

Digital Content Development in Asia



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Digital Content and the “New Economy”



- CDO is focused on the possibilities of the digital economy;
- Digital content is a fast-growing and dynamic sector: video games, multi-player on-line games, vlogs, animation, immersive experiences, gamification;
- Digital content does not fit easily within national economic development strategies and policies



Digital Content and Government Policy



- Previous CDO presentation looked at Hong Kong, Singapore and Malaysian efforts to develop and promote their digital content sectors.
- This presentation looks at the efforts by Japan and South Korea to develop and promote their digital content sectors



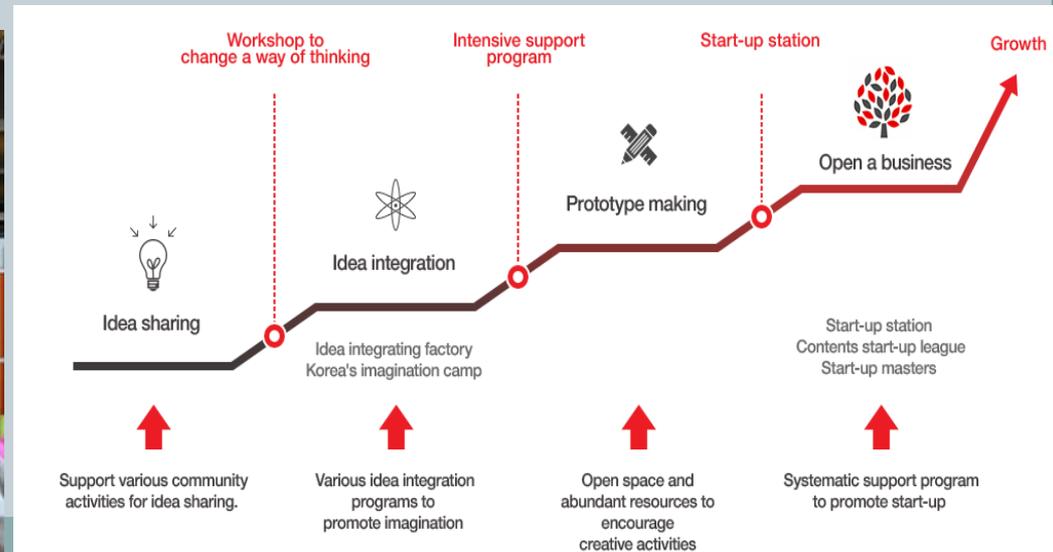


South Korea

Small but **bright idea** develops into **global contents !**

Contents Korea Lab, an exciting playground and lab for all creators

- Korea Creative Content Organization (KOCCA) – Contents Korea Lab
- Support creators and start-ups – facilities, equipment, space, assistance





2014.05.27
Opened an Integration-leading Contents Korea Lab



5

2014.12.29
Opened a Busan Contents Korea Lab



12

2014.09.23
Opened a Gyeonggi Contents Korea Lab



9

2015.02.12
Opened a Daegu Contents Korea Lab



2

2015.08.24
Opened a Jeonbuk Contents Korea Lab



8

2015.12
Expected to open a Gyeongbuk Contents Korea Lab



11

2015.11.27
Opened an Incheon Contents Korea Lab



12

2014

2015

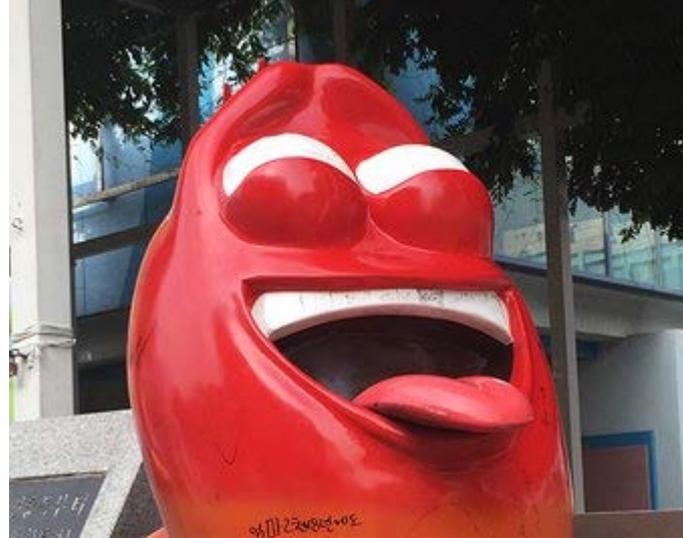


Smart Contents Centre



Digital Media City





Zaemiro – Cartoon Street Festival



Cool Japan Strategy



Japaneses government
(special account for fiscal investments and loan program, etc.)

Private enterprises

Invest, etc

Invest

COOL JAPAN FUND
Cool Japan Fund Inc.

Capital : 69.3 billion Yen (as of April, 2017)

Invest, etc

Enterprises, etc. expanding overseas

Private enterprises

Invest, etc

※ Duration of Cool Japan Fund:
Assumes approximately 20 years



Japan International Contents Festival



**JAPAN
EXPO**
IN THAILAND
2017



**TOKYO
GAME SHOW
2017**

Business Day: September 21 (Thu), 22 (Fri), 2017
Public Day: September 23 (Sat), 24 (Sun), 2017
Venue: Makuhari Messe



Largest Multi-Content Market in Asia
JAPAN CONTENT SHOWCASE 2017
24-26 Oct, 2017 in Ikebukuro
(23-25 Oct, TIMM in Shibuya)



Tokyo
International
Anime Festival



CoFesta

Ambassador

Under the points-based system, foreign nationals recognized as "highly-skilled foreign professionals" will be given preferential immigration treatment!



DIGITAL
CONTENT
EXPO

Japanese Government to Start Anti-Anime/Manga Piracy Operation Next Month

560 billion yen loss estimated in the past year in China

Mikikazu Komatsu

July 28, 2014 10:30pm PDT (one day ago)

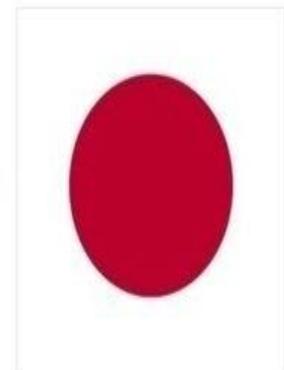
+1 75

Tweet 522

Like 13k

In cooperation with 15 major anime production companies and manga publishers, the Japanese government will next month start a huge extermination operation against 580 foreign sites which have illegally uploaded anime and manga contents on the web without the copyright holders' permission, NHK reported on July 28. While the government has started supporting the genre as one of their important cultural exports, there appears to be no end of illegal uploading of anime and manga via pirate sites, mainly operated by Chinese. The Cultural Affairs Agency estimates the loss caused by the Chinese pirate sites last year was amounted to at least 560 billion yen (about US\$ 5.5 billion).

On August 1, the government will start simultaneously sending requests to delete illegal anime and manga contents to the operators of the 580 foreign pirate sites which they have found. In addition, the operation will launch a new site to guide the fans to a legitimate site offering some 250 titles including the latest ones at a cost of several hundred yen.



Source: NHK

(Ref. 3) Establishing "Japan channel"

Japanese companies are now establishing "Japan Channel" which broadcast/deliver programs about Japanese animation, entertainment, culture, and lifestyle, overseas, especially in Asian countries.

<Program of trends in Japan>

「JAPAN in Motion」
France (2009~)
【TSS Production】

Program of Japanese food, music, fashion, sightseeing, broadcasted at "No Life, which is French cable TV station.



<Program of Japanese business information>

「Channel JAPAN」
Singapore, Taiwan area, India
(April 2012~)
【Nikkei, TBS】
Program of Japanese business, economy, trend and culture



<TV Channel>

「NHK WORLD」
130 countries (1995~)
International TV channel of NHK mainly for news program and documentary, funding support by NHK and government.

<Web platform of Animation>

「DAISUKI.net」
North America (May 2013~)
【ADK, Aniplex, Sunrise, Toei Animation, etc】
Web platform for (1) video-on-demand of Japanese animation & (2) EC of character goods



<TV Channel>

「JAPAN Channel (tentative)」
Cambodia (January 2014~)
【Triasia Group】
Terrestrial TV channel for Japanese contents



<Digital Comic>

「Gamedia Digital Comics」
Indonesia
【Gamedia, NHM Management】
(November 2013~)
Web platform for smartphone and tablet of Japanese comics

<TV Channel>

「UTB Channel 18」
Southern California, USA (1971~)
The first Japanese terrestrial TV channel in USA, which broadcast programs of Japanese contents and information.



<TV channel>

「Nigeria Taiyo Channel」
Nigeria (October 2013~)
【Taiyo Industry Africa】
TV channel for Japanese contents, mainly animation



<Animation program>

「Rising star」
India (February 2012~)
【Kodansha・TMS Entertainment】
Remake of Japanese Animation "Star of the Giants". Sponsored by Japanese business (product placement)



<TV channel>

「Hello! Japan」
Singapore → Asian Countries
【Dentsu, NTV, TBS, TV Asahi, TV Tokyo, etc】 (February 2013~)
Cable TV channel of Japanese contents, established by "Japan Food & Culture TV



<TV channel>

「New Japan Channel」
Indonesia → Asian countries
【SKY Perfect JSAT】
(January 2014~)
Satellite TV channel of Japanese contents



Different Approaches



- **Japan – digital content as part of Cool Japan. Not so much building the sector as developing export markets**
- **South Korea – build creativity and interest in the interest among everyone; see digital media as a key industrial sector**

Malaysia



Recruitment and development of talent, investment and participation

ERezeki – connecting low income households to digital income opportunities

EUsahawan – training micro entrepreneurs to grow their businesses using digital technologies



#YUCCANDUIT™

Pemangkin Pendapatan Digital

DAFTAR SEKARANG!

Singapore



- Series of programs over the last two decades
- Links with universities
- Now Pixel Studios – for serious content developers -sets, training, game testing, seed funding, recording studio



Hong Kong



- Building entrepreneurial excellence in the digital content sector

數碼港
Cyberport

數碼港
Cyberport
Youth 青年

Inspiring the next generation

- Cyberport Digital Tech Internship Programmes
- Cyberport Creative Micro Fund
- Educational Tours
- School Programmes

數碼港
Cyberport
Entrepreneurs
創業者

Nurturing the entrepreneurial spirit

- Cyberport Incubation Programme
- Smart-Space community
- Training sessions and seminars for incubatees

數碼港
Cyberport
Partners
合作夥伴

Empowering global ambition

- Cyberport Accelerator Support Programme
- International collaboration
- Global digital tech events
- Cyberport Startup Alumni Association

Lessons



- Great variety of approaches to building the sector
- Finding success in digital content outside domestic markets is challenging – culture, distribution channels
- Centres to develop and support talent
- Intense links between universities and industry

National Innovation and Digital Content



- National innovation - manufacturing vs. content
- Canada's efforts focus on employment –mainly subsidies for Canadian and foreign firms.
- Less Canadian effort on digital content business development – shows up in government policy, incubators and general business strategies
- Asian countries appreciate the economy-building and business development side of digital content more than North American authorities appear to do.