

## REPORT ON THE 2011 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) 2011 regular general meeting

The regular general meeting for 2011 was held as follows:

Time and date: 1 PM, June 1, 2011

Venue: 4<sup>th</sup> 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 2012 undertaking plans and their budget for income and expenditure were approved.

As the terms of some directors have expired, the election of the nine new directors, Junichi SAKOMOTO), Masao TESHIMA, Zuiho HAYASHI, Akira SUGIYAMA, Mitsuhiko OKURA, Shinya WAZAKI, Fumio NAGASE, Koji MOMOTAKE and Yoshiro MASUMOTO was approved. And the resignations of two directors, Kei HARUNA and Tsuguhiko KADOKAWA, were approved as well.

And as the terms of some secretaries have expired, the election of two new secretaries, Masatoshi NAKA and Toshihisa IWASAKI was approved.

### 3) Plans for 2011 Undertakings

Here are the undertaking plans for 2011.

The major undertakings to be achieved by the Foreign Film Importer-Distributors Association of Japan, Inc. (FFIDAJ) from April 1, 2011 through March 31, 2012, 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 ((1), Article 4, Statute of Association)

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. 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. The FFIDAJ shall try to 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.

(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. ((2), Article 4, Statute of Association)

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. The year 2012 marks the 50<sup>th</sup> anniversary of the Award.

② Tsukushi Award

This Award was established in 2004 through the idea of the late Tetsuya Tsukushi, a journalist, 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 to have the Japanese general public enlightened to the social utility of Foreign films ((3), Article 4, Statute of Association).

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 plans to hold the 16<sup>th</sup> Tokyo Cinema Show this year as well, 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 including television, through presentations, talk shows and screenings that are held by the publicity staff of each company.

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 start on a new preview website in cooperation with Yahoo! for greater audience convenience.

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

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 events 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 ((4) Article 4, Statute of Association)

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 the innovation in image technology, all of which 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 co-sponsors events for the general public such 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 ((5) Article 4, Statute of Association)

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, Kyoto Film Festival, Kobe Centennial Film Festival, Osaka Europe Film Festival, Osaka Asia Film Festival, Okinawa International Film Festival, Yamagata Documentary Film Festival, Aichi Women's Film Festival, Japan Academy 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 Festival, Bulgarian Film Festival, France Film Festival, Cinema Africa and others to widely introduce imported foreign films to the Japanese general public.

(6) Undertakings for the arbitration for dispute resolution related to international transactions of imported foreign films ((6) Article 4, Statute of Association)

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 Filming of Movies

This year too saw images, gained by stealthy filming of movies inside theaters, cause damage to film culture and art through their illegal diffusion on the web, illegal sales of their pirated DVDs and their illegal uploading to YouTube. In consideration of that fact, the FFIDAJ shall continue promoting policies against such stealthy filming, 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 Regarding Prevention of Stealthy Filming (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 ((7), Article 4, Statute of Association)

① Memorial Undertakings for the 50<sup>th</sup> Anniversary

Since the FFIDAJ started as a corporation in 1962, the year 2012 marks the 50<sup>th</sup> anniversary of its founding, so a "50<sup>th</sup> Anniversary Executive Committee" was formed by staff selected from the FFIDAJ's member companies. The Committee shall make preparations, targeting the Year 2012, for developing undertakings to look back at the social

utility that foreign films have brought to postwar Japan for the purpose of contributing to the development of the Japanese film industry by propagating the charms possessed by foreign films.

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

### 1) Agenda at Board of Directors Meetings:

- 1<sup>st</sup> Board of Directors meeting (held on April 15)
  - Approval of 144<sup>th</sup> (March) Policy Committee meeting minutes
  - Approval of March undertaking report
  - Report on March income and expenditure
  - 2010 settlement of accounts
  - Setting of 2011 budget
  - 49<sup>th</sup> Good Foreign Film Importer-Distributor Award
  
- 2<sup>nd</sup> Board of Directors meeting (held on June 1)
  - Approval of the 1<sup>st</sup> (145<sup>th</sup>) (April) Board of Directors meeting minutes
  - Approval of April income and expenditure report
  - Setting of 2011 budget
  - “Selection of 2011 directors” at the general meeting
  - Settlement of accounts of 49<sup>th</sup> Good Foreign Film Importer-Distributor Award
  - “Tokyo Cinema Show 2011”
  
- 3<sup>rd</sup> Board of Directors meeting (held on July 15)
  - Approval of 2<sup>nd</sup> (June) Board of Directors meeting minutes
  - Report on May and June income and expenditure
  - “GTF Tokyo Cinema Show 2011”

JASRAC

- 4th Board of Directors meeting (held on September 16)
  - Approval of 3<sup>rd</sup> (July) Board of Directors meeting minutes
  - Report on July–August income and expenditure
  - Completion of “GTF Tokyo Cinema Show 2011”
  - Memorial undertakings for 50<sup>th</sup> anniversary
  - JASRAC
  
- 5<sup>th</sup> Board of Directors meeting (held on October 21)
  - Approval of 4<sup>th</sup> (September) Board of Directors meeting minutes
  - Report on September income and expenditure
  - JASRAC
  - Memorial undertakings of the 50<sup>th</sup> anniversary
  
- 6<sup>th</sup> Board of Directors meeting (held on November 18)
  - Approval of 5<sup>th</sup> (October) Board of Directors meeting minutes
  - Report on October income and expenditure
  - New Year business card exchange party
  - Memorial undertakings for the 50<sup>th</sup> anniversary
  - JASRAC
  
- 7<sup>th</sup> Board of Directors meeting (held on January 20)
  - Approval of 6<sup>th</sup> (November) Board of Directors meeting minutes
  - Report on the November–December income and expenditure
  - New Year business card exchange party
  - JASRAC
  - Tokyo Cinema Show
  - Memorial undertakings for 50<sup>th</sup> anniversary

- 8<sup>th</sup> Board of Directors meeting (held on February 17)
  - Approval of the 7<sup>th</sup> (January) Board of Directors meeting minutes
  - Report on January income and expenditure
  - JASRAC
  - Memorial undertakings for 50<sup>th</sup> anniversary
  
- 9<sup>th</sup> Board of Directors meeting (held on March 16)
  - Approval of 8<sup>th</sup> (February) Board of Directors meeting minutes
  - Report on the February income and expenditure
  - Temporary settlement of accounts for 2011
  - Undertaking plans for 2012
  - Memorial undertakings for the 50th anniversary (screenings at the Film Center)
  - 50<sup>th</sup> Good Foreign Films Importer-Distributor Award
  - JASRAC
  
- 2) Agenda discussed at the membership regular meeting
  - April regular membership meeting (held on April 15)
    - Part 1
      - Measures for electricity demand
    - Part 2
      - Switchover to a public corporation
      - Approval of the March regular Board of Directors meeting minutes
      - Approval of the March undertakings report
      - 2010 settlement of accounts
      - Setting of 2011 budget
      - 49<sup>th</sup> Good Foreign Films Import-Distributor Award

○ June regular membership meeting (held on June 1)

Part 1

“Declaration of electricity conservation at home” proposed by  
the Ministry of Economy, Trade and Industry

Part 2

Approval of April regular membership meeting minutes

Approval of April undertaking report

Outlined achievement of the “Tokyo Cinema Show 2011”

Yohoo! preview website

Sponsorship for the 24<sup>th</sup> Tokyo International Film Festival  
as well as the permission for the said film festival to use the  
FFIDAJ’s name as a sponsor

Permission for the 4<sup>th</sup> Shitamachi Comedy Film Festival in Taito  
to use the FFIDAJ’s name as a sponsor

The use of the FFIDAJ’ s name as a sponsor for the Aichi  
International Women’s Film Festival

Permission for the Yamagata International Documentary Film  
Festival 2011 to use the FFIDAJ’s name as a sponsor.

Permission for the TIFFCOM 2011 to use the FFIDAJ’s name as a  
sponsor

Changed itinerary of the SKIP City International D Cinema  
Film Festival 2011

○ July membership regular meeting (held on July 15)

Approval of June regular Board of Directors meeting minutes

Approval of May-June undertaking report

Tokyo Cinema Show 2011

“Let’s Go to the Movies” Executive Committee

JASRAC

- September regular membership meeting (held on September 16)
  - Approval of July regular Board of Directors meeting minutes
  - Approval of July-August undertaking report
  - Completion of the GTF Tokyo Cinema Show 2011
  - Support requested by the symposium on how films should be for people with auditory and hearing handicaps
  - Use of the FFIDAJ's name for the 24<sup>th</sup> Tokyo International Film Festival: Focus – animated cartoon distribution business in China: promotion of distribution and protection of rights
  - Use of the FFIDAJ's name for the 16<sup>th</sup> Kobe Centennial Film Festival
  - Use of the FFIDAJ's name for the 2011 Kyoto Historical International Film Festival
  
- October regular membership meeting (held on October 21)
  - Foundation of All Nippon Entertainment Works
  - Approval of September regular membership meeting minutes
  - September undertaking report
  - Memorial undertakings for the 50<sup>th</sup> anniversary
  - Use of the FFIDAJ's name as a sponsor at the 18<sup>th</sup> Osaka Europe Film Festival
  - Use of the FFIDAJ's name as a sponsor at the 10 AM Film Festival
  - “Future of films – consideration of barrier-free screenings” – a project co-supported by the 24<sup>th</sup> Tokyo International Film Festival
  
- November regular membership meeting (held on November 18)

Economy affected by the infringement of movie copyrights  
Approval of October regular membership meeting minutes  
Approval of October undertaking report  
New Year business card exchange party  
“Let’s Go to the Movies” Executive Committee  
Report on the completion of “Future of films – consideration of  
barrier-free screenings  
Permission for the 4<sup>th</sup> Okinawa International Film Festival to  
use the FFIDAJ’s name as a sponsor

- January regular membership meeting (held on January 20)
  - Approval of November regular membership meeting minutes
  - Approval of November–December undertaking report
  - Completion of New Year business card exchange party
  - Memorial undertaking of 50<sup>th</sup> anniversary
  - General situation of foreign films
  - Request from the Ministry of Economy, Trade and Industry for  
the FFIDAJ’s cooperation with the 2012 Census of Economy –  
Research on Activity”
  - Permission to use the FFIDAJ’s name as a sponsor for  
“Hisamitsu Noguchi Cinema Graphics” – Exhibition of European  
Posters in the Golden Age”

- February regular membership meeting (held on February 17)
  - Part I
    - Economy affected by the infringement of film copyrights.
  - Part II
    - Approval of January regular membership meeting minutes
    - Approval of January undertakings report



Memorial undertakings of the 50<sup>th</sup> anniversary  
Report from the Japan Video Software Association  
Holding of the discussion meeting on the “Operation Criteria  
of Audio Level in TV Broadcasting”

- March regular membership meeting (held on March 16)
  - Approval of February regular membership meeting minutes
  - Approval of February undertaking report
  - 2011 temporary settlement of accounts
  - Undertaking projects for 2012
  - Memorial undertaking for the 50<sup>th</sup> anniversary (Film Center screenings)
  - Research result of ASCII Media Works
  - Use of the FFIDAJ’s name as a sponsor by the SKIP City International D Cinema Film Festival 2012

- 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 Association

- Publicity Section
  - Four times: September 27, November 30, January 31 and March 1
- Business Section
  - Five times: September 28, November 28, January 30, March 27 and December 12 (as a year-end social gathering)

○ Production=Liaison Section

Three times: September 9, November 9 and January 27

○ General Affairs-Accounting joint-meeting

Four times: September 27, November 29, March 28 and January 11  
(as a New Year social gathering)

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

Four times: April 28, September 9, November 9 and January 27

5) Holding of foreign film publicity managers

Eleven times: April 6, May 12, May 24 (extra), June 9 (extra),  
June 21, July 26, September 27, November 30 (as a year-end  
social gathering), January 31, March 1 and March 29 (extra)

### 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 “2011 List of Foreign Films” in January  
2012. The Association also issued the “General Situation of Foreign  
Films in 2011 – classified by nation and enterprise” both in July  
2011 and January 2012. Those “Lists” and “General Situation” are  
attached. Those materials were soon put on the FFIDAJ website 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 50<sup>th</sup> Good Film Importer-Distributor Award

The year 2011 marked the 50<sup>th</sup> 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, twelve (listed separately) judges decided which companies the award should be granted to, in order to commend distributing companies that imported and released films that, 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, 2011 and ending March 31, 2012.

In commemoration of the 50<sup>th</sup> anniversary, a “50<sup>th</sup> Award Special Prize” was granted to one of such companies.

The outline is as follows:

The joint-meeting of the Selection Committee and Steering Committee members was held on Monday, June 27. After the implementation guidelines for the 50<sup>th</sup> Good Film Importer-Distributor Award were approved, the judges for the 50<sup>th</sup> event 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, Tokuki ISHITOBI, Hisayuki UI, Hiroo OTAKA, Masato OKA, Chiho KOBAYASHI, Yukichi SHINADA, Yoshio TSUCHIYA, Kiyoko HIRANO, Shinya FUJII and Tsuneo MURAYAMA.

Sponsored by: The Foreign Film Importer-Distributors Association

of Japan

Supported by: The Ministry of Economy, Trade and Industry

Report on Examination

1<sup>st</sup> Examination Meeting:

The 1<sup>st</sup> Examination Meeting was held at noon, Wednesday, February 8, with the attendance of 12 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 final examination meeting selected the following companies, after checking out all the films distributed by each of the 96 entry companies (17 FFIDAJ members, 5 MPA members and 74 other companies), and using the FFIDAJ's "2011 List of Foreign Films" for reference.

SPO ENTERTAINMENT INC.

Alcine Terrain Division, EPCOTT CO., LTD.

GAGA CORPORATION

KLOCKWORX CO., LTD.

NIKKATSU CORPORATION

NEW SELECT CO., LTD.

WALT DISNEY STUDIO JAPAN

SONY PICTURES ENTERTAINMENT (JAPAN) INC.

TWENTIETH CENTURY FOX FILM CORPORATION

PARAMOUNT JAPAN G. K.

KINOKUNIYA COMPANY, LTD. = MERMAID FILMS INC.

SHIN NIPPON FILMS/ESPACE SAROU

TWIN CO., LTD.

PIONIWA FILM INC.

BITTERS END, INC.

PHANTOM FILM CO., LTD.

LONGRIDE, INC.

2<sup>nd</sup> Examination Meeting (Final Examination Meeting)

In succession to the 1<sup>st</sup> Examination Meeting (February 8), the 2<sup>nd</sup> Examination Meeting was held at noon, Wednesday, March 7, in the meeting room of the Motion Picture Producers Association of Japan. Examination was made referring to the list of films released by March by the 17 companies that the 1<sup>st</sup> Examination Meeting had selected, and also taking their box office revenues and other achievements into consideration. Eleven judges headed by Chairman Yukichi Shinada respectively stated their reasons for their recommendation and reached the following conclusion after thorough discussion.

Ministry of Economy, Trade and Industry Award

○ WALT DISNEY STUDIO JAPAN

*Pirates of the Caribbean on Stranger Tides*

*The Tree of Life*

*Real Steel*

*War Horse*

*The Help*

The judges' extremely high appreciation focused on the firm's achievements to propagate films of wide genre throughout Japan, including such high-quality films as *War Horse* and *the Help* as well as films with a high-degree artistic flavor such as *The Tree of Life*, in addition to entertaining movies like *Pirates of the Caribbean on Stranger Tides*.

Special Award

○ KLOCKWORX CO., LTD.

*Blue Valentine*

*The First Grader*

*Mein bester Feind*

*The Yellow Sea*

*Drive*

Klockworx's attitude of carefully distributing and releasing films for which there seem to be few markets for them in Japan, was appreciated highly. The firm continued to distribute films that won high acclaim abroad, such as *Blue Valentine* and *Drive*, while dealing with a wide variety of films with a clear-cut individuality like *The First Grader*, *Mein bester Feind* and *The Yellow Sea*. It was for these reasons that Klockworx was recommended.

50th Award Special Prize

○ Gaga Corporation

Gaga Corporation has imported a number of films since its founding. The judges intently admired each of the superb films that Gaga Corporation distributed and released recently, and the firm's achievements in doing this for those films was exemplary and surpassed that of other firms. The judges decided that Gaga Corporation was the most suitable company for the 50<sup>th</sup> Award Special Prize, because the firm incessantly provided a great number of audiences with the wonderfulness of foreign films, including not only such Academy Award winning films as *Slumdog Millionaire* and *The King's Speech* but also *Le Concert*, *Elle s'appelait Sarah* and *The Iron Lady*.

The award presentation ceremony was held on April 11, 2012, and was attended by 429 people including the award winners and their

guests.

2. Presentation ceremony of the 7<sup>th</sup> Tsukushi Prize: Golden Title Award  
- *movies for more people, further enrichment for Japanese language*

This Award was established in 2005 through the idea of the late Tetsuya Tsukushi, a journalist, for excellent Japanese titles given to foreign films. The “Let’s Go to the Movies” Executive Committee decided the Prize and held its presentation ceremony this year as well.

The examination has been entrusted to Yuuna Tsukushi, Yukichi Shinada and Kiichi Fujiwara since 2009. They examined and made their selection from the movies released from July 2010 through June 2011. Time and date: Friday, July 29.

Venue: Tosho Hall

Prize-winning film: *Komorebi No Ie De* (meaning “A House in the sun streaming through tree leaves”) for *Poro umierac*.

Distributed by: PIONIWA FILM INC.

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 56th Film Day sponsored by the Federation.

Winners of the long-time service medals at the 56<sup>th</sup> Film Day:

<u>Name</u>	<u>Company</u>	<u>Title</u>
Susumu Isono	Asmik Ace Entertainment, Inc.	Executive Director, Film and Visual Business HQ Manager.
Naoyuki Sakagami	Go Cinema Inc.	President and Representative Director

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 16<sup>th</sup> Tokyo Cinema Show was held as follows with the title “GTF Tokyo Cinema Show 2011”

Venue: Tosho Hall

Period: Friday July 29 through Saturday July 30

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

GTF Greater Tokyo Festival Executive Committee

Supporters: Ministry of Economy, Trade and Industry

UNI JAPAN

Visual Industry Promotion Organization

Program:

○ 7<sup>h</sup> Tsukushi Prize: Golden Title Award presentation ceremony

Time: 13:30-14:00, Friday, July 29



Awarded film: *Komorebi No Ie De* (meaning “at a house  
in the sun streaming through tree leaves”  
for *Pora umierac*= better off dead)

Distributor: Pioniwa Film Inc.

Comments from Yuuna Tsukushi:

“If the original title, *Pora umierac*=*better off dead*, were used, this film would not have left such poetic, subtle overtones...” I think this Japanese title *Komorebi No Ie De* caught the film so perfectly enough to give me the above observation. I would rather say “suggested the film” instead of “caught the film.” The title fits the film very well- the film making audiences sense some sharpness in old age.

The monochrome photography effectively and remarkably portrayed the beauty of the sun streaming through tree leaves, softly embracing the sentiments of an old woman, the central character.

The film described with humor how closely the house, where people live for a long time is connected to their lives. Appreciating these points, none of the judges were opposed to selecting the title from all films.

About the second runner up, Mr. Amano chose *Jinsei Banzai!* (meaning “Banzai for life) for *Whatever Works*, as an encouraging title merrily singing the praise of humor, which is very much like Director Woody Allen. Mr. Fjjiwara recommended *Jiizasu Kyanpu* (original title: *Jesus Camp*). The vocal tone of this *Jiizasu Kyanpu* arouses interest. I chose *Fuyu no Kotori* (meaning “winter bird”) (original title: *A Brand New Life*) and *Tosukaana no Gansaku* (meaning “Fake in Toscana”) (original title: *Copie conforme*). The two Japanese titles made me think that they had equal power to their original titles even though they were converted into Japanese titles with different approaches to the films.

○ Symposium

*“Present and Future of Film Industry” – how to make foreign films more cheerful*

Time and date: 14:00 – 15:00 Friday, July 29

Moderator: Hiroo Otaka (film journalist, Bunka Tsushin)

Panelists: Tetsuaki Sano (Japanese representative of Film Section, Sony Pictures Entertainment)  
Masao Teshima (President, Asmik Ace Entertainment).  
Tosho Nakagawa (Representative and President, TOHO Cinemas)

○ Presentation of New Film Previews

Time and date: 15:10 – 17:20, Friday, July 29

Navigator: Miss Kuro Erikawa (Film Personality)

With Miss Kuro Erikawa (Film Personality) as the MC, previews were screened by the 22 distributing companies belonging to the FFIDAJ, the MPA, and the MPPAJ, which introduced their new movies to be released in and after autumn 2011.

At lunch time, a social gathering was held for people related to exhibition, distribution and other film businesses who attended the symposium as well as the preview presentation.

○ Screenings:

Saturday, July 30

Three new films from the FFIDAJ, MPA and MPPAJ members were shown.

Breakdown of films screened

1 from FFIDAJ member 1

1 from MPA member	1
1 from MPPAJ member	1
Total	3

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

Date	Name	Applicants	Attendance
Fri. July 29	Tsukushi Event.		
	New Film Preview Presentation	330	374
Sat. July 30	<i>Kochira Katsushika-ku Kameari Koen Mae</i>		
	<i>Hashutsujo – THE MOVIE.</i>	1,483	444
	<i>World Invasion Battle LA.</i>	2,112	506
	<i>Shaolin.</i>	1,781	547
Total		5,706	1,871

Brochures of the GTF Tokyo Cinema Show 2011, including the lineup of new films from the members of the FFIDAJ, the MPPA and the MPA for autumn 2011 or later, were designed to enhance the value as material. 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.

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

The FFIDAJ actively participated in the 2011 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 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 filming inside theaters
- ② Research on the damage situation at theatres caused by the East Japan Great Earthquake and the summary of each company's supports
- ③ Selection and presentation of the 7<sup>th</sup> Tsukushi Prize: Golden Title Award
- ④ Expansion of the show time data base
- ⑤ Start of the Yahoo! Preview Website as well as the enlargement of its convenience for audiences
- ⑥ Drastic survey by ASCII Media Works on the change of movie-goers' behavior and consciousness, as well as its analysis and the debate on the policies for such change

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 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 Tokyo National Museum of Modern Art), realizing the work may seem modest but is very important.

4. Special screenings with audio sub channel, etc.

On October 28, 2011, "Consideration of Barrier-Free Screenings in Japan's Future," "Symposium To Think How Films Ought To Be For People With Auditory And Hearing Handicaps" and "Barrier-Free Screening of *The Yellow Handkerchief* + Symposium" were held at the Toho Cinemas Roppongi in the Roppongi Hills building, by UniJapan, the Federation

of Japanese Films Industry, the MPPAJ, the FFIDAJ, the Japan Association of Theater Owners and the Japan Film Makers Association, as a joint-project with the 24<sup>th</sup> Tokyo International Film Festival. Director Yoji Yamada attended the Screening+Symposium as a panelist, and a talk show was held in which questions and answers were exchanged actively.

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 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 Thursday, January 5, 2012 with the cooperation of the Motion Picture Association (MPA), and this was attended by 674 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 48 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

Time and Date: Wednesday, July 6, 2011

Venue: Screening Room of IMAGICA (in Gotanda)

Agenda: “Actual Situation of Customs Examination and Customs Clearance of Digital Material”

(Osamu Goto, Supervising Examiner, Book Investigation Section, Business Division, Tokyo Customs)

“Actual Situation of Digital Safekeeping and its Problems”

(Makato Negishi, Image Process Department Manager, Toei Labotec)

“Mechanism of VPF in Japan”

(Shuichi Tsutsumi, Image Process Department Manager, Broad Media Studio)

“What is the projection material suitable for the digital age?”

(Takao Kudo, Technology Marketing Group, IMAGICA)

③ Autumn Study Meeting

Time and Date: Wednesday, October 26, 2011

Venue: Sagamihara Branch Office, Film Center, Tokyo National Museum of Modern Art

Content: Observation of movie film’s handling situation as well as film restoring work

3. Meetings of publicity division managers for foreign films

The FFIDAJ held the meetings of publicity division managers 11 times, the attendees coming from a total of 29 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 to protect the import-distribution business from disturbance and to increase the film-going population. In cooperation with the MPPAJ, the FFIDAJ held the 2012 New Year joint party for film journalists as well as the publicity division staff of its member companies on Monday, January 16, to promote the exchange of information and friendship with the film journalists. And also, the FFIDAJ had a discussion with them on the show time database which was started by the “Let’s Go to the Movies” Executive Committee as well as the Yahoo! Preview Website.

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 24th 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 24th Tokyo International Film Festival.

#### FILM FESTIVALS SUPPORTED BY FFIDAJ IN 2011

<u>Titles</u>	<u>Periods</u>	<u>Venues</u>
SKIP City International 2011	July 16 (Sat)- 24 (Sun)	SKIP City
Aichi International Women’ s Film Festival 2011	Sept 7(Wed)-11 (Sun)	Will Aichi

4 <sup>th</sup> Shitamachi Comedy Film Festival	Sept 16 (Fri) – 19 (Mon)	Taito Ward (Asakusa and Ueno areas)
Yamagata Documentary Film Festival	Oct 6 (Thu)– 13(Thu)	Yamagata Chuo Komin-kan, Yamagata Shimin Kaikan, Forum Yamagata, etc.
24 <sup>th</sup> Tokyo International Film Festival	Oct 22 (Sat) – 30 (Sun)	Roppongi Hills, ect.
TIFFCOM 2011	Oct 24(Mon) – 26 (Wed)	Roppongi Hills
16 <sup>th</sup> Kobe Centennial Film Festival	Oct 28 (Fri)– Nov 19 (Fri)	Shin Nagata Bifure Hall, Kobe Art Village Center
2011 Kyoto Historica Film Festival	Nov 19 (Sat), 2011– Dec 1 (Thu), 2012	Toei Kyoto Studios Shochiku Kyoto Studios Toei Uzumasa Eigamura
18 <sup>th</sup> Osaka Europe Film Festival	Nov 3 (Thu) – Dec 9 (Fri)	Enseraan Hall, Umeda Burg 7, etc.
3 <sup>rd</sup> 10 AM Film Festival	Mar 3 (Sat), 2012 – Feb 15 (Fri), 2013	Toho Cinemas, etc
7 <sup>th</sup> Osaka Asia Film Festival	Mar 9 (Fri)– 18 (Sun)	Umeda Burg, ABC Hall, etc.
4th Okinawa International Film Festival	Mar 24 (Sat)– Mar 31 (Sat)	Okinawa Convention Center, etc.

### 3. Cooperation in film award management

The FFIDAJ cooperated in the management of the 35<sup>th</sup> 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 54<sup>th</sup> 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 filming of movies inside theaters as well as by the abundant outflow of such DVDs downloaded and put on the web through YouTube, etc. This has a great influence on the transactions of foreign films, hinders the wholesome development of Japan's import and distribution business and places the production of films on the decline.

As this situation has become very serious, the FFIDAJ has been examining various necessary policies, 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. Owing to their positive activities, the Law Regarding Prevention of Stealthy Filming of Movies was proclaimed and came into force in 2007.

In addition, the Revised Copyright Law came into force starting in February 2020, making downloading illegal as well. With the "Let's Go to the Movies! Executive Committee, composed of the MPPAJ, the FFIDAJ, the Japan Association of Theater Owners and the MPA, as the central figure, the organizations concerning films implemented the following policies and activities:

\* It was decided to continue to lock up an "Anti-Stealthy Filming Campaign" CM at the start of the film to be screened. (This CM was

renewed with new content in March 2010.)

\* The Anti-Illegality Office would continue on and further strengthen its activities as a place to offer information on the stealthy filming. And the toll-free telephone and the HP of the Office would be more thoroughly announced to the general public.

\* “The Guide for People Related to Film Industry/Q & A on the Law Regarding the Prevention of the Stealthy Filming of Movies,” and the manuals for theater managers and employees, were renewed and widely announced.

## 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 Association 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 50<sup>th</sup> anniversary

In regard to the projects to commemorate the 50th anniversary of the Association coming up in 2012, the Executive Committee (Chairman: FFIDAJ Chairman Matsuoka for the Memorial Undertakings for the 50<sup>th</sup> 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. The book became a valuable material, looking back at the Association’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 planned the “Ceremony to Commemorate the 50<sup>th</sup> Anniversary” and the “Best Supporter Award for Foreign Films” to be materialized after April 2012. In addition, the Association prepared for an exhibition, “Road Show and Screen – the Age of Foreign Film Boom,” 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.

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