Digital Content Development in Asia

DR. CARIN HOLROYD
DEPARTMENT OF POLITICAL STUDIES
UNIVERSITY OF SASKATCHEWAN

Cool Japan
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, video-blogs, 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

2014.12.29
Opened a Busan Contents Korea Lab

2015.02.12
Opened a Daegu Contents Korea Lab

2015.08.24
Opened a Jeonbuk Contents Korea Lab

2015.11.27
Opened an Incheon Contents Korea Lab

2015.12
Expected to open a Gyeongbuk Contents Korea Lab
Smart Contents Centre

- Business Space Mentoring through Consulting Networking
- Test of Technology, Information Service
- Support for Domestic and Foreign Investment Promotion
- Support for Overseas Marketing
- Education on Enhancing Corporation Capabilities, Support for Localization

IDEA

01 Support for Commercialization
02 Support for Development of Technology
03 Investment Promotion
04 Global Marketing and Publicity
05 Strengthening Corporate Capabilities

Small but Strong Global Corporation

Stage 1 Support for Building Ground for Commercialization
Stage 2 Strengthening Corporate Capabilities
Digital Media City
Zaemiro – Cartoon Street Festival
Cool Japan Strategy

- **Japanesees government**
  (special account for fiscal investments and loan program, etc.)

- **Cool Japan Fund Inc.**
  Capital: 69.3 billion Yen (as of April, 2017)

- **Enterprises, etc. expanding overseas**

- **Private enterprises**

- Invest, etc

- Invest

※Duration of Cool Japan Fund: Assumes approximately 20 years
Japanese Government to Start Anti-Anime/Manga Piracy Operation Next Month

By Mikikazu Komatsu
July 26, 2014 10:30pm PDT (one day ago)

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 5.6 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
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>
- "Gramedia Digital Comics"
  Indonesia
  【Gramedia, NHM Management】
  (November 2013～)
  Web platform for smartphone and tablet of Japanese comics

<Animation program>
- "Rising star"
  India (February 2012～)
  【Kodansha・TMS Entertainment】

<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

Source: Press release of companies
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
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

Cyberport

Inspiring the next generation
- Cyberport Digital Tech Internship Programmes
- Cyberport Creative Micro Fund
- Educational Tours
- School Programmes

Nurturing the entrepreneurial spirit
- Cyberport Incubation Programme
- Smart-Space community
- Training sessions and seminars for incubatees

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.