


### Policy for Promotion of Animation Industry in Japan

- To Maintain the Quality
- 【Human Resources Development Project】
  - Offered by METI, Operated by AJA
  - Budget : 20-30 million yen / fy
  - 2006fy-2008fy






## Policy for Promotion of Animation Industry in Japan

- To Extend to “New” Animation Business

1. Promotion of Secondary Use of Animation
  - JAM2008 (16-18 Oct. 2008)
  - OpenPost (<http://openpost.jp/>)
2. Making Proposal for “Neo Anime” Business Model
  - Departure from Subcontract



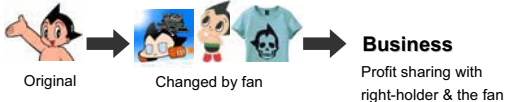
## Policy for Promotion of Animation Industry in Japan

- To Extend to “New” Animation Business


**【JAM2008 (16-18 Oct. 2008)】**  
- Japan Amime-Collaboration Market -

- Offered by METI, Operated by AJA
- Budget : 80 million yen / fy
- 2007fy-2008fy

**Real Trade Show**



Original → Changed by fan → **Business**  
Profit sharing with right-holder & the fan



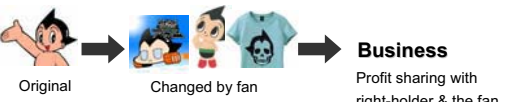
## Policy for Promotion of Animation Industry in Japan

- To Extend to “New” Animation Business

**【OpenPost (<http://openpost.jp/>)】**

- Offered by METI, Operated by AJA
- Budget : 40 million yen / fy
- 2007fy-2008fy

**Online Market**




Original → Changed by fan → **Business**  
Profit sharing with right-holder & the fan



## Policy for Promotion of Animation Industry in Japan

- To Extend to “New” Animation Business

- Making Proposal for “Neo Anime” Business Model
- Offered by METI, Operated by Japan Research Institute
- Research for reality of animation business and the way to depart from subcontract
- Issue the proposal on 31<sup>st</sup> Oct.



## Conclusion

- Animation consists of Art and Business
- Keeping talented human resource in Animation Industry
- Overcoming Difficult Business Structure