

Conference for Asia Content Business (tentative)

1. Purport of holding

To improve circumstances for exchange of cultural content in Asia and accelerate creating of content “for Asia and by Asia”, Conference for Asia content Business is to be held by the public and the private in Asia.

2. Subjects

Subjects of Conference for Asia content Business is as follows.

In addition to the general meeting which deals with fundamental and ideological issues, working group in each item below is set up to discuss it thoroughly. Concerning items, they are suggested in the preliminary meeting and modification is added when it needed.

In the conference, content business is defined as a business that certain artist, character or story is adapted to a format according to distribution such as movie, broadcasting program or DVD and so on and is directly and indirectly compensated by distributing consumer. Therefore, contents such as movie, animation, game, broadcasting program, music, manga and character all correspond to content business and belong to the range of the conference.

(1) Improving statistics and sharing information concerning content market in Asia.

- Concerning sharing fundamental market information

(2) Trend of technology related to content in Asia.

- Concerning new method of representation such as 3D image and interface.

(3) Acceleration of international collaboration and improving an environment for investment in Asia.

- Especially, concerning existence of nontariff barrier and sharing information of incentive in each country.

(4) Platform of content business in Asia.

- Especially, concerning platform of new business developed by communication technology (3G mobile phone, 3D image technology and so on)

(5) Other issues related to the environment of distributing content.

- Concerning protection and utilization of intellectual property on website, and ethics standard related to content.

3. Object countries

In the beginning, it is to be held by 6 countries and a region of Japan, South Korea, China, Hong Kong, Singapore and Thailand and additional participation is considered according to development of content business in Asia.

4. Object person

The general meeting is consist of ① representative of each country and ② representative of private content industry (about 2-3 people. It is preferable that people who relate to multiple areas (movie, music, and so on) participate.)

In the preliminary meeting, only the meeting that is composed by the member applicable to the general meeting is held, and each working group is to be held next year or later.

Object person of working group are selected by each country after consultation with host country, considering each item above two and focusing people who are hoped to contribute to the discussion such as industry association, investors (including firms and so on), experts related to intellectual property and ethics, researchers of content related technology, people who try to build business platform by new technology(including hard makers).

5. Host city

The first conference is to be held in Tokyo during Japan International content festival in October 2009.

The second or later conference is decided based on preliminary meeting and so on.

6. Preliminary meeting

The preliminary meeting is to be held as following.

- (1) Time and date: 2008/10/19 (Sun) 16:00~18:00
- (2) Location: Hotel Nikko Tokyo
- (3) Subjects: ① Concerning improvement of environment for accelerating exchange of content in Asia
② Concerning Conference for Asia Content Business

- (4) Attendee: Each government in charge of content industry, representative from content industry in each country (About 2 people)
- ※ The high class of Ministry of Economy, Trade and Industry and Mr. Yoda, the chairman of TIFF in Japan.
 - ※ The State Administration of Radio Film and Television, 趙 実 Deputy Director-general, vice-president of China Film group
 - ※ A joint reception with Tokyo China Cinema Week is scheduled to be held on the same day.