

Press Information

June 14, 2007

**Announcing the Opening of a Portal Site entitled “Japan Content Showcase”
in order to Transmit Japanese Contents Information Domestically and Abroad****Visual Industry Promotion Organization (VIPO)**

On June 14th the contents portal site operations committee (Chairman:Recording Industry Association of Japan Chairman&CEO Osamu Sato, Office: Visual Industry Promotion Organization (VIPO)) will open a portal site entitled “Japan Content Showcase” (URL: www.japancontent.jp) in order to transmit Japanese contents information domestically and abroad.

This portal site “Japan Content Showcase” brings together a variety of information relating to entertainment contents. The main aim of the website is to promote secondary contents use by BtoB between business through the transmission of information aimed at both the domestic and foreign markets. The website intends to strengthen the brand image of Japanese contents by also transmitting information to consumers at home and abroad.

Inspections of the portal site have been undertaken principally by the Entertainment Contents Industrial Division of the Nippon Keidanren, and VIPO has been commissioned to create and manage the website by the contents portal site operations committee established by the contents portal.

The budget for creating and running the website comes predominately from membership revenue from fully fledged member who are contents holders, and from patron organizations enrolled in the Nippon Keidanren. The website also receives assistance from three ministries, the Ministry of Economy, Trade and Industry, the Ministry of Internal Affairs and Communications, and the Agency for Cultural Affairs.

Features of the “Japan Content Showcase” Portal Site

- 1 . The inclusion of entertainment contents information spanning a variety of categories

The website laterally handles eight categories of contents information – movies, broadcast programs, music, literature, comics, anime, photographs/arts, and games. When searching for information users are presented with a list of category contents

which they might not initially expect and this in turn is expected to trigger new interests.

2 . International information transmissions

Contents information included on the website will be translated into English this year and as a result the website is expected to be accessed by a wide range of users both within Japan and abroad.

3 . Enquiry information for contents holders

Businesses wanting to use Japanese contents may browse information relating to contents holder contact points by registering as portal site users. (* Registrants are vetted when registering)

4 . Partnership with the Japan Photographic Copyright Association's (JPCA) graphics contents information site

The handling of high resolution image data on "Japan Content Showcase" is undertaken in partnership with the JPCA's graphics contents information site "JPCA-GRAPHICA" using graphics protection technology, and information on works is provided by photographers and artists.

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