## New Cool Japan Strategy [Outline]

## Popularity of Japanese Content in the world has become full-fledged

 Overseas expansion is 4.7 trillion yen (more than tripled in 10 years) (In recent years, animation and live-action [movies and dramas]have become major hits)



#### **Expansion and deepening of Japan fans**

- Inbound tourism recovered from the COVID-19 pandemic to 25 million visitors(Repeat visitors will exceed 20 million [2019])→ Repeat visitors tend to expect highexperience value
- Inbound tourist spent 5.3 trillion yen (record high)



# Popularity of Japanese food in the world has become generalized

- Food is the biggest motivation for visiting Japan. (High level of satisfaction)
- Value-added experience of Japanese food culture itself is important

Growing importance of Japan's Soft power in the current international political and economic climate, and increasing risk of dependence on certain countries and regions

### **PDCA cycles**

- No target set for Cool Japan overall and content sector
- Lack of data

# Structure to support Cool Japan

 Lack of intelligence function on consumption and market information, etc.

### **Business models**

- Content sector focused on the domestic market
- Weak response to DX

# Human resources for Cool Japan

- Insufficient environment for creators
- Lack of business producers

#### Establish a virtuous cycle for reinvestment

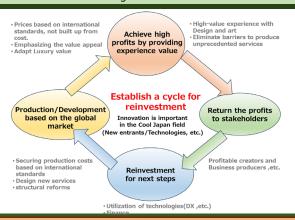
- Create a reinvestment cycle with profits earned/returned to stakeholders by providing rare experience value.
- Based on the premise of overseas markets, build a cycle in which profits are appropriately returned to creators and leading to reinvestment

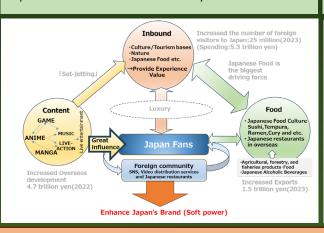
## Expanding Japan fans through a virtuous circle among sectors

- Expand the foreign community of Japan fans by leveraging the ripple effect of content
- Enhance brand value to make Japan an indispensable part of the international community

#### **Growing with the players**

- Improvement of environment for creators' activities
- Fostering business producers
- Promotion of new entrants such as startups





- Returning profits to the players leads to attract human resources and promoting new entrants.
- Aim for a spiral expansion of Japan fans through a large increase in the number of foreign players abroad

## PDCA cycle with data-driven approach

(Goals: (1) Expand overseas development of content, inbound tourism, food, beauty, etc. to 50 trillion yen [by 2033], (2) Increase favorability by 10%) < Reference > Approx. 19 trillion yen (2023 [2022 for overseas development of some content, etc.])

Enhance international competitiveness as a key industry

Pursue high profits by competing on experience value

Intelligence Enhancements Expand field collaboration and strengthen dissemination

## Content

expansion.

## **Current situation and challenges**

- Overseas expansion reached a record high of 4.7 trillion yen (in 2022). Overseas expansion of the Japanese → It is comparable in scale to the exports of the steel industry, nearly as large as the exports of the semiconductor industry.
- · It is important to secure production costs and profits that can compete internationally, return profits to creators and ensure an environment for autonomous activities, and secure business human resources for overseas

## Games (2.8 trillion ven)

Developing human resources capable of handling new IP, XR and 3D is important

#### Animation (1.5 trillion yen) Lack of funds and human resources. Important to nurture creators,

Manga/Publishing (0.3 trillion yen) Mainly paper-based for overseas development. Marketization through anti-piracy measures and digital distribution is an issue

Live-action (0.1 trillion yen) Production environment, accounting and labor environment, and human

strengthen negotiating power and support business development

### resource development on an international level are important

Music/live entertainment (numbers unknown)

### Structural change in line with digital is important,

overseas expansion of live entertainment, data development **Future initiatives** 

## PDCA cycle with the content industry as a key industry

Target for overseas expansion of the content industry: 20 trillion yen (by 2033);

improve data necessary to check progress Enhance business development capabilities overseas

## Support for promotion and localization, strengthening of intelligence functions,

promotion of location incentives, and development of bases\* \*National Center for Media Arts, etc. Structural reforms to accommodate the latest digital business

#### Support for digitalization and DX, structural reforms to accommodate digital business models, and appropriate compensation returns Strengthen human resources to support the content industry

Unearth and support the activities of outstanding individual creators, optimize transactions in content production, and develop content human resources

Enhancement of efforts to address serious piracy damage, particularly in foreign markets, strengthen

Strengthen measures against piracy through public-private partnerships

#### outreach abroad (e.g., dispatch of public-private missions) Strengthen public-private partnerships

Review and share the progress status, discuss future policies, and visualize and list the menu of

**Current situation and challenges** 

**Inbound tourism** recovered steadily from COVID-19. Foreign travel spending to Japan: 5.3 trillion yen

**Cross-cutting initiatives** 

(inbound tourism, food, luxury, etc.)

It is important to take overtourism measures according to the quality of DX and experiential value and the actual conditions of each region. Exports of agricultural, forestry, and fishery products:

1.5 trillion yen (2023: record high). **Import restrictions** are a **problem in** some areas. Diplomatic efforts and diversification are important. As the number of repeat customers increases , various

experiential value-added and high value-added by strengthening luxury and innovation are important.

(record high).

## **Future initiatives**

Promote value-added experiences and high value-added services

Support for the development of high value-added experience-based services in local communities, etc., and a mechanism for earning revenue at international-level

Develop new and expand markets by appealing value Appealing to and disseminating values such as

(Note): Data for 2022

sustainability and health consciousness

Strengthen design and art functions\* Attract international art fairs and auctions to Japan

prices

\*Improve the quality of customer experience and enhance

the value of content discontinuity

Strengthen innovation/talent development

Utilize technology, support new entrants/startups

Strengthen human resource development in business design, guide, DX, etc.

Address international political and economic

Diversification through the development of new export

areas and high value-added products

Strengthen the ability to disseminate information overseas in order to increase the number of Japan fans

measures through the establishment of a public-private consultation council

content industry

Comparison of the scale of Japanese

industry's exports and others

(Trillion Yen)

Fixed-point observation of Japan fans Disseminate information through "top sales" and at Expo-2025 Osaka, Kansai, Japan