

T-JOY to hold JAPAN ANIME + J-POP WEEK in Indonesia!

(Jimpact – JAPAN ANIME + J-POP WEEK 2013)

In March this year, T-Joy Co., Ltd. (Chuo-ku, Tokyo; President & CEO Yusuke Okada) will be holding **Jimpact – JAPAN ANIME + J-POP WEEK 2013** in Jakarta, Indonesia. The event, detailed below, will be held at Indonesia's largest cinema complex known as 21Cineplex.

Jimpact is the nickname for this event where the J stands for the first letters in Jakarta and Japan, and the "impact" represents the desire for Japan content to have an impact on Indonesia. For a week from March 14 (Thurs.) to 20 (Wed.), Plaza Senayan XXI, a movie theatre inside the largest shopping mall in central Jakarta, will host screenings of Japanese anime films for theatre settings, and recorded music concerts. This event will not solely target the obvious fans of Japan content but will communicate the attraction of Japan content to a wide range of generations, including trend-conscious youths from teens to 20s, and families with small children.

Screening this many movies (see attachments details) in one location is unprecedented in Indonesia and the event represents a new approach which includes running it as general entertainment with local ticket pricing.

Details

Implementation outline

- Title: Jimpact – JAPAN ANIME + J-POP WEEK 2013
- Dates: From March 14 (Thu) to 20 (Wed), 2013 / 7 days
- Location: At Plaza Senayan XXI cinema complex in Jakarta, Indonesia
(Local movie theatre: run by Indonesia's largest operator 21Cineplex)
- Sponsor: T-Joy Co. Ltd.
- Partners: The NPO Visual Industry Promotion Organisation (VIPO) and Asatsu DK (ADK)
- Implementation details:
 1. Screening anime films for theatre settings
 2. Screening of recorded music concerts
 3. Sale of merchandise
 4. JAPAN BAG distribution
- Movie Contents: Japanese Anime films 8 (planned)
J-POP live music concerts video 8 (planned)
- No. of seats: 200 (approximately)
- Entry fees: Both types of screening 1,2 will charge the same fee
Mon. to Thu.: Rp 50,000 (approx. ¥480)
Fri: Rp 60,000 (approx. ¥570)
Sat. to Sun: Rp 75,000 (approx. ¥710)
- Facebook: www.facebook.com/jimpact2013
(Details on ticket sales and screening schedule will be progressively published on Facebook)

February 14, 2013

Aims of the event

In the Asian region where future growth is expected, and particularly in Indonesia which falls in the Islamic cultural sphere, this event aims to expand the market for Japan content as well as to try and gain an understanding of the need for Japanese anime and music content and look at the latent potential and issues surrounding business expansion. In addition to screening Japanese anime films for theatre settings and recorded music concerts, this event will be used to validate a business model for anime movies and live music recordings in Indonesia by creating an environment that is close to actual entertainment. That environment includes charging a cinema entry fee, introducing promotional strategies proven in Japan, and selling character merchandise.

Note: This project will be implemented as part of the FY2012 project to support measures to strengthen the content industry under the auspices of the Ministry of Economy Trade and Industry. (METI) in Japan

Business Opportunities in Indonesia

GDP per capita has seen a rapid growth in Indonesia in recent years and personal consumption is expanding. This has led to more optimistic forecasts for the movie market.

The reality of the Indonesian movie market however, is that it is broadly divided into people who prefer Hollywood movies, and those who prefer local, Indian, and Chinese language movies. This means that the market for Japan content movies is not large. A tendency persists for Japanese animated movies to be perceived as something for children. In terms of Japanese music, although bands with a strong visual component are becoming more popular, currently Korean style music is much more favored.

In contrast, Cosplay involving dressing up as Japanese anime characters, has gained huge popularity in Indonesia. English and Indonesian language versions of Japanese comics are also proving to be popular. They have wide circulation and are actively read by customers in local bookshops.

Personal consumption is set to grow even more in Indonesia. We believe that there is therefore ample potential for market expansion through proactive and persistent delivery of Japan content to the general public through events like this one.

Outlook for collaboration with 21Cineplex, and future commercial ventures (www.21cineplex.com)

In 2012 21Cineplex celebrated its 25th anniversary since establishment. It is Indonesia's largest movie theatre chain with 130 sites (629 screens) and boasts an overwhelming share of the market.

We would like to take the opportunity presented by this event to further develop ties with 21Cineplex and realize regular screening of Japan content. Although currently this may be difficult to achieve in Indonesia, in the near future we hope to promote content distribution of live concert viewing (live broadcast) events which are popular throughout Asia.

About T – Joy (www.t-joy.net)

T–Joy started business in 2000 when it opened the first cinema complex in Japan featuring digital cinema screening equipment. Since then it has been an entertainment company that provides entertainment and distribution systems that change with the times. At the same time it is a company that develops new film business in response to new eras of film entertainment and continues to boldly pioneer business opportunities, responding in a flexible way, unfettered by convention.

T–Joy had a strategy for digitization right from its inception and has vigorously pursued that aim to the point where it achieved 100% digitization of the cinemas it managed by July 2011. In an effort to maximize the advantages of digital cinema systems it has also focused on ODS (other digital stuff) which has led to it offering customers diverse and appealing content on movie theatre screens. This content covers theatrical performances, combat sports, general sports and concerts, including live broadcasts.

February 14, 2013

T-Joy has always believed that it needed to steer a course towards overseas markets, particularly Asia, and with a focus on content other than movies. To that end it has boldly taken up the challenge to realise a “Co-market Strategy” which aims to share, promote and revitalise its content market on an Asian scale.

To be specific, in April 2010 we launched a joint-venture company in Japan with one of South Korea’s largest movie companies CJE&M, and in December 2011 we formed a business tie-up with the Orange Sky Golden Harvest Group which is one of the largest entertainment production and distribution companies in Asia. It is through such ventures that we are sharing an entertainment network focused on Hong Kong, Taiwan, Singapore and South Korea and we are promoting the creation of a joint content market that exceeds national boundaries.

The company perceives the whole of the Asian sphere as a “co-market” and believes that the path it should take is one that builds a system capable of delivering stable, good quality content to the Asian region. We are convinced that cooperating with various partners who are in agreement with this approach and pushing along this path will lead to economic improvement of the Asian content industry overall.

We are committed to raising the level, not just of the content industry in Japan, but Asia overall. We invite you to keep an eye out for our future endeavours.

February 14, 2013

Implementation details

1. Movie screening projects (scheduled works)

No.	Movie	Release	Running Time	Producers
1	Crayon Shin-chan The Movie : My Bride Who Traveled Through Time and Space (2010) © Usui Yoshito / Futabasha / SHIN-EI Animation / TV Asahi / ADK 2010	2010	99 mins	Shinei Animation Co. Ltd, TV Asahi, ADK, Futabasha
2	009 RE:CYBORG © 2012 009 RE:CYBORG Production Committee	2012	107 mins	Production I.G, T-JOY, AMAZON LATERNA, VAP, Nippon Television Network Corporation, Ishimori Productions
3	Ghost in the Shell: Stand Alone Complex - Solid State Society 3D © 2011 Shirow Masamune - Production I.G/KODANSHA	2011	105 mins	Production I.G
4	AFTER SCHOOL MIDNIGHTERS © AFTER SCHOOL MIDNIGHTERS PARTNERSHIP	2012	95 mins	AMAZON LATERNA, KOO-KI, Mont Blanc Pictures
5	TIGER & BUNNY -The Beginning- © SUNRISE/T&B MOVIE PARTNERS	2012	93 mins	T&B MOVIE PARTNERS, Sunrise
6	GARO - SOUKOKU NO MARYU – ©2012 KEITA AMEMIYA / TOHOKUSHINSHA FILM CORPORATION	2013	96 mins	Tohoku Shinsha Film Corporation
7	ONE PIECE THE MOVIE: Episode of Chopper - The Miracle Winter Cherry Blossom ©Eiichiro Oda/Shueisha, Toei Animation ©"2008 ONE PIECE" Production Committee	2008	113 mins	Toei Animation
8	Children who Chase Lost Voices from Deep Below ©Makoto Shinkai/CMMMY	2011	116 mins	CoMix Wave Films Inc

2. Recorded music concert viewing (scheduled works)

No.	Artist	Title	Year of Live Performance	Running Time
1	Ayumi Hamasaki ©AVEX ENTERTAINMENT INC.	A3D II ayumi hamasaki Rock'n'Roll Circus Tour FINAL ~7days Special~	2010	100 mins
2	Aqua Timez © Epic Records Japan Inc	Aqua Timez "CARPE diem Tour 2011" @Nippon Budokan	2011	138 mins
3	LiSA © Aniplex Inc.	LiSA LiVE is Smile Always~LOVER"S"MiLE~ in Hibiya Open-Air Concert Hall	2012	120 mins

February 14, 2013

4	Kana Nishino © 2011 SME Records Inc.	Kanayan Tour 2011 ~Summer~	2011	153 mins
5	Kalafina © 2012 SME Records Inc.	"After Eden" Special LIVE 2011 at TOKYO DOME CITY HALL	2011	146 mins
6	GRANRODEO © 2012 Lantis Co.,Ltd.	GRANRODEO LIVE 2011 G6 ROCK☆SHOW ~SUPERNOVA FEVER~	2011	171 mins
7	JAM Project © 2012 Lantis Co.,Ltd.	JAM Project LIVE 2011-2012 GO!GO! GOING!~FUMETSU NO ZIPANG~	2012	177 mins
8	Animelo Summer Live ©ANISAMA PROJECT 2009,2010,2011	Animelo Summer Live 2009-2011 Digest version	2009~2011	180 mins

3. Merchandise sales

- Dates: From Thurs. March 14 to Wed. March 20, 2013 / 7 days
- Location: Special sales space to the side of 21Cineplex entrance
- Merchandise: Comic books, anime-related and music related merchandise

4. JAPAN BAG distribution

We will be distributing the JAPAN BAG featuring Japanese Manga and anime which are highly regarded overseas.

- Dates: From Thurs. March 14 to Wed. March 20, 2013 / 7 days
- Location: 21Cineplex PLAZA SENAYAN
- Recipients: Visitor to Jimpat
- Bag contents: Samples and pamphlets introducing Japanese products



End

■ Enquiries about this event ■

Mio Kihara
01Kihara@t-joy.jp
Management Strategy Team, General Affairs Department
Shinya Hara
Project Group Entertainment Project Department
T-Joy Co., Ltd.
TEL. 03-3248-8174 FAX. 03-3248-8176