

Japanese Film Industry

Japanese Economy Division

Summary

- The Japanese film industry entered a steady recovery phase in 2004.
- The three major producers — Shochiku, Toei and Toho — have an overwhelming share of the market because they control everything, from upstream to downstream, by combining production, distribution and exhibition.
- Japanese film exports are concentrated on animations because they have a good reputation for the quality of their artwork and stories. Japanese films have also attracted Hollywood's interest in the rights to remakes, primarily for Japanese horror films.

1. Market Overview

Favorable trends in 2004

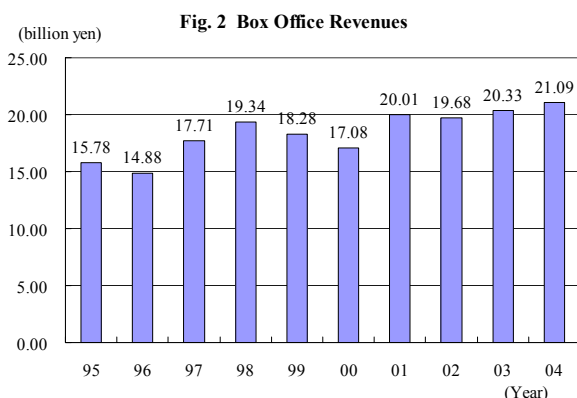
The Japanese film industry entered a steady recovery phase in 2004. Movie attendance increased 4.8% to surpass 170 million for the first time since 1983 and box office revenues were up 3.8% to 210.9 billion yen (Fig. 1). Both figures have been on the upswing since 2000 (figs. 2 and 3), indicating that a full-fledged recovery is under way.

Box office revenues were split 62.5% for foreign films and 37.5% for Japanese films. The release of productions such as Studio Ghibli's "Howl's Moving Castle" (20 billion yen gross) and "Sekai no Chushin de Ai wo Sakebu" (8.5 billion yen) helped to boost the Japanese share.

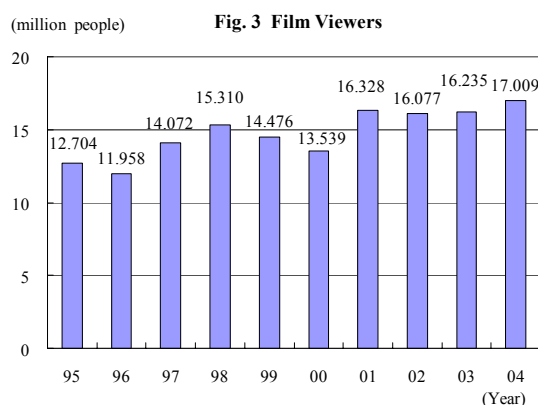
Fig. 1 Japanese Film Market (2001-04)

| Category | 2004 | Annual change | 2003 | 2002 | 2001 |
|--------------------------------|---------------|---------------|---------------|--------|--------|
| Attendance (mil. people) | 17.009 | 4.8% | 16.235 | 16.077 | 16.328 |
| Box office revenues (bil. yen) | 21.091 | 3.8% | 20.326 | 19.678 | 20.015 |
| | | Ratio | | Ratio | Ratio |
| Japanese films (bil. yen) | 7.905 | 37.5% | 6.713 | 5.329 | 7.814 |
| Imported films (bil. yen) | 13.186 | 62.5% | 13.613 | 14.349 | 12.201 |
| Average admission price (yen) | 1,240 | - 1.0% | 1,252 | 1,224 | 1,226 |
| Number of releases | 649 | | 622 | 640 | 630 |
| Japanese films | 310 | | 287 | 293 | 281 |
| Imported films | 339 | | 335 | 347 | 349 |
| Screens (at complexes) | 2,825 (1,766) | | 2,681 (1,533) | 2,635 | 2,585 |

Source: Motion Picture Producers Association of Japan



Source: Motion Picture Producers Association of Japan



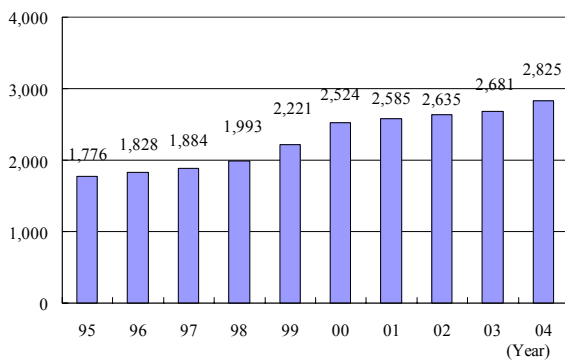
Source: Motion Picture Producers Association of Japan

Emergence of cinema complexes

An increase in the number of theaters (screens) has been the largest factor in the upturn in film attendance and box office revenues.

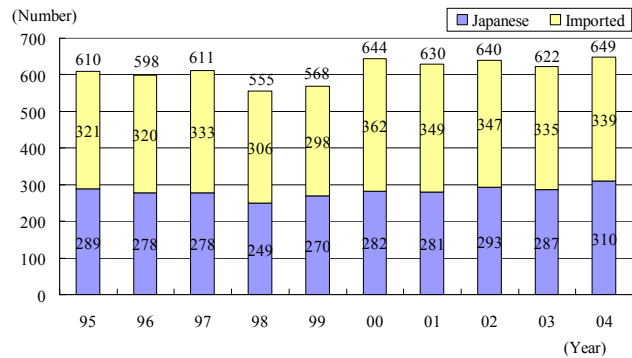
Japan once had 7,457 theaters during the golden age of cinema in the 1960s, but the growth of television forced this number down steadily. This led to a vicious cycle in which the declining number of theaters led to inconvenience and crowding and further disenchantment with movies. As a result, the number of theaters had plunged to 1,734 by 1993, or just 20% of the former peak. But the number began rebounding in 1995 and grew by 144 to 2,825 in 2004 (Fig. 4). This was largely due to the spread of cinema complexes offering multiple screens. Cinema complexes, which now account for more than 60% of all screens, have earned great popularity because they enable customers to choose from several movies and they are often located conveniently within shopping malls. In addition, more and more theaters are offering reserved seating at general admission prices, allowing customers to avoid scrambling for seats. Additionally, cinema complexes with numerous screens have made it easier to distribute films nationwide without going through a major distributor, which has led to more Japanese films being shown and helped to bolster the presence of the domestic film industry (Fig. 5).

Fig. 4 Number of Screens



Source: Motion Picture Producers Association of Japan

Fig. 5 Film Releases in Japan



Source: Motion Picture Producers Association of Japan

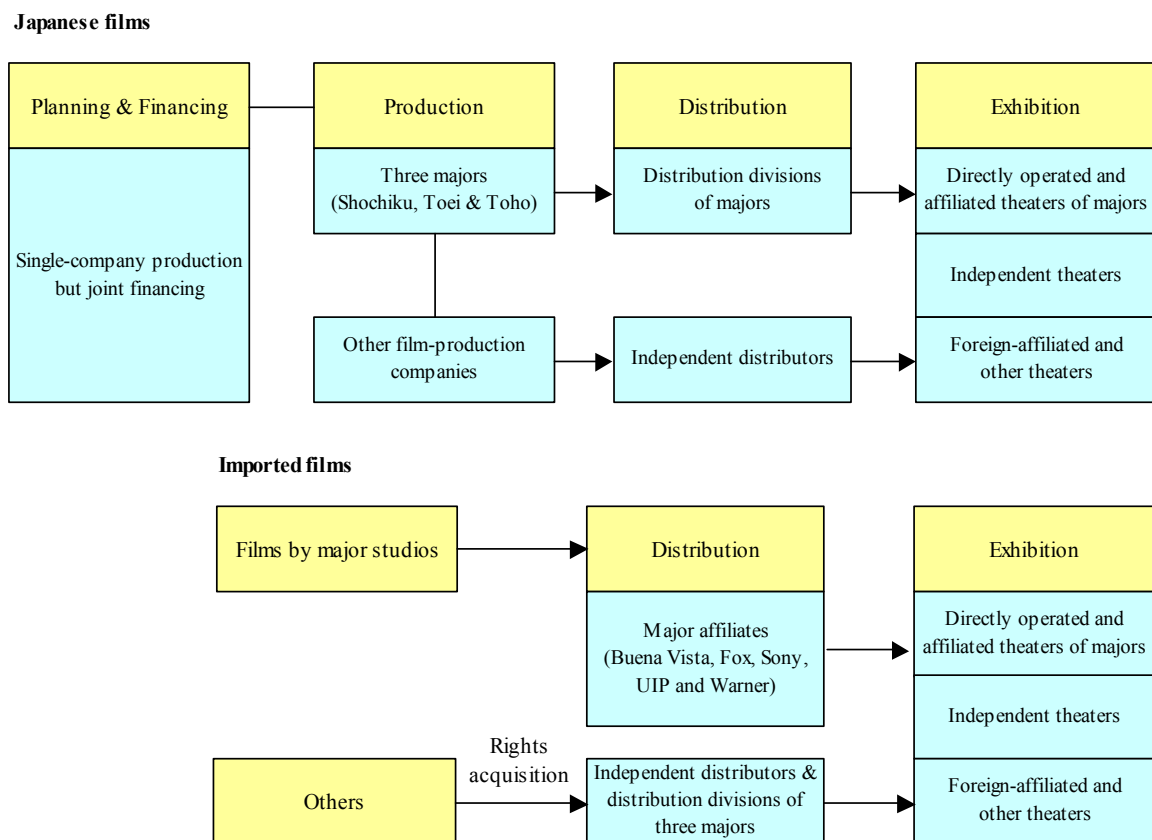
2. Industry Structure

Production companies, distributors and exhibitors are the major players for Japanese films. The three major producers — Shochiku, Toei and Toho — either make or consign production of most of the films. Firms other than the three majors include small production companies affiliated with the Japan Film Makers Association. Distribution companies secure the theaters for releasing films and undertake sales. Exhibitors are the companies that operate the theaters. Along with theaters directly operated by the three majors and their affiliates, the market includes independents and also foreign-affiliated firms operating cinema complexes.

The three majors have an overwhelming share of the market because they control everything, from upstream to downstream, by combining production, distribution and exhibition. Foreign films are handled either by major Hollywood production companies that release films through affiliated distribution companies or by Japanese distributors that purchase the distribution rights. The Hollywood majors basically use five distributors in Japan: Warner Entertainment Japan, Sony Pictures Entertainment, Buena Vista International Japan, United International Pictures and 20th Century Fox.

The leading independent distributors handling imported films are Asmik Ace Entertainment, Cinequanon, Gaga Communications, Humax, Nippon Herald Films and Toshiba Entertainment. Toho-Towa, which is related with the majors, as well as the majors' own distribution divisions, also distribute both foreign and Japanese films.

Fig. 6 Film Industry Structure



Source: Yano Research Institute

3. Product Trends

The number of films released during 2004 was split almost evenly between imported and Japanese movies, but foreign films accounted for 60% of box office revenues. Of the top 20 earners in 2004, 13 were foreign films and only seven were domestic (Fig. 7). The most popular themes for domestic movies during the year were animations, romances and screen adaptations of popular “manga” comic books and cartoons. Of the top seven earners, four were animations and two were romances. Numerous screen adaptations were released, but they did poorly at the box office.

Fig. 7 Leading Films at Box Office in 2004

(billion Yen)

| Rank | Release | Title | Origin | Box office | Distributor |
|------|-------------|---|----------|------------|-------------|
| 1 | November | Howl's Moving Castle | Japanese | 20.0 | Toho |
| 2 | December-03 | The Last Samurai | Imported | 13.7 | WB |
| 3 | June | Harry Potter and the Prisoner of Azkaban | Imported | 13.5 | WB |
| 4 | December-03 | Finding Nimo | Imported | 11.0 | BV |
| 5 | February | The Lord of the Rings: The Return of the King | Imported | 10.3 | Shochiku/He |
| 6 | May | Sekai no Chushin de Ai wo Sakebu | Japanese | 8.5 | Toho |
| 7 | July | Spiderman 2 | Imported | 6.7 | SPE |
| 8 | June | The Day After Tomorrow | Imported | 5.2 | Fox |
| 9 | October | Ima Ai ni Yukimasu | Japanese | 4.8 | Toho |
| 10 | July | Pokemon : Advanced Generation | Japanese | 4.4 | Toho |
| 11 | May | Troy | Imported | 4.2 | WB |
| 12 | September | I, Robot | Imported | 3.8 | Fox |
| 13 | April | Haunted Mansion | Imported | 3.4 | BV |
| 14 | March | Doraemon Nobitano Wannyan Jikuden | Japanese | 3.1 | Toho |
| 15 | September | Van Helsing | Imported | 2.8 | GAGA/Humax |
| 16 | April | Detective Conan: Magician of the Silver Sky | Japanese | 2.8 | Toho |
| 17 | September | Biohazard II: Apocalypse | Imported | 2.7 | SPE |
| 18 | March | Quill | Japanese | 2.2 | Shochiku |
| 19 | July | Shrek 2 | Imported | 2.2 | UIP |
| 20 | August | Lovers | Imported | 2.3 | WB |

Note: BV = Buena Vista Home Entertainment
 Fox = 20th Century Fox
 He = Nippon Herald Films

SPE = Sony Pictures Entertainment
 UIP = United International Pictures
 WB = Warner Brothers

Source: Motion Picture Producers Association of Japan

Animated films included releases by leading animators, such as the aforementioned Howl's Moving Castle directed by Hayao Miyazaki, “Innocence” by Mamoru Oshii and “Steamboy” by Katsuhiro Otomo. Howl's was number one at the box office among all films

Romances included two hits: “Sekai no Chushin de Ai wo Sakebu” and “Ima Ai ni Yukimasu.” The former was a smash hit that ended up number seven all-time in revenues for a Japanese film. It also was turned into a TV drama, radio drama and adapted for other media.

Many film versions of manga and cartoons were released, but only two, “Nin Nin Ninja Hattori-kun: The Movie” and “Casshern,” grossed more than 1 billion yen (figs. 8 and 9). The beginning of 2005 also saw the release of “Azumi 2” and “Tetsujin 28.” Adapted works, all based on popularly cartoons and manga, use advanced computer graphics and other image technology to render the original works as films. The ongoing boom in these remakes has been fueled in part by the enthusiasm of people in the industry who grew up reading and watching the originals.

“Nobody Knows” starring Yuya Yagira, the first Japanese to win the best actor prize at the Cannes film festival, has been a hit at independent theaters, which are known as “mini theaters.”

Fig. 8 Animation & Manga Film Versions (2004-05)

| Title | Japan release | Original | Original broadcast/serialization period |
|--------------------------------------|---------------|-----------------|---|
| Casshern | 2004/4/24 | Animation | October 2, 1973 to June 25, 1974 |
| Cutie Honey | 2004/5/29 | Animation | October 13, 1973 to March 30, 1974 |
| Nin Nin Ninja Hattori-kun: The Movie | 2004/8/28 | Manga/Animation | April 7, 1966 to September 28, 1966 |
| Devilman | 2004/10/9 | Animation | July 8, 1972 to March 31, 1973 |
| Azumi 2 | 2005/3/12 | Manga | Currently published |
| Tetsujin 28 | 2005/3/19 | Manga/Animation | October 20, 1963 to November 24, 1965 |

Note: Broadcast period is when original version was broadcast.

Sources: Various media and web sites

Fig. 9 Japanese Films that Earned Over ¥1 Billion at Box Office in 2004

(billion yen)

| Rank | Release | Title | Genre | Box office | Distributor |
|------|-----------|---|---------------|------------|-------------|
| 1 | November | Howl's Moving Castle | Animation | 20.0 | Toho |
| 2 | May | Sekai no Chushin de Ai wo Sakebu | Drama/romance | 8.5 | Toho |
| 3 | October | Ima Ai ni Yukimasu | Drama/romance | 4.8 | Toho |
| 4 | July | Pokemon: Advanced Generation | Animation | 4.4 | Toho |
| 5 | March | Doraemon Nobita no Wannyan Jikuden | Animation | 3.1 | Toho |
| 6 | April | Detective Conan: Magician of the Silver Sky | Animation | 2.8 | Toho |
| 7 | March | Quill | Drama | 2.2 | Shochiku |
| 8 | September | Swing Girls | Comedy | 2.2 | Toho |
| 9 | August | Nin Nin Ninja Hattori-kun: The Movie | Heroic tale | 1.9 | Toho |
| 10 | January | Hanochi | Drama | 1.9 | Toei |
| 11 | March | One Piece: The Movie - Norowareta Seiken | Animation | 1.8 | Toei |
| 12 | June | Umizaru | Drama | 1.7 | Toho |
| 13 | April | Casshern | Action | 1.5 | Shochiku |
| 14 | January | Chakushin Ari | Horror | 1.5 | Toho |
| 15 | August | Naruto The Movie | Animation | 1.4 | Toho |
| 16 | December | Godzilla Final Wars (Tottoko Hamutaro Hamuhamu Guranpurin Ororatani no Kiseki Ribonchan Kiki Ippatsu) | Animation | 1.3 | Toho |
| 17 | April | Kureyon Shinchan Arashi wo Yobu! Yuhi no Kasukabe Boizu | Animation | 1.3 | Toho |
| 18 | July | Steamboy | Animation | 1.2 | Toho |
| 19 | January | Gege | Drama | 1.1 | Toho |
| 20 | March | Ghost in the Shell 2: Innocence | Animation | 1.0 | Toho |

Source: Motion Picture Producers Association of Japan

Big productions by the Hollywood majors topped revenues for foreign films. “The Last Samurai,” which attracted attention with Ken Watanabe’s nomination for a Best Supporting Actor Academy Award, was number two among all releases. The year included sequels of popular series, such as “Harry Potter and the Prisoner of Azkaban,” “The Lord of the Rings: The Return of the King,” “Spiderman 2,” “Biohazard II” and “Shrek 2.”

4. Import/Export Trends

Foreign film distribution in Japan

According to the Foreign Film Importer–Distributors Association of Japan, 339 foreign films were distributed in Japan in 2004 (Fig. 10). Of these, 152 (44.8%) were from the U.S., 29 (8.6%) from South Korea and 24 (7.1%) from France. Foreign films, especially American movies, have long had a strong presence in the Japanese film market, but the emergence of South Korean films was a new trend.

There are wild swings in the number of other foreign films distributed each year, depending on the presence of topical or hit movies. The South Korea boom was inspired by the smash-hit TV drama “Fuyu no Sonata,” which vaulted South Korean film releases from 14 in 2003 to 29 in 2004, second only to American films. Hong Kong films, meanwhile, declined.

Fig. 10 Distribution of Imported Films, by Country

| | (Number of films) | | | | | | | |
|---------------|-------------------|--------|------|--------|------|--------|------|--------|
| | 2001 | Share | 2002 | Share | 2003 | Share | 2004 | Share |
| U.S.A. | 159 | 45.6% | 159 | 45.8% | 152 | 45.4% | 152 | 44.8% |
| France | 30 | 8.6% | 33 | 9.5% | 36 | 10.7% | 24 | 7.1% |
| U.K. | 24 | 6.9% | 9 | 2.6% | 19 | 5.7% | 10 | 2.9% |
| South Korea | 20 | 5.7% | 10 | 2.9% | 14 | 4.2% | 29 | 8.6% |
| Hong Kong SAR | 24 | 6.9% | 14 | 4.0% | 7 | 2.1% | 10 | 2.9% |
| China | 3 | 0.9% | 8 | 2.3% | 7 | 2.1% | 7 | 2.1% |
| Germany | 5 | 1.4% | 7 | 2.0% | 6 | 1.8% | 7 | 2.1% |
| Canada | 1 | 0.3% | 4 | 1.2% | 5 | 1.5% | 1 | 0.3% |
| Spain | 5 | 1.4% | 6 | 1.7% | 5 | 1.5% | 3 | 0.9% |
| Others | 78 | 22.3% | 97 | 28.0% | 84 | 25.1% | 96 | 28.3% |
| Total | 349 | 100.0% | 347 | 100.0% | 335 | 100.0% | 339 | 100.0% |

Source: Foreign Film Importer - Distributors Association of Japan

Foreign films that grossed more than 1 billion yen at the domestic box office in 2004 are shown in Fig. 11. Hollywood dominated the top spots, allowing just three other non-American movies onto the leader board. Especially popular were sequels, such as Harry Potter and the Prisoner of Azkaban, The Lord of the Rings: The Return of the King, Spiderman 2, Biohazard II, Shrek 2 and “Kill Bill, Vol. 2.” Among non-American movies, “Lovers” from China earned 2.25 billion yen at the box office.

Fig. 11 Imported Films that Earned Over ¥1 Billion in 2004

(billion yen)

| Rank | Release | Title | Box office | Distributor | Origin |
|------|-----------|---|------------|------------------|--------------|
| 1 | Dec-03 | The Last Samurai | 13.7 | WB | U.S.A. |
| 2 | June | Harry Potter and the Prisoner of Azkaban | 13.5 | WB | U.S.A. |
| 3 | Dec-03 | Finding Nemo | 11.0 | BV | U.S.A. |
| 4 | February | The Lord of the Rings: The Return of the King | 10.3 | Shochiku/He | U.S.A. |
| 5 | July | Spiderman 2 | 6.7 | SPE | U.S.A. |
| 6 | June | The Day After Tomorrow | 5.2 | Fox | U.S.A. |
| 7 | May | Troy | 4.2 | WB | U.S.A. |
| 8 | September | I, Robot | 3.8 | Fox | U.S.A. |
| 9 | April | Haunted Mansion | 3.4 | BV | U.S.A. |
| 10 | September | Van Helsing | 2.8 | GAGA/Humax | U.S.A. |
| 11 | September | Biohazard II: Apocalypse | 2.7 | SPE | U.S.A. |
| 12 | July | Shrek 2 | 2.5 | UIP | U.S.A. |
| 13 | August | Lovers | 2.3 | WB | China |
| 14 | November | Collateral | 2.2 | UIP | U.S.A. |
| 15 | July | King Arthur | 2.1 | BV | U.S.A. |
| 16 | August | Fahrenheit 911 | 1.7 | He/GAGA | U.S.A. |
| 17 | September | The Village | 1.7 | BV | U.S.A. |
| 18 | March | Brother Bear | 1.6 | BV | U.S.A. |
| 19 | February | Love Actually | 1.6 | UIP | U.S.A. |
| 20 | June | The Brotherhood | 1.5 | UIP | South Korea |
| 21 | August | The Chronicles of Riddick | 1.4 | Shochiku/Toshiba | U.S.A. |
| 21 | January | Sea Biscuit | 1.4 | UIP | U.S.A. |
| 23 | May | The Passion of the Christ | 1.3 | He | U.S.A. |
| 24 | January | Timeline | 1.3 | GAGA/Humax | U.S.A. |
| 25 | April | Kill Bill, Vol. 2 | 1.1 | GAGA/Humax | U.S.A. |
| 25 | July | Deep Blue | 1.1 | Tohoku Shinsha | U.K./Germany |
| 27 | November | The Polar Express | 1.1 | WB | U.S.A. |
| 28 | February | Master and Commander: The Far Side of the World | 1.0 | BV | U.S.A. |
| 29 | January | Mystic River | 1.0 | WB | U.S.A. |
| 29 | March | Something's Gotta Give | 1.0 | WB | U.S.A. |
| 29 | August | Thunderbirds | 1.0 | UIP | U.S.A. |

Note: BV = Buena Vista Home Entertainment

Fox = 20th Century

He = Nippon Herald

SPE = Sony Pictures Entertainment

UIP = United International Pictures

WB = Warner Brothers

Source: Motion Picture Producers Association of Japan

Japanese film releases overseas

Details about Japanese film releases overseas are unclear due to insufficient data, but generally speaking, film exports are concentrated on animations because they have a good reputation for the quality of their artwork and stories. Japanese films have also attracted Hollywood's interest in the rights to remakes, primarily for Japanese horror films.

Fig. 12 lists the main Japanese movies that were released in France, Germany, Italy, the U.K. and the U.S. in 2003. The most widely shown films are internationally awarded films, works by internationally acclaimed directors and animated films. These include two works by Takeshi Kitano: "Dolls" (entered in 59th Venice film festival) and "Zatoichi: The Blind Swordsman" (Director's Prize at 60th Venice film festival), Hayao Miyazaki's "Spirited Away" (Golden Bear at 2002 Berlin Film Festival and Best Animated Feature at 2003 Academy Awards) and "Cowboy Bebop: The Movie."

The animated film "Yu-Gi-Oh! The Movie," which opened across the U.S. in September 2004, took in around 2 billion yen in box office receipts. The movie was produced on the precondition that it would be released nationwide in the U.S., due to the popularity that the original TV cartoon had enjoyed since it began airing in September 2001. In fact, when filming began the Japan release date was still undecided. Other releases in the U.S. included the aforementioned Innocence by Mamoru Oshii and Steamboy by Katsuhiro Otomo. Howl's Moving Castle by Hayao Miyazaki is among other Japanese animations being released overseas in 2005 (Fig. 13).

Fig. 13 Major Films Released or to be Released Overseas (2004-05)

| Title | Japanese title | Genre | Japan release | Remarks |
|---------------------------------|-----------------------|-----------|---------------|---|
| Howl's Moving Castle | Howl no Ugoku Shiro | Animation | 2004/11/1 | Released in 50 countries |
| Steamboy | Steamboy | Animation | 2004/7/1 | Released in U.S.A., Taiwan and France |
| Appleseed | Appleseed | Animation | 2004/4/1 | Released in U.S.A. on January 14, 2005 |
| Ghost in the Shell 2: Innocence | Innocence | Animation | 2004/3/1 | Released in U.S.A. on September 17, 2004 |
| Yu-Gi-Oh! The Movie | Yu-Gi-O Duel Monsters | Animation | - | Released in U.S.A. on August 13, 2004 |
| Umizaru | Umizaru | Drama | 2004/6/1 | To be released in Hong Kong SAR, Malaysia, Singapore & Thailand |

Sources: Various media and web sites

A remake of the Japanese film "Ring" was released in the U.S. in 2002 and did well, which helped to stimulate local interest in rights to Japanese films. So far, horror movies account for the majority of films that have been or are planned to be remade (Fig. 14). "The Grudge," a remake of the horror film, "Juon," and the remake of "Shall We Dance" were released in the U.S. in 2004 and attracted attention.

Fig. 14 Films Remade or to be Remade Overseas

| Remake title | Japanese title | Genre | Japan release | Remarks |
|-----------------|---------------------------------|--------|---------------|---|
| Title undecided | Shiawase no Kiroi Hankachi | Drama | 1977/10/1 | Hollywood remake decided |
| Shall We Dance? | Shall We Dance? | Drama | 1996/1/1 | Hollywood remake opened in U.S.A. October 15, 2004 |
| Title undecided | Joyurei | Horror | 1996/3/1 | Hollywood remake decided |
| The Ring | Ring | Horror | 1998/1/1 | Hollywood remake opened in U.S.A. December 19, 2001 |
| The Ring 2 | Ring2 | Horror | 1999/1/1 | Hollywood remake opened in U.S.A. March 18, 2004 |
| Title undecided | Chaos | Horror | 2000/10/1 | Hollywood remake decided |
| Pulse | Kairo | Horror | 2001/2/1 | Hollywood remake decided |
| Dark Water | Honogurai Mizu no Soko kara | Horror | 2002/1/1 | Hollywood remake opened in U.S.A. July 31, 2005 |
| The Grudge | Juon | Horror | 2003/1/1 | Hollywood remake opened in U.S.A. October 22, 2004 |
| Title undecided | Toho J Horror Theater (6 films) | Horror | 2004/10/1 | Hollywood remake to be released in 40 countries |

Sources: Various media and web sites

Fig. 12 Major Japanese Films Shown Overseas (2003)**U.S.A.**

| Title | Overseas title | Genre | Japan release | Overseas release | Viewers |
|---|-----------------------------------|----------------------------|---------------|----------------------|---------|
| Sennen Joyu | Millennium Actress | Animation | 2001 | September 12th, 2003 | NA |
| Samehada Otoko to Momojiri Onna | Shark Skin Man and Peach Hip Girl | Action | 1998 | April 16th, 2003 | NA |
| Cowboy Bebop "Tengokuno Tobira - Knockin' on heaven's door" | Cowboy Bebop: The Movie | Animation | 2001 | April 4th, 2003 | NA |
| Umi wa Miteita | The Sea Is Watching | Period piece/romance/drama | 2002 | July 18th, 2003 | NA |
| Returner | Returner | Science fiction/action | 2002 | October 17th, 2003 | NA |
| Pocket Monster Mizuno Miyakono Goshin Rathiasu to Rathiozu | Pokemon Heroes | Animation | 2002 | May 16th, 2003 | NA |
| Tokyo Godfathers | Tokyo Godfathers | Animation | 2003 | January 16th, 2003 | NA |
| Zatoichi | The Blind Swordsman: Zatoichi | Period piece/action | 2003 | June 4th, 2003 | NA |

U.K.

| Title | Overseas title | Genre | Japan release | Overseas release | Viewers |
|-------------------------------|--------------------------------|-------------------------|---------------|----------------------|---------|
| Sen to Chihirono Kami Kakushi | Spirited Away | Animation | 2001 | September 12th, 2003 | NA |
| Katakurike no Kofuku | The Happiness of the Katakuris | Comedy/musical/suspense | 2001 | May 16th, 2003 | NA |
| Saikaku Ichidai Onna | The Life of Oharu | Period piece | 1952 | December 19th, 2003 | NA |
| Ukigusa | Floating Weeds | Drama | 1959 | August 1st., 2003 | NA |
| Rokugatsu no Hebi | Snake of June | Drama/romance | 2002 | June 13th, 2003 | NA |
| Kobayakawake no Aki | The End of Summer | Drama | 1961 | August 8th, 2003 | NA |
| Musashino Fujin | Lady of Musashino | Drama | 1951 | December 19th, 2003 | NA |
| Dolls | Dolls | Drama/romance | 2002 | May 30th, 2003 | NA |
| Koroshiya 1 | Ichi the Killer | Action/crime | 2001 | May 30th, 2003 | NA |
| Honogurai Mizu no Sokokara | Dark Water | Horror | 2001 | June 6th, 2003 | NA |

Sources: Nielsen Entertainment Data International, BBC

Germany

| Title | Overseas title | Genre | Japan release | Overseas release | Viewers |
|--|-------------------------------|---------------------|---------------|----------------------|---------|
| GO | Go | Drama/youth | 2001 | January 9th, 2003 | NA |
| Dragonball Z Ryuken Bakuhatsu! Goku ga Yaraneba Dare ga Yaru | Dragonball Z - Der Film | Animation | 1994 | February 13th, 2003 | 181,888 |
| Wonderful Life | After Life | Drama/fantasy | 1999 | April 10th, 2003 | NA |
| Manzan Benigaki | Manzan Benigaki | Documentary | 2001 | May 8th, 2003 | NA |
| Maboroshi no Hikari | Maboroshi | Drama | 1995 | May 15th, 2003 | NA |
| Yume | Akira Kurosawa's Träume | Drama/fantasy | 1990 | May 15th, 2003 | NA |
| Vampire Hunter D | Vampire Hunter D | Animation | 2000 | July 24th, 2003 | NA |
| Nabbie no Koi | Nabbie no Koi | Drama/romance/youth | 1999 | August 7th, 2003 | NA |
| Interstella 5555 | Interstella 5555 | Animation | 2002 | September 4th, 2003 | NA |
| Dolls | Takeshi Kitanos Dolls | Drama/romance | 2002 | October 30th, 2003 | 12,351 |
| Sen to Chihiro no Kamikakushi | Chihiros Reise ins Zauberland | Animation | 2001 | June 19th, 2003 | 424,492 |
| Rajio no Jikan | Welcome back, Mr. McDonald | Drama/romance | 1997 | September 11th, 2003 | NA |

Sources: Data from Film-Echo and SPIO

Italy

| Title | Overseas title | Genre | Japan release | Overseas release | Viewers |
|--|-----------------------|---------------------|---------------|---------------------|---------|
| Rokugatsu no Hebi | A Snake of June | Drama/romance | 2002 | December 5th, 2003 | 4,260 |
| Zatoichi | Zatoichi | Period piece/action | 2003 | November 14th, 2003 | 123,805 |
| Inta Sutera 5555 | Interstella 5555 | Animation | 2002 | October 10th, 2003 | 1,298 |
| Cowboy Bebop "Tengoku no Tobira - Knockin' on heaven's door" | Cowboy Bebop: IL Film | Animation | 2001 | May 23th, 2003 | 6,030 |
| Sen to Chihiro no Kamikakushi | La citta'incantata | Animation | 2001 | April 17th, 2003 | 158,912 |

Sources: Italian Entertainment Industry Association, Italian Film Industry Association

France

| Title | Overseas title | Genre | Japan release | Overseas release | Viewers |
|--|----------------------|-----------------------|---------------|---------------------|---------|
| Honogurai Mizuno Sokokara | Dark Water | Horror | 2001 | February 26th, 2003 | 74,424 |
| Shiritsu Tantei Maiku Namaeno Nai Mori | La foret sans nom | Drama/action/suspense | 2002 | March 19th, 2003 | NA |
| Shojo | Une adolescente | Drama/romance | 2001 | March 19th, 2003 | 21,275 |
| Kagami no Onna Tachi | Femmes en miroir | Drama | 2002 | April 2nd, 2003 | 19,234 |
| Dolls | Dolls | Drama/romance | 2002 | April 30th, 2003 | 182,136 |
| Interstella 5555 | Interstella 5555 | Animation | 2002 | May 28th, 2003 | 19,569 |
| NINETEEN | 19 | Drama/youth | 2001 | July 23th, 2003 | NA |
| Neko no Ongaeshi | Le royaume des chats | Animation | 2002 | July 30th, 2003 | 474,088 |
| Cowboy Bebop "Tengoku no Tobira - Knockin' on heaven's door" | Cowboy Bebop | Animation | 2001 | October 1st, 2003 | 34,300 |
| Zatoichi | Zatoichi | Period piece/action | 2003 | November 5th, 2003 | 238,633 |
| Akarui Mirai | Jelly Fish | Drama | 2003 | December 3rd, 2003 | NA |

Source: JETRO "Trends in Demand for Japanese Films in France"

South Korea

| Title | Overseas title | Genre | Japan release | Overseas release | Viewers |
|--|--------------------------------------|------------------------------|---------------|---------------------|---------|
| Metropolis | Metropolis | Animation | 2001 | January 17th, 2003 | 2,796 |
| Honogurai Mizuno Sokokara | Dark Water | Horror | 2001 | February 21th, 2003 | 65,350 |
| Yonimo Kimyona Monogatari | Tales of the Unusual | Horror | 2000 | February 21th, 2003 | 31,400 |
| RingØ: Birthday | RingØ: Birthday | Horror | 2000 | April 11th, 2003 | 1,800 |
| Mononokehime | Princess Mononoke | Animation | 1997 | April 25th, 2003 | 91,284 |
| Juon | The Juon | Horror | 2002 | June 27th, 2003 | 359,000 |
| Neko no Ongaeshi | The Cat Returns | Animation | 2002 | August 8th, 2003 | 243,220 |
| Juon 2 | The Juon 2 | Horror | 2003 | September 5th, 2003 | 173,000 |
| Cowboy Bebop "Tengoku no Tobira - Knockin' on heaven's door" | Cowboy Bebop: The Movie | Animation | 2001 | October 3rd, 2003 | 3,976 |
| Onmyoji | The Yin Yang Master | Period piece/horror/suspense | 2001 | October 2nd, 2003 | 9,577 |
| Reisei to Jonetsu no Aida | Between Calm and Passion | Drama/romance | 2001 | October 1st, 2003 | 129,723 |
| Doppelganger | Doppelganger | Comedy/drama/horror | 2002 | October 1st, 2003 | 1,067 |
| Dolls | Dolls | Drama/romance | 2002 | October 24th, 2003 | 2,717 |
| Yomigaeri | Yomigaeri | Drama/fantasy/horror | 2003 | October 31th, 2003 | 22,265 |
| Satorare | Transparent: Tribute to a Sad Genius | Drama/comedy/fantasy | 2001 | November 21th, 2003 | 97,824 |
| Odoru Daisosasen THE MOVIE2 Rainbow Bridge wo Fusa Seyo | Bayside Shakedown 2 | Action/suspense/comedy | 2003 | December 12th, 2003 | 68,194 |
| Mibugishiden | When the Last Sword Is Drawn | Period piece | 2002 | December 12th, 2003 | 11,849 |
| Kurenai no Buta | Crimson Pig | Animation | 1992 | December 19th, 2003 | 26,341 |

Source: 2003 reference data from Korean Film Commission

5. Industry Topics

Increased training offered by universities

Japan's film and animation industry is strong on the production side and has creative producers, but the industry has had only limited success overseas because few producers are adept at international business development. In response, Japanese universities have become more active in offering courses focused on the content industry.

The University of Tokyo established the Graduate School of Interdisciplinary Information Studies Program, a five-year program in digital content production, in 2004. The aim is to nurture not only technology developers, but also producers equipped with international business skills.

The Tokyo National University of Fine Arts and Music established the first film major to be offered by a Japanese national university in April 2005. The new program is managed by the Film Studies Department and comprises seven disciplines: directing, scriptwriting, production, cinematography, art, recording and editing. Takeshi Kitano, Kiyoshi Kurosawa and other leading Japanese artists have been invited to teach.

The government, moreover, in an effort to establish the nation's content industry, set up an intellectual property strategy committee within the Cabinet Office to develop policies and back up universities' efforts to train the content industry's next generation (Fig. 15).

Fig. 15 Motion-Picture Education at Japanese Universities

| University/Major | Instructors |
|--|--|
| Film Studies Department, Tokyo National University of Fine Arts and Music | Takeshi Kitano (film director), Kiyoshi Kurosawa (film director), others |
| Media and Content Faculty, Takarazuka University of Art and Design | Yoichi Sai (film director, from 2007), others |
| Graduate School of Content and Production, Tohoku University of Art and Design | Masato Hara (film producer), others |
| Film Department, Rikkyo University (from 2006) | Kunitoshi Manda (film director), others |
| Advanced Technology Faculty, Kobe Design University (from 2006) | Sogo Ishii (film director, from 2007), others |

Source: April 9, 2005 Nihon Keizai Shimbun (morning edition)

Diversification of capital procurement

Procurement of film production funding has diversified. Shochiku procured a portion of the production costs for a new film, "Shinobi," through Japan's first individually-subscribed film fund, raising 502.2 million yen (nearly US\$5 million) from around 1,300 people.

The "production committee method" of funding films with the pooled resources of film production companies, publishing houses and ad agencies is common in Japan. Because copyrights are jointly owned by these committees, small production companies consigned to produce the films receive small payouts. As a means of solving this problem, small but talented production companies are looking at funds as a way of financing their own films. Funds established both for individuals and corporate investors (Fig. 16) are expected to play a role in the expansion of Japan's film industry.

Fig. 16 Japan Film Funds

| Fund | Remarks |
|--|--|
| Entertainment Farm | Corporate investors, including Takara and Dentsu Tech |
| Japan Film Fund (100% subsidiary of Kadokawa Pictures) | Corporate investors |
| Independent Film Fund | Corporate investors, including Organization for Small and Medium Enterprises and Regional Innovation |

Source: April 5, 2005 Mainichi Newspaper (evening edition)

6. Film Industry URLs

| Category | Name | URL (all in Japanese) |
|----------------------|---|--|
| Associations | Japan Film Makers Association | www2.odn.ne.jp/jfma/ |
| | Federation of Japanese Films Industry | www.eidanren.com/ |
| | Foreign Film Importer - Distributors Association of Japan | www.gaihai.jp/ |
| | Association for the Diffusion of Japanese Films Abroad | www.unijapan.org/ |
| | Motion Picture Producers Association of Japan | www.eiren.org/ |
| Production companies | Shochiku | www.shochiku.co.jp/ |
| | Toei | www.toei.co.jp/ |
| | Toho | www.toho.co.jp/ |
| Distributors | Sony Pictures Entertainment | www.sonypictures.jp/ |
| | Buena Vista International (Japan) | www.movies.co.jp/ |
| | United International Pictures | www.uipjapan.com/ |
| | Warner Entertainment Japan | www.warnerbros.co.jp/ |
| | 20th Century Fox Japan | www.foxjapan.com/ |
| | Asmik Ace Entertainment | www.asmik-ace.co.jp/ |
| | Cine Qua Non | www.cqn.co.jp/ |
| | GAGA Communications | www.gaga.co.jp/ |
| | Toshiba Entertainment | www.toshiba-ent.co.jp/ |
| | Toho-Towa | www.toho.co.jp/towa/ |
| | Nippon Herald Films | www.herald.co.jp/ |
| Humax | www.humax.co.jp/ | |

Sources: Organizations and company web sites

Note: Research for this report was consigned to Yano Research Institute and compiled by JETRO.