

Press Release

Cool Japan Fund Inc.
Tokyo, October 30, 2014

Investing in the platform for Internet Streaming and e-commerce business for official Japanese anime content

Cool Japan Fund today announced the decision to invest 1 billion yen in a project to develop the platform for internet streaming and e-commerce business for official Japanese anime content, established by a consortium including BANDAI NAMCO Holdings Inc. (BANDAI NAMCO), ASATSU-DK INC. (ADK), and Aniplex Inc. (Aniplex).

Through this project, Cool Japan Fund aims to increase the number of overseas fans of Japanese anime and to support the expansion and development of the animation industry in overseas markets through distribution of official Japanese anime content and anime-related goods.

Anime, a representation of Japanese pop culture, has acquired a great number of fans around the world. However, the lack of licensed content distribution initiative and the prevalence of piracy activities are causing issues with expanding the anime and anime-related industries in overseas markets.

For expansion of the anime-related business overseas, BANDAI NAMCO, ADK, and Aniplex have agreed to found a new company called Anime Consortium Japan Inc., which will be integrated with DAISUKI Inc. (See note 1), a company that operates internet streaming and e-commerce business platform for official Japanese anime content. Cool Japan Fund has decided to support the new integrated initiative, and to invest 1 billion yen.

The new company will deliver a broad range of new Japanese anime titles in multiple translated languages in the form of “simulcast distribution” (which is the way that distributes programs in Japan and abroad at the same time) as well as content that was already aired in the past. The company will also operate an e-commerce website to sell anime related goods and digital content.

This project is an all-japan initiative across Japanese anime-related companies who have been needed to develop their business individually, to distribute Japanese anime and anime-related goods to overseas markets. Cool Japan Fund supports this project that will provide anime fans an opportunities to view licensed works without using piracy websites, aiming an increase in the number of Japanese anime fans overseas.

[Notes]

Note 1: DAISUKI Inc.: Established in 2013 by Aniplex, Sunrise, Toei Animation, TMS Entertainment, Nihon AD Systems, Dentsu, and ADK. Company engaged in developing the platform for internet streaming and e-commerce business for official Japanese anime content.

[About BANDAI NAMCO Holdings Inc.]

Established: September, 2005

Business description:

Toys and Hobby, Content, Amusement Facility businesses

Draw out and implement the medium to long term business strategy for

BANDAI NAMCO Group companies.

Support the Group companies' business strategy and manage their business activities

Location of Head Office: Shinagawa-ku, Tokyo

President and CEO, Representative Director; Shukuo Ishikawa

Website: <http://www.bandainamco.co.jp/en/>

[About ASATSU-DK INC.]

Established: March, 1956

Business description: Advertising

Location of Head Office: Minato-ku, Tokyo

President & Group CEO: Shinichi Ueno

Website: <https://www.adk.jp/en/>

[About Aniplex Inc.]

Established: September, 1995

Business description: Planning, production and sales of anime; film distribution

Location of Head Office: Chiyoda-ku, Tokyo

President: Masuo Ueda

Website: <http://www.aniplex.co.jp/eng/>

[About DAISUKI Inc.]

Established: October, 2012

Business description: Internet streaming and e-commerce business for official Japanese anime content

Location of Head Office: Shibuya-ku, Tokyo

Representative Director & President: Kunihiko Shibata

[About the Cool Japan Fund Inc.]

Location of Head Office: Minato-ku, Tokyo

CEO: Nobuyuki Ota

Cool Japan Fund was founded in November 2013 as a public-private fund under law with the aim of supporting and promoting the development of demand overseas for excellent Japanese products and services. Cool Japan Fund aims to commercialize the “Cool Japan” and increase overseas demand by providing risk capital for businesses across a variety of areas, including Media & Content, Food & Services, and Fashion & Lifestyle. (Website: <http://www.cj-fund.co.jp/en/>)

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