

## **Press Release**

Cool Japan Fund Inc.

Tokyo, March 4, 2015

### **Investing in an overseas “Japan Channel”**

Cool Japan Fund has decided to collaborate with SKY Perfect JSAT Corporation (SJC) to invest ¥11 billion for operating and expanding an overseas “Japan Channel” and executing related businesses of broadcasting business such as music events and merchandise sales. Of the total amount, Cool Japan Fund will invest ¥4.4 billion.

The entertainment channel “WAKUWAKU JAPAN” will play a vital role of this project. “WAKUWAKU JAPAN” broadcasts various Japanese contents – including anime, drama, sports, music and film – to overseas viewers in their own languages all day long. Although the channel has begun broadcasting in Indonesia and Myanmar, the channel’s expansion is to be accelerated with this investment and the Japan Channel will reach 22 countries, 41 million households, by 2020.

Cool Japan Fund expects that this project will appeal the excellence of Japan to the world, causing several ripple effects of increasing sales of local Japanese products, foreign visitors to Japan and demand for Japanese TV programs.

In most of developing countries, there is a rapid economic growth, leading both a drastic expansion of the middle class population and increase of demand for television channels and programs. Even though some Japanese TV programs have sporadically become popular in foreign countries, the overall exposure of Japanese programs is still radically limited and so is their popularity in the entire world.

SJC began the all-locally-translated Japanese entertainment program channel “WAKUWAKU JAPAN” in February 2014 in Indonesia, and soon in June 2014 in Myanmar. Due to the consecutive effort of SJC in both countries, the channel has currently reached approximately 2.5 million households and accomplished a high channel recognition there.

However, further business expansion into other untapped countries requires significant investment to increase the amount and variety of TV programs, localize the programs into each local language with subtitle and dubbing, and conduct promotional activities in each country. Meanwhile, such a challenging expansion plan will expose the enterprise broadcasting “WAKUWAKU JAPAN” to several business risks in all the countries where the channel is broadcasted.

To overcome these issues, Cool Japan Fund has decided to collaborate with SJC to invest a total of ¥11 billion to the project. Of the total amount, Cool Japan Fund will invest ¥4.4 billion to the jointly-established “WAKUWAKU JAPAN Corporation”, which will manage the project in the future.

The goal of this investment is to accelerate the channel’s expansion into 22 countries, 41 million households by 2020.

The newly invested capital will be effectively utilized to meet the local viewers’ differed expectation as much as possible by not only broadcasting the newest programs in Japan but also actively self-producing the unique programs. In addition, the joint venture will propose the following attractive experiences toward broadcasted countries’ Japan freaks in cooperation with a myriad of Japanese companies; music live events featuring with popular Japanese performers, friendly matches between a J-league club with a local league one, or fashion related events with Japanese fashion goods sales.

Also, with Japanese local governments and travel agencies, the overseas broadcasting company will attempt to produce and broadcast tourist programs in which, for instance, selected foreign reporters visit several regions of Japan, contributing to both increasing the foreign tourists to Japan and revitalizing local cities or villages.

Cool Japan Fund fully supports the ambitious project so that WAKUWAKU JAPAN channel with its related businesses can become a convenient platform for disseminating the excellence and culture of Japan. Cool Japan Fund also expects that the ripple effects of this project will be discovered ubiquitous– i.e. increase of Japanophiles overseas, sensational hit of made-in-Japan products in a country, standardization of tourism visiting Japan, and expansion of demand for Japanese contents such as TV programs’ formats and J-POP.

Moreover, it is expected that this project will endorse the overseas business of Japanese SMEs by improving a reputation and cultural understating of Japan through “Japan Boom” all over the world, inspired by WAKUWAKU JAPAN channel broadcasting.

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[About SkyPerfect JSAT Corporation]

Established: November, 1994

Business Domain: Multi-channel paid TV programming, space satellite operations

Location of Head Office: Minato Ward, Tokyo

Representative: Representative Director, President & CEO, Shinji Takada

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