



FILMINATION Company Profile

FILMINATION Co.,Ltd.



FILMINATION | Who We Are

FILMINATION is a dedicated powerhouse in the realm of global cinema, specializing in the distribution of Japanese films to international VOD platforms. Our mission is to seamlessly connect Japanese filmmakers with a worldwide audience of movie enthusiasts. Beyond the mere act of distribution, FILMINATION actively supports the global film community by sponsoring prestigious movie festivals and investing in the production of cinematic masterpieces.

FILMINATION | Business Highlight

Since our establishment in 2020, we have embarked on a journey of innovation and success:

We have globally distributed over 400 films and video content, captivating audiences around the world.

Forming partnerships with more than 300 domestic licensors, we have secured licensing agreements that showcase our commitment to excellence.

Our groundbreaking online platform for content buying and selling has not only earned accolades from government entities but has also revolutionized the landscape of content transactions.

Our domestic licensing partners in Japan



Global Collaborations: More than 150 Global Partners in VoDs, Televisions, Airlines, and Event Holders.



MUBI
<https://www.mubi.com/>



Chili Spa
<https://uk.chili.com/>



Dekkoo
<https://www.dekkoo.com/>



Highball TV
<https://www.highballtv.com/>



Revry
<https://revry.tv/>



Sooner
<https://sooner.de/>



Amazon Prime Video
<https://www.amazon.com/>



GagaOOLala
<https://www.gagaoolala.com/en/home>



Kanopy
<https://www.kanopy.com/>



FilmDoo
<https://www.filmdoo.com>



CBC
<https://www.cbc.ca/>



La cinetek
<https://www.lacinetek.com/fr-en>



AVA
<https://www.ava-library.com/>



TVJapan
<https://tvjapan.net/>



Emirates airlines
<https://www.emirates.com/>

Japanese licensor comments U.M.L Film makers Director: Yushi Nomura



U.M.L Film makers
<https://www.umifilm.com/>

Onpapon
<https://opanpon.stage.corich.jp/>

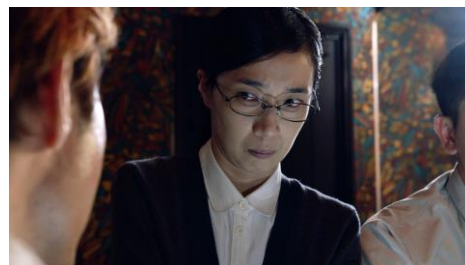
Q : Please tell us what you liked about using FILMINATION.

A : While we were experiencing difficulties in screening films in Japan because we could not find a distributor, you have delivered our films to foreign countries. We are very grateful for the fact that the number of countries to which we have been able to distribute our films has continued to grow, even now, two years after we registered with FILMINATION. We are especially grateful for the fact that we are able to connect with a wide range of overseas distribution and distribution companies (such as in-flight distribution companies of major airlines) that we would never have thought of connecting with because we have no connections or contacts in the first place. We appreciate the fact that we can connect with a wide range of overseas distribution and distribution companies (such as in-flight distribution for major airlines) that we would not have thought of connecting with if we had no connections or contacts.

Q : What are your expectations for FILMINATION in the future?

We have high expectations that the convenience and wide connections of FILMINATION will not only expand the possibilities of individual Japanese films, including our own, but also improve the quality of Japanese film and video culture as a whole and the degree of freedom of our activities. I hope that the festival will continue to be a place where filmmakers can meet new people through their films, and continue to be a source of hope for filmmakers in Japan.

○Works sold



Long goodbye
Director: Yushi Nomura

A fugitive drama from the vortex of robust everyday life and condensed depression.
A crime movie depicting the new everyday life that awaits beyond that line. Winner of the Yubari International Fantastic Film Festival 2022 Filmination Award.

The innovative online film trading platform we operate has gained recognition and high praise within the Japanese government's COOL JAPAN initiative. In 2022, it was honored with the 'Cool Japan Matching Award - Semi Grand Prix,' showcasing our commitment to advancing the entertainment industry.

<https://www.cjma.go.jp/>



新しい世界に、深めて、つなげて、伝える、日本の魅力。

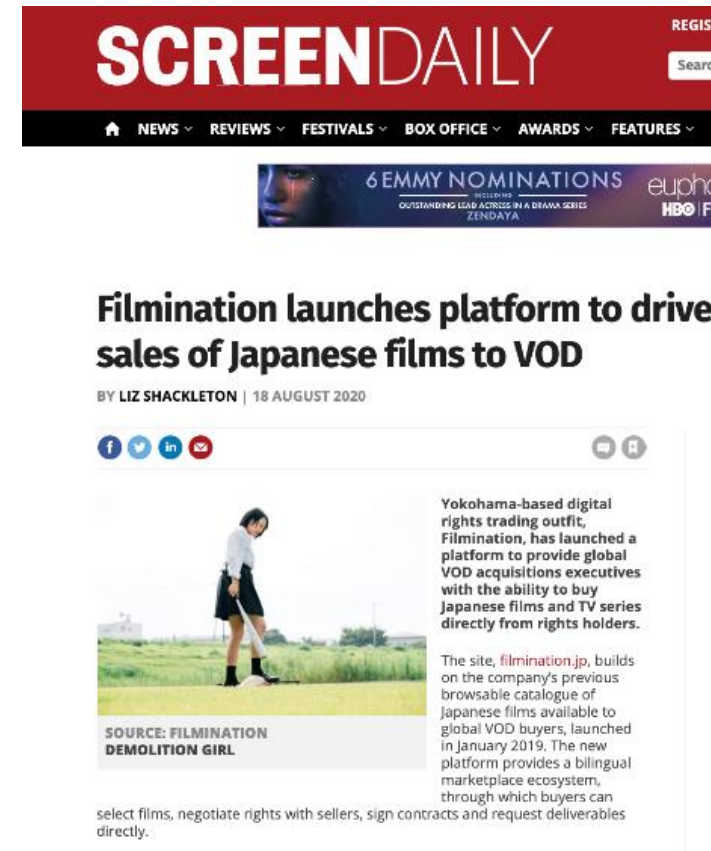
Expressing deepened, collaborated attractiveness of Japanese, for the new world



分野・地域が連携し、日本の魅力を深めて発信するアウトバウンド・インバウンド等の取組を表彰します。
Selected works of new outbound and inbound styles to promote deepened attractiveness of Japanese, by collaborating with regions and industries will prize the COOL JAPAN MATCHING AWARD.



Our story has garnered attention from globally acclaimed media outlets such as Screendaily and Variety, resonating across the world



Screendaily: <https://www.screendaily.com/filmination-launches-platform-to-drive-sales-of-japanese-films-to-vod/5152379.article>

Variety: <https://variety.com/2020/digital/asia/filmination-virtual-market-japan-film-tv-1234738344/>

The significance of FILMINATION's platform in the Japanese films and video contents industry

"The scale of the VoD market has already expanded significantly, establishing itself as a formidable force."



Video on Demand Market to Reach \$159.62 Billion by 2027; Presence of Several Large Scale Companies will Provide Impetus to Market Growth, says Fortune Business Insights™

Top Players in the global video on demand Market are Alphabet, Inc., Amazon Web Services, Inc., Apple, Inc., Catchplay, CinemaNow, Comcast Corporation, Eros International plc, Fandango Media, LLC, Filmdoo, Gulf DTH FZ LLC, Home Box Office, Inc., HOOQ, Icflix, Icflix, IndieFlix Group, Inc., Jovn GmbH, KWIKmotion, LeEco, Muvi LLC, Netflix, Inc., Rakuten.

"According to Fortune Business Insights, it is anticipated that the market size is poised to expand to 159.62 billion USD by 2027."

参照：J <https://www.globenewswire.com/en/news-release/2021/07/08/2259568/0/en/Video-on-Demand-Market-to-Reach-159-62-Billion-by-2027-Presence-of-Several-Large-Scale-Companies-will-Provide-Impetus-to-Market-Growth-says-Fortune-Business-Insights.html>

For Japanese films to make strides in the international market, they face numerous barriers



"One of the reasons why Japanese film companies and license holders are not proactive in selling to the international market is the lower profitability compared to the domestic market.

Selling to the overseas market involves navigating the complex and inefficient mechanisms unique to the Japanese film industry, making the process cumbersome and labor-intensive.

Additionally, the revenue per film is relatively low in international sales, often resulting in deals that are individually unprofitable and lead to financial losses."

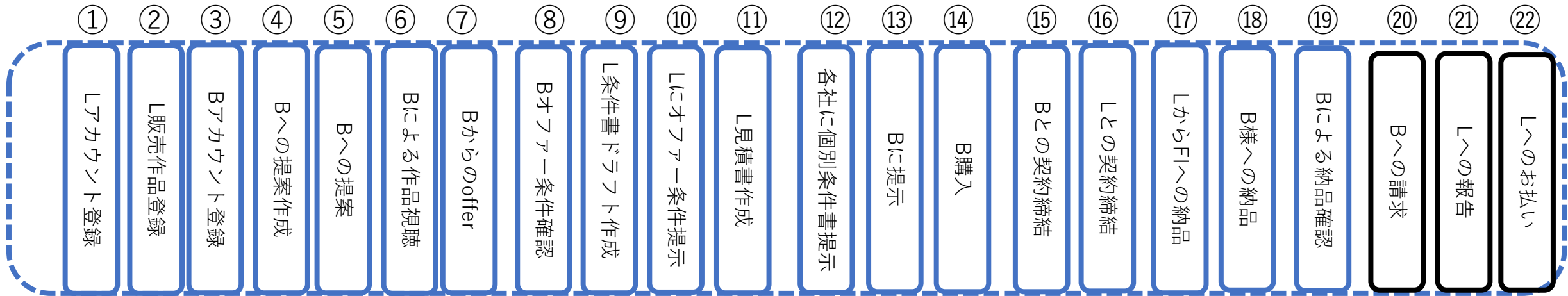
"We streamline the intricate process of licensing sales unique to Japan through our developed and operational online platform.

FILMINATION provides a mechanism for profitability to film companies and licensors, regardless of the scale of individual film sales.

This is precisely the essence of our existence at FILMINATION."

FILMINATION's platform replaces and streamlines the mechanisms and resources demanded in the sales process of movies and content, leading to enhanced efficiency

Up to 90% compression in human resources can be achieved. Out of the 22 processes involved in the sales of movies and content, 19 have already been seamlessly replaced on the platform. Almost all processes can now be handled online, freeing them from manual intervention. Currently, the platform is available in English and Japanese.

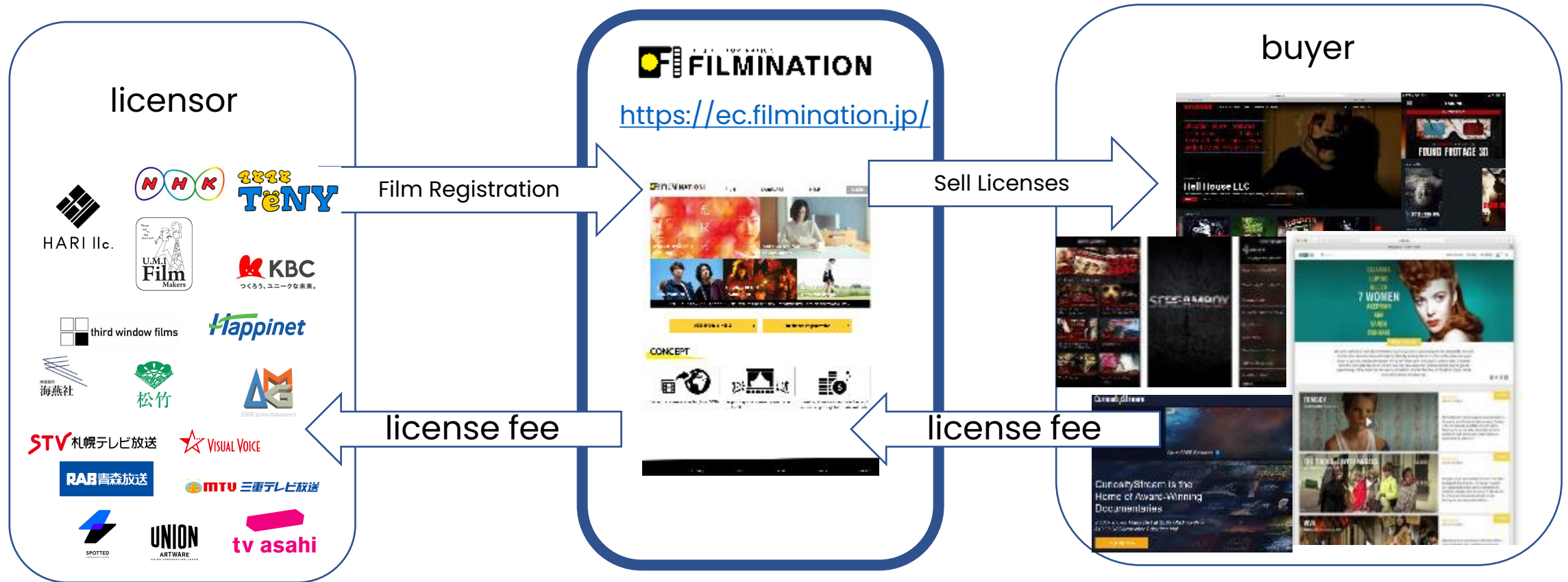


L = ライセンサー B = バイヤー (ライセンサー)



← 現在プラットフォーム上では対応できない

The sales commissions we receive, as explained, are very reasonable and transparent for both sellers such as film companies and licensors, and buyers such as VoD platforms, television networks, and airlines.



Thank you.

Click here to register
<https://ec.filmination.jp/>

