

**UNI JAPAN International Promotion Department**  
**Business Report for fiscal year 2006**

**I Support Programs for International Promotion of Japanese Film**  
**「J-Pitch」Support Program for International Co-production**

Under the project on 'The promotion of international co-production in domestic moving image and content industry' initiated in year 2005 by Ministry of Economy, Trade and Industry (METI), UNI JAPAN launched a new project for the promotion of international co-production called *J-Pitch*. Since 2005 under *J-Pitch*, UNI JAPAN has presented 34 film projects, out of which it succeeded to bring 7 projects to international co-production partnership.

**1 Participation at International Film Markets**

In order to promote film productions acceptable at international film market, UNI JAPAN organized workshops to provide Japanese film producers seeking international co-production with an opportunity to directly introduce their projects to overseas partners and to further the networking overseas. UNI JAPAN chose film markets of the following film festivals as a place of networking most suitable for Japanese film producers:

Film festivals which encourage project presentation and matching of film producers:

- Project Network, Cannes International Film Festival, May 2006: 10 participants
- Pusan Promotion Plan (PPP), Pusan International Film Festival, Oct. 2006: 1 participant
- Tokyo Project Gathering, Tokyo International Film Festival, Oct. 2006: 10 participants
- Sundance Film Festival, Jan. 2007: 3 participants
- Co-production Market, Berlin International Film Festival, Feb. 2006: 11 participants
- Hong Kong Asia Film Financing Forum (HAF), Mar.2006: 8 participants

**2 Project Development Workshops**

Within Japan throughout the year UNI JAPAN was also organizing Project Development Workshops to provide Japanese film producers with know-how and necessary information related to project presentation and development.

The outline of Project Development Workshops:

1<sup>st</sup> Workshop 'Pitching and Story Development' (Aug., 2006)

2<sup>nd</sup> Workshop 'Marketing and Story Development' (Oct., 2006)

3<sup>rd</sup> Workshop 'Asia Film Market, Law and Finance' (Jan., 2006)

### **3 Japan-China Film Co-production Workshop**

Simultaneously with the above mentioned workshops, at the same film festivals UNIJAPAN in cooperation with the State Administration of Radio, Film and Television (SARFT) and China Film Co-Production Corporation (CFCC) independently carried out 'Japan-China Co-production Workshop', aiming at co-production with Chinese film producers. The outline of Japan-China film co-production workshop is as follows:

- 1<sup>st</sup> Workshop Beijing, Aug.3<sup>rd</sup>, 2005 (inc. 14 Japanese companies, 29 Chinese companies)
- 2<sup>nd</sup> Workshop Tokyo Oct. 27<sup>th</sup>, 2005 ( Tokyo International Film Festival, 17 Japanese companies, 12 Chinese companies)
- 3<sup>rd</sup> Workshop Beijing, Mar.27<sup>th</sup>, 2005 (16 Japanese companies, 6 Chinese companies)

Through these workshops, UNIJAPAN managed to further promote the interaction with China and to conclude 'Japan-China Film Cooperation Memorandum', which aims at promotion of co-production and at further exchange of information among UNIJAPAN and CFCC. (For details on this Memorandum refer to the report on *Research and Development*).

### **4 Development of Japanese film database and website to promote networking**

In fiscal year 2006 UNIJAPAN has initiated the project for development of database and website which will support the matching and networking established through the website and above mentioned workshops. Although the official release of J-Pitch website is planned for fiscal year 2007, in fiscal year 2006 UNIJAPAN enforced the following projects:

- ① Experimental project for internet-matching of film producers
- ② Development of database providing industry information and Japanese film information
- ③ Gathering the information on film industry of world leading countries (carried out survey on film industry in France, Korea and USA)

## **II Support Program for International Sales**

### **Setting up the Promotional stands *Japan Pavilion* and *Japan Booth***

With the support of the Agency of Cultural Affairs (Bunka-cho), this program helps setting up of

stands *Japan Pavilion* and *Japan Booth*, as a ground for the promotion of Japanese film sales abroad. In year 2006 this project was managed by the Ministry of Economy, Industry and Trade (METI), the Bunka-cho, present Japanese Embassies, Japan Foundation, JETRO and UNIJAPAN. The basic developments of this project for the fiscal year 2006 were:

**① The opening of *Japan Pavilion* at Cannes Film Festival (May 17 -26, 2006)**

Activities:

- Setting up of *Japan Pavilion* at the International Village as information and exchange centre on Japanese film and setting up of Japan booth in film market as a ground for sales (used jointly by eight sales companies).
- Held Japan's Reception at the local hotel.

Organizers: METI, Bunka-cho, JETRO and UNIJAPAN.

**② Toronto Film Festival *Asia Desk* ( Sep. 7 -16, 2006)**

Activities:

- Inside Toronto Film Festival Industry Centre, opened *Asia Desk* in collaboration with Korea Film Council (KOFIC) and supported the sales of 7 Japanese films officially screened at the festival.
- Organized Asia Reception at Japan Foundation's Japanese Culture Centre in Toronto co-sponsored by the Japan Foundation, JETRO, UNIJAPAN and KOFIC.

Organizers: Bunka-cho, UNIJAPAN

**③Pusan Film Festival *Japan Booth* (Oct. 15 -18, 2006)**

Activities:

- At the film market opened *Japan booth* (utilized by 5 sales companies)
- At the city hotel organized Japan Reception with the support of VIPO

Organizers: Bunka-cho, UNIJAPAN.

**④Berlin Film Festival 'Japan Booth' ( Feb. 8 -18, 2007)**

Activities:

- Setting up *Japan Booth* inside the film market ( a joint utility of 1 sales companies)
- Organized Japan Reception nearby the meeting place of film festival.

Organizers: METI, Bunka-cho, the Japanese Embassy in Germany, JETRO, UNIJAPAN

**⑤Hong Kong Film Festival *Japan Pavilion* ( Mar. 20 -23, 2006)**

Activities:

- Opening of *Japan Pavilion* inside film market (a joint utility of 6 sales companies)
- Participated in *Japan Premium*, TIFFCOM Promotion Event sponsored by VIPO

Organizers: METI, Bunka-cho, JETRO, and UNIJAPAN.

### **III Support Program for Participation at Film Festivals**

Same as in case of Support Program for International Sales, this program is also being supported by Bunka-cho. The program aims at providing subsidies in form of grants to Japanese films and Japanese film producers participating at international film markets and film festivals.

1 The grants are given in the following three areas:

- Production of foreign language subtitles
- Coverage of overseas travel expenses
- Coverage of promotional material expenses

2 The type of the grants

- General grant for participating in film festivals and film markets
- Special grant for the works participating in the competition of ten major film festivals (i.e. Cannes, Moscow, Karvolj Vary, Shanghai, Locarno, Venice, San Sebastian, Cairo, Berlin, Malden Plata)
- Special grant for young and emerging film producers

3 The result of the program for the fiscal year 2006

- Number of selected works in year 2006: 101 (in year 2005, 66)
- Number of applications in year 2006: 246 (in year 2005, 247 applications)
- The assistance amount fee: 37,332,098 yen ( in year 2005 33,810,603 yen)

### **IV Publications and Database**

**1 Management of Japanese film website 「[www.unijapan.org](http://www.unijapan.org)」**

This project is initiated in May 2003 under the support of the Japan Keirin Association. The amount of the grant estimates to one-half of the total settlement of accounts. The total settlement of accounts for fiscal year 2006 was amounted to ¥7,507,863.

The website is generally a reproduction of the data from a yearbook *Japanese Film*. The total

data was increased and the number of works presented in year 2006 including animations and documentaries counted 245 ( the number of works presented in Japanese Film publication was 69). To publicize the website, an advertisement was run in Cannes and Berlin Film Festival's Issue of *Variety* and *Screen International*.

## 2 Publication of a yearbook *Japanese Film* for overseas market

The yearbook *Japanese Film* (3000 copies) was compiled and published under the auspice of the Commission of Bunka-Cho.

- List of Japanese films  
70 major works selected out from Japanese films officially released in period from January to December 2006 were introduced both in Japanese and English. (Works were selected by the Screening Committee, led by Mr. Nei Kawarabata)
- Japan Film Industry Data, Year 2006  
Data regarding the film industry which was announced by Motion Picture Producers Association of Japan and the Foreign Film Importer- Distributors Association of Japan was gathered and listed. (Data including Japanese films whose box-office receipts exceeded 1 billion yen, number of films released, attendance, average admission fee, box office receipts, number of screens, and number of foreign films released.)

<b>Name of industry</b>	<b>Number of listing</b>
Film related organizations	31
Production companies	105
Animation production companies	28
Distribution companies	69
Production equipment and facilities	18
Film commissions	99
Film festivals	26
Film schools	22
Funds	6

## 3 Publication of the catalog of new Japanese films *New Cinema from Japan*

The catalog *New Cinema from Japan* was published and distributed worldwide. This catalog is being published twice a year since year 2003 as a joint project of UNIJAPAN and Japan Foundation. Diversely from *Japanese Film* which is a yearbook introducing Japanese films released in the previous year, *New Cinema from Japan* is published twice a year, February and September, as media to introduce new Japanese films including those not officially presented in public theatres around Japan. The presentation of each work amounts to 50,000 yen per issue.

### **Publication**

- February and September, 4000 copies
- Autumn Issue 2006: 54 works presented
- Spring Issue 2007: 42 works presented

### **Distribution**

*New cinema from Japan* was distributed by UNIJAPAN and Japan Foundation at major film festivals and film markets in which UNIJAPAN and Foundation at major film festivals and film markets in which UNIJAPAN and JETRO participated.

These film festivals included film festivals and film markets in Cannes, Venice, Toronto, Pusan, Tokyo, American Film Market (AFM), Berlin and Hong Kong Filmart. The issue was also distributed to Japanese organizations and Japan Foundation offices abroad.

## **IV Research and Development**

### **1 Promoting International Co-production**

#### **Japan-France Cinematographic Corporation Memorandum**

Upon the conclusion of 'Japan-France Cinematographic Corporation Memorandum in year 2003, during the year 2005 UNIJAPAN organized the following activities:

- Cannes International Film Festival (May), Japanese-French Producers Meeting (carried out as a part of J-Pitch )
- 19th Tokyo International Film Festival (October), 5th Asia-Europe Film Development Plan Meeting (for details see below)
- French Film Festival 2007 (March), Seminar on Co-productions and Dealing with Piracy

#### **Asian Film Industry Network (AFIN)**

As a result of joining Asian Film Industry Network (AFIN), UNIJAPAN in corporation with KOFIC (Korea) opened the stand Asia Desk at Toronto International Film Festival.

### **Japan-China Cinematographic Corporation Memorandum**

Upon the discussions with China's Film Co-Production Council (CFCC), at the time of Shanghai International Film Festival held in June 2007 UNIJAPAN signed up the Corporation Memorandum. The main aim of Memorandum is exchange of information related to film industry of both sides and the promotion of Japan-China co-production agreements.

### **2 The Publication of UniJapan News**

UniJapan News is a by-weekly newsletter of the Association delivered by e-mail to film professionals and artists requiring information on film festivals (The delivery list counts 242 members).

In addition to information on film festivals and open entries, UniJapan News offers also information on the participation of Japanese films in the past indicating trends of Japanese films at international film festivals. UniJapan News is also posted on the UNIJAPAN's website so as the information could be accessible to anyone at any time.

In fiscal year 2004 UniJapan News has provided information on the following number of overseas film festivals.

<b>Region</b>	<b>The number of film festivals</b>
Europe	59(56)
North America	36(44)
Central Africa	4(2)
Asia Pacific	35(20)
Total	134(122)

※the numbers indicated in the brackets are figures of year 2005

### **3 The Fifth Asia-Europe Film Development Plan Meeting**

In corporation with Asia-Europe Foundation base in Singapore, during Tokyo International Film Festival UNIJAPAN organized a five-day workshop on Film Production gathering film students

from 16 different countries of Asia and Europe.

For this workshop, UNIJAPAN received support from Film School of Tokyo and Graduate School of Film and New Media. The nationalities of 20 participants were as follows:

Europe: Ireland, Italy, Czech Republic, Denmark, Hungary, France, Belgium, Poland

Asia: Indonesia, South Korea, Cambodia, Singapore, China, Thailand, Philipiness, Japan (4 persons)

At the Tokyo International Film Festival, the students participated at Tokyo Project Gathering(TPG), screening of Competition works and UNIJAPAN's reception.