with Audio Sub-Channel or Other Facilities

With the goal to “deliver movies to a variety of people,” the FFIDAJ shall continue activities to project films in the surroundings taking into consideration people with auditory and hearing handicaps as well as aged persons. In addition, the FFIDAJ shall back up such events as symposiums to propagate the necessity of such activities.

(4) Undertakings related to the holding of seminars, symposiums and interchange meetings contributing to the promotion of foreign film culture, the development of foreign film import and distribution industry as well as the research of the state-of-the-art film technology

The FFIDAJ shall engage in undertakings to contribute to the Japanese film industry, by sharing, with not only film-related people but also general public, the information on the latest films from Japan and foreign countries including the U.S.A. as well as information on innovations in image technology that is gained through training meetings and other means.

① Film Industry Interaction Meetings

With the cooperation of the Motion Picture Association (MPA), the Film Industry Interaction Meetings shall be held once a year for the purpose of the healthy development of the foreign film import and distribution business, to promote the interaction of the Japanese and overseas film industries as well as to contribute to the economic development and cultural improvement of Japan.

② Seminars on Film Technology Innovation

Seminars and technical study meetings shall be held to share the newest information on the technological innovation related to the digitalization of images.

③ Study Meetings of the Conference Group for Import and Customs Clearance of Foreign Films in Japan

The Conference Group for Import and Customs Clearance of Japan has its office inside the FFIDAJ and engages in the study of import and customs clearance work as well as film technology. The Conference Group holds study meetings on state-of-the-art film technology every year, through which meetings information shall be offered to not only film-related persons but also the general public.

④ Association of Foreign Film Publicity Managers

The Association owns its office inside the FFIDAJ, comprising publicity managers of the members of the FFIDAJ and the Motion Picture Producers Association of Japan as well as the Motion Picture Association (MPA), and holds meetings for the wholesome and smooth achievement of the publicity business through the examination, contact and information exchange of the problems and emergency tasks faced in the publicity work of films. In addition, the Association of Foreign Film Publicity Managers enriches the Yahoo! Preview Websites, arranges the media interviews and maintains and preserves the Media Control Board system. And also, the Association co-sponsors such events as the Tokyo Cinema Show and the Good Foreign Film Importer-Distributor Award.

(5) Undertakings to cooperate with, sponsor and hold film festivals for the purpose of developing and promoting the film business

The FFIDAJ shall sponsor and cooperate with the holding of various film festivals aimed at the promotion and development of the film business.

① Various Film Festivals

The FFIDAJ has sponsored and cooperated with the execution of film festivals and awards, such as the Tokyo International Film Festival, Kobe Centennial Film Festival, Osaka Europe Film Festival, Osaka Asian Film Festival, Okinawa International Film Festival, Yamagata International Documentary Film Festival, Kyoto Historical International Film Festival, Aichi Women's Film Festival, Japan Ac

ademy Prize, Mainichi Film Competition and Blue Ribbon Awards. The FFIDAJ shall also cooperate with events held by film organizations such as Film Day.” In addition, the FFIDAJ shall cooperate with the EU Film Days, Bulgarian Film Festival, France Film Festival, Cinema Africa and others to widely introduce overseas movies to the Japanese general public.

(6) Undertakings for the arbitration for dispute resolution related to international transactions of imported foreign films

The FFIDAJ shall take policies against the infringement of the copyrights of foreign theatrical feature films caused by the diversification and IT development of the film industry.

① Policies against the Stealthy Recording of Films

This year too saw images, gained by stealthy recording of films inside theaters, cause damage to film culture and art through their illegal diffusion on the web and the illegal sales of their pirated DVDs. In consideration of that fact, the FFIDAJ shall continue promoting policies against such stealthy recording of films, consulting and in liaison with related organizations, regarding the measures to be taken by persons and bodies in business related to the film industry, which are stipulated in Article 3 of the Law for the Prevention of Stealthy Recording of Films (Law No.65 set forth in 2007).

② Should the FFIDAJ be consulted by a member or non member import and distribution companies regarding the problems that arise from international transactions and copyright issues, or matters proposed

by the Interview Association members, the FFIDAJ shall try to resolve such problems or matters speedily by consulting its legal advisors and accountants, and collecting information regarding overseas legislation concerning foreign films.

(7) Undertakings necessary to accomplish the FFIDAJ's purposes in addition to the above-mentioned ones

① Memorial Undertakings for the 50th Anniversary

Since the FFIDAJ started as a corporation in 1962, the year 2012 marks the 50th anniversary of its founding, so the FFIDAJ calls this year "Year 50" and aims to develop undertakings to look back at the social utility that foreign films brought to postwar Japan in order to make contributions to the development of the Japanese film industry by propagating the charms possessed by foreign films.

For the above purposes, the FFIDAJ shall publish the FFIDAJ's history of 50 years, make a list of films released after war, hold a ceremony to celebrate the 50th anniversary, grant the 50th Good Foreign Film Importer-Distributor Award as well as hold events co-planned with the Film Center of the Tokyo National Museum of Modern Art.

II. Board of Directors Meetings, Regular Membership Meetings, Section Meetings, and Undertakings

1) Agenda discussed at Board of Directors Meetings:

○ 10th Board of Directors meeting (held on April 20)

Approval of 9th Board of Directors meeting minutes

2011 settlement of accounts

2012 budgets

Directers finishing terms

Memorial undertakings for 50th anniversary

Other issues

- 11th Board of Directors meeting (held on June 1)

Approval of 10th (April) Board of Directors meeting minutes

April income and expenditure report

Settlement of 2011 accounts

Setting of 2012 budget

Selection of 2012 directors

Film Center screenings

Other issues

- 12th Board of Directors meeting (held on July 20)

Approval of 11th (June) Board of Directors meeting minutes

Report on May-June income and expenditure

Tokyo Cinema Show 2012

"Let's Go to the Movies!" Executive Committee

Memorial undertakings for 50th anniversary

Other issues

- 13th Board of Directors meeting (held on September 21)

Approval of 12th (July) Board of Directors meeting minutes

Report on July-August income and expenditure

Participation of new members

Completion of Tokyo Cinema Show 2012"

Completion of memorial undertakings for 50th anniversary

JASRAC

Other issues

- 14th Board of Directors meeting (held on October 19)

Approval of 13th (September) Board of Directors meeting minutes

Report on September income and expenditure

"Let's Go to the Movies" Executive Committee

51st Good Foreign Films Importer Distributor Award

JASRAC

Other issues

- 15th Board of Directors meeting (held on November 16)

Approval of 14th (October) Board of Directors meeting minutes

Report on October income and expenditure

New Year's business card exchange party

JASRAC

Other issues

- 16th Board of Directors meeting (held on January 18)

Approval of 15th (November) Board of Directors meeting minutes

Report on the November-December income and expenditure

Completion of New Year's business card exchange party

General situation of foreign films

JASRAC

Other issues

- 17th Board of Directors meeting (held on February 15)

Approval of the 16th (January) Board of Directors meeting minutes

Report on January income and expenditure

General situation of foreign films

JASRAC

Other issues

- 18th Board of Directors meeting (held on March 15)

Approval of 17th (February) Board of Directors meeting minutes

Report on February income and expenditure

Temporary settlement of accounts for 2012

Undertaking plans for 2013

51st Good Foreign Films Importer-Distributor Award

Other issues

2) Agenda discussed at regular membership meeting

○ April regular membership meeting (held on April 20)

Approval of March regular Board of Directors meeting minutes

Approval of March undertakings report

2011 settlement of accounts

2012 undertaking plans

Memorial undertakings for 50th anniversary

"Let's Go to the Movies" Executive Committee

○ June regular membership meeting (held on June 1)

Approval of April regular membership meeting minutes

Approval of April undertaking report

Tokyo Cinema Show 2012

"Let's Go to the Movies" Executive Committee

Film Center screenings

Application from the 25th Tokyo International Film Festival

to use the FFIDAJ's name as the Festival's sponsor

Application from the TIFFCOM2012 to use the FFIDAJ's name as its

sponsor

Application from the 5th Shitamachi Comedy Film Festival in Taito

to use the FFIDA's name as the Festival's sponsor

○ July regular membership meeting (held on July 20)

Approval of June regular Board of Directors meeting minutes

Approval of June undertaking report

Tokyo Cinema Show 2012

"Let's Go to the Movies" Executive Committee

Screenings at the Film Center as a commemorative event for the

50th anniversary

General situation of foreign films in the first half of 2012
Request from the Aichi International Women's Film Festival 2012
to use the FFIDA's name as the Festival's sponsor
Law to revise part of the Copyright Law

○ September regular membership meeting (held on September 21)

Introduction of new members

Approval of July regular Board of Directors meeting minutes

Approval of July-August undertaking report

Completion of Tokyo Cinema Show 2012

"Let's Go to the Movies" Executive Committee

25th Tokyo International Film Festival

Application from the 25th Tokyo International Film Festival -

MPA Seminar "Economic contribution by the film industry as
well as the TV broadcasting industry" to use the FFIDAJ's
name as the Seminar's sponsor

Application from the 17th Kobe Centennial Film Festival to use
the FFIDAJ's name as the Festival's sponsor

Application from the 19th Osaka Europe Film Festival to use the
FFIDAJ's name as the Festival's sponsor

Application from the Motion Picture and Television Engineering Society
of Japan to use the FFIDAJ's name as the sponsor for the
MPTE Awards 2012

JASRAC

○ October regular membership meeting (held on October 19)

Approval of September regular Board of Directors meeting minutes

September undertaking report

Memorial undertakings for the 50th anniversary

"Let's Go to the Movies" Executive Committee

New Year's Business Card Exchange Party

- Application from the Kyoto Historica International Film Festival
to use the FFIDAJ's name as the Festival's sponsor
- Introduction of loudness operation regulation to TV
broadcasting
- November regular membership meeting (held on November 16)
- Approval of October regular membership meeting minutes
- Approval of October undertaking report
- New Year's business card exchange party
- "Let's Go to the Movies" Executive Committee
- Application from the 4th 10 AM Film Festival to use the FFIDAJ's
name as the Festival's sponsor
- Completion of the 25th Tokyo International Film Festival
- "Research on the Economic Effects by the Film Industry and
Television Broadcasting Industry of Japan" made by the
Mitsubishi Research Institute
- January regular membership meeting (held on January 18)
- Approval of November regular membership meeting minutes
- Approval of November-December undertaking report
- Completion of New Year's business card exchange party
- 2012 general situation of foreign films
- Application from the 8th Osaka Asian Film Festival to use the
FFIDAJ's name as the Festival's sponsor
- PR images for the invitation of the 2020 Tokyo Olympic and
Paralympic Games
- News on the stealthy recording of films at movie houses
- 57th Film Day central convention
- February regular membership meeting (held on February 15)
- Recent trends in copyright issues
- Approval of January regular membership meeting minutes

Approval of January undertakings report

51st Good Foreign Films Importer-Distributor Award

2012 all-Japan general situation of motion pictures

(materials provided by the Motion Picture Producers
Association of Japan)

○ March regular membership meeting (held on March 15)

Approval of February regular membership meeting minutes

Approval of February undertaking report

2012 temporary settlement of accounts

Undertaking projects for 2013

51st Good Foreign Films Importer-Distributor Award

Application from the SKIP City International D Cinema Film Festival

2013 to use the FFIDAJ's name as the Festival's sponsor

3) Holding of Publicity Section, Business Section, and Production=Liaison Section meetings as well as General Affairs-Accounting joint-meetings

With the approval from the Board of Directors, general meetings were held by the following sections for the promotion of the FFIDAJ's undertaking projects and the operation of the FFIDAJ.

○ Publicity Section

Four times: September 26, October 30, January 24, and March 5

○ Business Section

Four times: September 25, November 27, January 23, and March 26

○ Production=Liaison Section

Four times: September 28, November 22, January 25, and March 18

○ General Affairs-Accounting joint-meeting

Four times: September 26, November 27, January 21, and March 28

- 4) Holding of meetings of the Conference Group for Import and Customs Clearance for Foreign Films in Japan

Four times: April 25, September 28, November 22, and January 25

- 5) Holding of foreign film publicity managers

Nine times: April 27, June 22, July 27, August 28 (extra), September 26, October 30, December 4 (as a year-end social gathering), January 24, and March 5

III. Report on Major Undertakings

- 1) Undertakings related to the research and study of the foreign film business, the making and collection of statistic materials as well as the official announcement of such materials

The FFIDAJ issued the "2012 List of Foreign Films" in January 2013. The FFIDAJ also issued the "General Situation of Foreign Films in 2012 – classified by nation and enterprise" both in July 2012 (the first half of the fiscal year) and January 2013. Those "Lists" and "General Situation" are attached. Upon completion, those materials were soon put on the FFIDA Jwebsite and are being used as contact information by related organizations, governmental bodies, related firms, and the press.

- 2) Undertakings concerning the honoring and commendation of the organizations, corporations, and persons contributing to the promotion of foreign film culture and art as well as the development of the foreign film import and distribution industry

1. Presentation of the 51st Good Film Importer-Distributor Award

The year 2012 marked the 51st anniversary of the Good Film Importer-Distributor Award established by the Foreign Films Importers-Distributors Association of Japan with the support of the Ministry of Economy, Trade and Industry in 1962. After strict examination, eight judges (listed separately) selected the companies the award should go 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, 2012 and ending March 31, 2013.

The outline is as follows:

The joint-meeting of the Selection Committee and Steering Committee members was held on Thursday, November 29. After the implementation guidelines for the 51st Good Film Importer-Distributor Award were approved, the judges were introduced and Mr. Yukichi Shinada was assigned to the post of the Selection Committee Chairman and Mr. Noboru Akiyama to the post of the vice-chairman.

Judges: Noboru AKIYAMA, Keiko AKECHI, Hiroo OTAKA, Chiho KOBAYASHI, Shinichi SATAKE, Yukichi SHINADA, Koichi MURAKAMI, and Sachiko
WATANABE

Sponsored by: The Foreign Film Importer-Distributors Association
of Japan

Supported by; The Ministry of Economy, Trade and Industry

Report on Examination

1st Examination Meeting:

The 1st Examination Meeting was held at noon, Wednesday, February 8, with the attendance of 8 judges, in the meeting room of the Motion Picture Producers Association of Japan. As Selection Committee Chairman Yukichi Shinada explained the basic policy of the examination, the following companies were selected for the final examination meeting, after checking out all the films distributed by each of the 109 entry companies (18 FFIDAJ members, 5 MPA members and 86 other companies), and using the FFIDAJ's "2012 List of Foreign Films" for reference.

GAGA CORPORATION

SHOWGATE, INC.

TOHO-TOWA COMPANY, LIMITED

NEW SELECT CO., LTD. (ALBATROS FILMS)

BROADMEDIA STUDIOS CORPORATION

WALT DISNEY STUDIO JAPAN

TENTIETH CENTURY FOX FILM CORPORATION

UPLINK CO.

UNPLUGGED CO., LTD.

STAR SANDS, INC.

CETERA INTERNATIONAL

TWIN CO., LTD.

PHANTOM FILM CO., LTD.

LONGRIDE, INC.

2nd Examination Meeting (Final Examination Meeting)

In succession to the 1st Examination Meeting (February 6), the 2nd Examination Meeting was held at noon, Wednesday, March 6, in the

meeting room of the Motion Picture Producers Association of Japan. Referring to the list of films released from April 4, 2012 until the end of March 2013 by the 14 companies that the 1st Examination Meeting had selected, 8 judges headed by Chairman Yukichi Shinada respectively stated their reasons for recommendation and reached the following conclusion after thorough discussion.

Highest Award

○ TOHO-TOWA COMPANY LIMITED

Les Miserables

Ted

Men in Black 3

The judges' high appreciation focused on the company's achievements: during the present film world where Japanese films tend to earn higher box-office revenue than imported films, *Les Miserables*, with its splendid contents, awakened Japanese audiences again to the wonderfulness of musical films for the first time in the last few decades, making a smash hit and tossing a strong light on the exhibition business of foreign films. And also, *Men in Black 3* and *Ted* could mobilize a great number of audiences; *Ted*, in particular, delivered the fun and charm of foreign films to young women in their 10s and 20s and succeeded in generating a new class of audience. The judges considered such achievements of the firm's as admirable, and decided to grant it the award.

Excellence Award

GAGA CORPORATION

Untouchable

Zero Dark Thirty

The Artist

Tinker Tailor Soldier Spy

Gaga Corporation applied its delicate, good eye to the foreign film distribution business and gained remarkable achievements for the last few years. In addition to this year's big hit *Untouchable*, Gaga Corporation swiftly decided, on its own judgment, to distribute *Zero Dark Thirty* and *The Artist* that caught great attention in overseas countries. The judges' extremely high appreciation focused on the firm that continued to stably present films with both high artistic originality and entertaining elements. Furthermore, Gaga Corporation's attitude to present such profound movies as *Tinker Tailor Soldier Spy* won the judges' high admiration.

Encouragement Awards

BROADMEDIA STUDIOS CORPORATION

La piel que habito

Take This Waltz

Howling

A Dangerous Method

The judges' appreciation centered on the activities and achievements of Broadmedia Studios Corporation, which recently imported a large number of foreign films of ample contents. Owing to the firm's energetic import and distribution of many various and characteristic movies such as *La piel que habito*, *Take This Waltz*, *Howling*, and *A Dangerous Method*, the Award was given to the company with further expectation for its future achievements as well.

PHANTOM FILMS CO., LTD.

The Master

Moonrise Kingdom

Anonymous

The Master, *Moonrise Kingdom*, and *Anonymous* were taken into consideration when the Phantom Films Co., Ltd. was selected for the Award. What caught the judges' attention was the firm's attitude to daringly import those films, each of which looked rather heavy and too individualistic. The judges decided to grant the Award to the firm, wishing that it go on presenting audiences with foreign films of rich variety and high quality.

The award presentation ceremony was held on April 17, 2013, and was attended by 137 people including the award winners and their guests.

3. Activities as a member of the Federation of Japanese Films Industry

As a 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 the 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 57th Film Day sponsored by the Federation.

Winners of the long-time service medals at the 57th Film Day:

<u>Name</u>	<u>Company</u>	<u>Title</u>
Kanji Watanabe	Warner Entertainment Japan	Deputy Manager, Business Dept.

Masao Takizawa Nippon Cine Arts, Co., Ltd. Director & Production-
Business Dept. Manager

Junpei Koda Foreign Films Importers-Distributors Director &
Association of Japan, Inc. Secretary-General

3) Undertakings related to the publicity, propagation, promotion, preservation, and special screenings of imported foreign films to have the Japanese general public enlightened to their social utility

1. Hosting of the Tokyo Cinema Show

The 17th Tokyo Cinema Show was held as follows with the title "Tokyo Cinema Show 2012"

Venue: Iino Hall

Date: Tuesday, July 31

Sponsor: Foreign Film Importer-Distributors Association of Japan

Co-sponsors: Motion Picture Association (MPA)

Motion Picture Producers Association of Japan

Japan Association of Theater Owners

Supporters: Ministry of Economy, Trade and Industry

UNI JAPAN

Visual Industry Promotion Organization

Cooperator: IMAX Corporation

Program:

○ Symposium "Film Publicity Now"

Program Director: Hiroo Otaka, film journalist, Bunka News
special editor

Panelists: Shigeto Arai, Executive in charge of publicity.

Toho-Towa

Makoto Sekimoto, Executive Director & Over-all
Business HQ Manager, United Cinemas
Yuka Hoshino, Marketing Manger,
Paramount Pictures Japan

Seminars

“IMAX GT : Laser System for Next Generation”

Lecturer: Kiyoto Takaya, General Manager, IMAX Japan

“Milestone - Projection of Film Digital Comparative Contents”

Lecturers: Satoru Nagai, Film Technology, Imaging Material

Production, Kanagawa Factory, Fujifilm

Takashi Hiratsuka, Business Group, Film Busines Dept.,

Hoei Sangyo

“Sound of Digital Cinemas”

Lecturers: Masaji Tara, Executive in charge of Post Production,

Japan Cinema and Television Sound Creator

Association/Toho Studio Service

2. Activities of the “Let’s Go to the Movies!” Executive Committee

The FFIDAJ actively participated in the undertakings for 2012 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 Film 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.

<Major Activities>

① Continued activities against the stealthy recording of films inside theaters

② Selection and presentation of the 8th Tsukushi Prize: Golden Title Award

Time and date: Friday, November 30 (during the Film Day ceremony)

Venue: Tokyo Kaikan

Awarded film: *Untouchable*

Distribution: Gaga Corporation

③ The enlargement of convenience for audiences by the continued availability of show time database as well as the Yahoo! Preview Website.

④ As a summer campaign, 2.1 million copies of official brochures were published introducing the films for summer and autumn to be released throughout Japan. And the brochures included coupons for pop corn as a fan service as well.

⑤ "See New Films All At Once in the Tokyo International Film Festival"

An event was held on October 25 during the TIFF to show previews all at once of talked-about movies for the autumn and New Year seasons. The event was filled with a merry atmosphere with the participation of celebrities.

3. Donation of films to the Film Center of the Tokyo National Museum of Modern Art

No films were donated permanently by the FFIDAJ member companies to the Film Center of the Tokyo National Museum of Modern Art during this period. Each member company is making efforts to leave a print to Japan (the Film Center of the Tokyo National Museum of Modern Art), realizing that the work may seem modest but is very important, within the conditions in each member company's contracts and with the permission from the film's contracted overseas producer.

4) Undertakings related to the holding of seminars, symposiums and interaction meetings contributing to the promotion of foreign film culture and the development of foreign film import and distribution industry as well as the research on state-of-the-art film technology.

1. Hosting of the New Year's Business Card Exchanging Party

The FFIDAJ held the New Year's Business Card Exchanging Party on Monday, January 7, 2013 with the cooperation of the Motion Picture Association (MPA), and this was attended by 695 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 and the expansion of Japan's economy as well as the improvement of culture.

2. Study Meetings of the Conference Group for Import and Customs Clearance of Foreign Films in Japan

The Conference Group for Import and Customs Clearance of Foreign Films in Japan, participated in by 44 enterprises related to the film/image business, undertook the following activities in addition to its regular meetings, for the purpose of simplifying import-customs work through negotiation with such organizations as the Tokyo Customs.

① Regular Meetings (4 times a year)

② Study Meeting (jointly held with the Tokyo Cinema Show 2012)

Time and Date: 15:00 - 16:30 Tuesday, July 31, 2012

Venue: Iino Hall

Agenda: "IMAX GT: Laser System for Next Generation"

Lecturer: Kiyohito Takaya, General Manager, IMAX Japan

"Milestone - Screening of Film Digital Comparative
Contents

Lecturer: Satoru Nagai, Film Technology, Imaging Material
Production, Kanagawa Factory, Fujifilm

"Sound of Digital Cinemas"

Lecturer: Seiji Tara, Executive, Post Production, Toho
Studio Service

3. Meetings of publicity division managers for foreign 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 more wholesome publicity activities that would lead to the increase of film-going population. In cooperation with the MPPAJ, the FFIDAJ held the 2012 New Year joint party for film journalists and the publicity division staff on Friday, January 11, to promote the exchange of information and friendship with the film journalists. And the FFIDAJ made efforts to improve the show time database started by the "Let's Go to the Movies" Executive Committee as well as the Yahoo! Preview Website. In addition, the FFIDAJ acted as an executive corps for the "Summer Campaign" and "See New Movies All At Once In The Tokyo International Film Festival" sponsored by the "Let's Go to the Movies" Executive Committee.

5) Undertakings to cooperate with, sponsor and hold film festivals for the purpose of developing and promoting the film business

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 25th Tokyo International Film Festival and helped with its custom clearance, translation and subtitling activities for its films. And the Tokyo Cinema Show became a joint project with the 25th Tokyo International Film Festival.

FILM FESTIVALS SUPPORTED BY FFIDAJ IN 2012

Titles, periods and venues

Hisamitsu Noguchi Cinema Graphics

April 28 (Sat) - June 24 (Sun), 2012, Urawa Museum of Art

SKIP City International D Cinema Festival 2012

July 14 (Sat) - July 22 (Sun), 2012, SKIP City

Aichi International Women's Film Festival 2012

September 1 (Sat) - September 9 (Sun), 2012, Will Aichi

5th Shitamachi Comedy Film Festival in Taito

September 14 (Fri) - September 17 (Mon), 2012,

Taito Ward (Asakura and Ueno Areas)

8th Kyoto Film Festival

October 2 (Tue) - October 8 (Mon), 2012,

Gion Kaikan, Kyoto Culture Museum, etc.

25th Tokyo International Film Festival

October 20 (Sat) - October 28 (Sun), 2012, Roppongi Hills, etc.

MPA Seminar jointly planned with the 25th Tokyo International Film Festival

October 20 (Sat), 2012, Roppongi Hills

TIFFCOM 2012

October 23 (Mon) - October 25 (Wed), 2012, Roppongi Hills

MPTE AWARDS 2012

October 25 (Thu), Roppongi Hills

17th Kobe Centennial Film Festival

November 2 (Fri) - November 11 (Sun), 2012,

PFLE Hall, Kobe Art Village Center

19th Osaka Europe Film Festival

November 23 (Fri) - November 26 (Mon), 2012, Elserine Hall

4th Kyoto Historica Film Festival

December 1 (Sat) - December 9 (Sun), Kyoto Cinema,

Kyoto Culture Museum

7th Osaka Asian Film Festival

March 9 (Fri) - March 18 (Sun), 2013, Umeda Burg 7,

Umeda Garden Cinemas, etc.

5th Okinawa International Film Festival

March 23 (Sat) - March 30 (Sat), 2013, Okinawa Convention

Center., etc

3. Cooperation in film award management

The FFIDAJ cooperated in the management of the 36th Japan Academy Prize (as a steering committee member), as well as the management of the Mainichi Film Competition (as an advisory committee member). The FFIDAJ cooperated also with the 55th Blue Ribbon Award sponsored by the Tokyo Film Reporters' Club as a supporter.

6) Undertakings for the arbitration of the resolution of disputes related to international transactions of imported foreign films, as well as the protection of intellectual property

1. Recent years have seen the frequent infringement of copyrights by

the sale of pirated DVDs made from the stealthy recording of movies inside theaters as well as by the outflow of such illegally recorded films downloaded and put on the web. So film-related organizations cooperated in making aggressive actions, and as a result, the Law for the Prevention of Stealthy Recording of Films was proclaimed and came into force in 2007.

Since then, the FFIDAJ has been continuing, with the Let's Go to the Movies" Executive Committee as the action center, to project campaign CMs (Camera Man) against the stealthy recording of films at movie theaters throughout Japan, making close contact with such related organizations as the Federation of Japanese Films Industry, the Motion Picture Producers Association of Japan, the Motion Picture Association (MPA), the Japan Association of Theater Owners, and the Japan Video Software Association as well as the Japan and International Motion Picture Copyright Association, for the thorough propagation of the said Law.

As part of the Copyright Law was revised in January 2010 and January 2011, enabling the Law to control the downloading of films more strictly, the CMs were renewed to continue on the campaign.

In addition to the above, an Anti-Illegal Actions Office was founded to thoroughly collect the information on stealthy recording of films at theaters and inform it to related organizations.

2. Copyright Issues

The FFIDAJ examined and corresponded to the copyright issues taking place at member companies through consultation with its legal advisor. And the FFIDAJ repeatedly consulted with related organizations for the purpose of the speedy resolution of such issues as a matter for the entire film industry.

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

1. Memorial undertakings for the 50th anniversary

In regard to the projects to commemorate the FFIDAJ's 50th anniversary that came up in 2012, the Executive Committee (Chairman: FFIDAJ Chairman Matsuoka) for the Memorial Undertakings for the 50th Anniversary of FFIDAJ's Foundation" published the book of 50 years' history, "With Love for Foreign Films - 50 Years of the FFIDAJ" at the end of March 2012, and distributed it to related persons and organizations. This book became a valuable material, looking back at the FFIDAJ's history for 50 years and containing the list of foreign films released from 1945 and up to the present, in addition to the records of discussion meetings, theater sign boards, posters and gravure pictures.

On the other hand, the FFIDAJ held the Ceremony to Commemorate the 50th Anniversary and the Ceremony to Grant the 50th Best Foreign Film Importer-Distributor Award at Yurakucho Asahi Hall on April 11, 2012. And Kiichi Fujiwara, Professor of Tokyo University Graduate School and Atsuko Maeda, Talent, were selected for the Award for the Best Supporter of Foreign Films, a special award set for this occasion alone in commemoration of the 50th Anniversary.

Furthermore, the FFIDAJ held the "Road Show and Screen - the Age of the Foreign Film Boom" starting on April 11, featuring picture signboards that had once been displayed at theaters and their admission tickets, as a joint undertaking with the Film Center of the National Museum of Modern Art. In addition, the FFIDAJ held re-run

screenings of the most-talked-about movies and big hits mainly in the 60s to 80s under the title "Road Show and Screen - Foreign Films That Caused a Boom in Postwar Japan," The screenings were completed enjoying the high acclaim from audiences.
