FILMINATION Company Profile and Service

FILMINATION Co.,Ltd.

Ver1.2.3

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FILMINATION | Who We Are

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FILMINATION is a dedicated powerhouse in the realm of global cinema, in the distribution of Japanese films to international VOD platforms, Inflight, Television stations, theatres.
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.

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FILMINATION | Business Highlight

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

We have globally distributed over 1,000 films and video contents, captivating audiences around the world.

Forming partnerships with more than 400 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.

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Our domestic licensing partners in Japan

More than 400 accounts

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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/

Spell
https://www.spellmovies.com/

giloo
https://giloo.ist/

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

Revry
https://revry.tv/

Sooner
https://sooner.de/

Kanopy
https://www.kanopy.com/

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

Jme
https://watch.jme.tv/

Tubi
https://gdpr.tubi.tv/

rlaxx
https://rlaxxtv.com/

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

FilmDoo
https://www.filmdoo.com

CBC
https://www.cbc.ca/

La cineteek
https://www.lacinetek.com/fr-en

plex
https://www.plex.tv/

indiflix
https://www.plex.tv/

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

TVJapan
https://tvjapan.net/

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

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Japanese licensor’s 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)

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.

〇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.

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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/

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

HAVE A NEWS TIP?
NEWSLETTERS
U.S. EDITION
VARIETY
FILM TV WHAT TO WATCH MUSIC TECH THEATER REAL ES

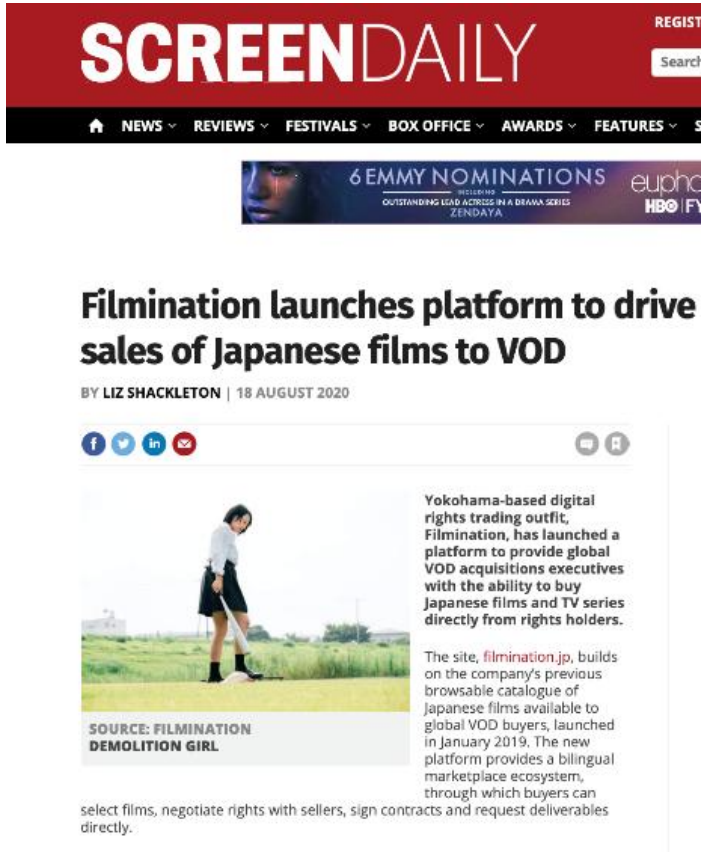
HOME > DIGITAL > ASIA
Aug 17, 2020 11:59pm PT

Filmination Relaunches as Virtual Market for Japanese Film, TV Content

By Mark Schilling

Courtesy of Filmination

Filmination, an online marketplace for Japanese content, is expanding and relaunching. The object is to smooth and speed up the often-cumbersome process of dealing with Japanese rights holders.



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6 EMMY NOMINATIONS
OUTSTANDING LEAD ACTRESS IN A DRAMA SERIES
ZENDAYA
HBO

Filmination launches platform to drive sales of Japanese films to VOD

BY LIZ SHACKLETON | 18 AUGUST 2020

SOURCE: FILMINATION
DEMOLITION GIRL

Yokohama-based digital rights trading outfit, Filmination, has launched a platform to provide global VOD acquisitions executives with the ability to buy Japanese films and TV series directly from rights holders.

The site, filmination.jp, builds on the company's previous browsable catalogue of Japanese films available to global VOD buyers, launched in January 2019. The new platform provides a bilingual marketplace ecosystem, through which buyers can select films, negotiate rights with sellers, sign contracts and request deliverables directly.

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/

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

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

FORTUNE™ BUSINESS INSIGHTS

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, Iflix, 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：」 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

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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.

参照：平成 22 年度文化庁委託事業「著作物等の流通促進に関する調査研究事業」より
http://www.bunka.go.jp/tokei_hakusho_shuppan/tokeichosa/chosakuken/pdf/h23_kaigai_sokushin_hokokusho.pdf

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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.

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

Buyers may use the "Past Entry Search Function" for their second and subsequent purchases. "Search function for previous entries" is the function to save your request about terms and conditions as well as delivery assets. This allows you to go from creating a request to submitting a quote in **just 30 seconds!**

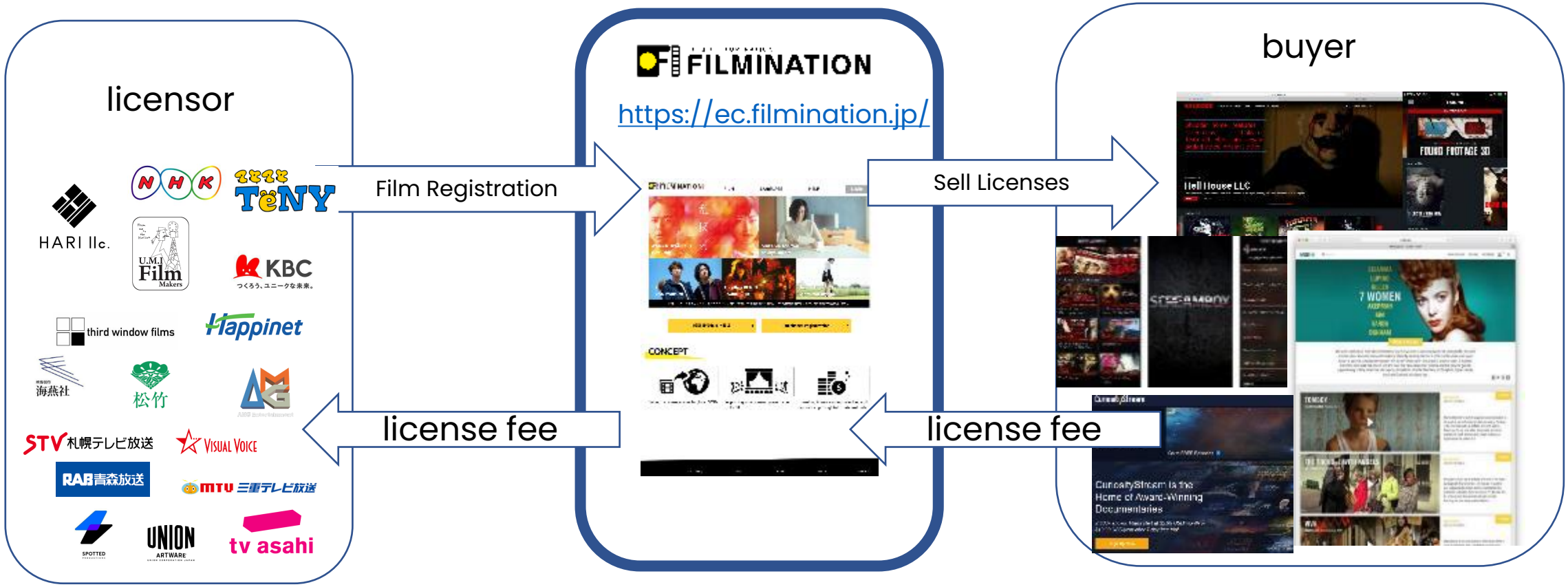
Up to 90% compression in human resources can be achieved. Out of the 22 processes involved in the sales of movies and content, 19 have already been seamlessly replaced on the platform.
Almost all processes can now be handled online, freeing them from manual intervention. Currently, the platform is available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

L＝Licenser's operation　　B＝Buyer's operation（Licensee）

1. L Registration
2. L Film submission
3. B Registration
4. Making Proposal for B
5. Proposal for B
6. Watching film by B
7. Offer from B
8. Confirm offers by B
9. Draft contract by L
10. Offer terms presented to L
11. L prepares quotation
12. L presents individual terms and conditions to each company
13. Requests B to confirm quote
14. B purchases film(s)
15. Signing a contract with B
16. Contract signed with L
17. Delivery Film(s) from L to Filmination
18. Film delivery to B
19. Confirmation of delivery by B
20. Billing to B
21. Report to L
22. Payment to L

Manual operation but we will use AI technology soon

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.



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FILMINATION | Upgraded Platform

Upgraded platform for international buyers

Launched on September 30, 2026

Improves the buyer experience from requesting quotes to receiving purchased materials.

Platform: https://ec.filmination.jp/

Key focus: easier access, smoother quotation requests, and more efficient delivery handling.

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Key Improvements for International Buyers

The platform upgrade improves how buyers access information, prepare quote requests, and receive delivery materials.

Access & usability

- Mobile and tablet support
- Redesigned interface
- Clearer status and deadlines

Quotation workflow

- Clearer error guidance
- Save quote request drafts
- Easier reuse of saved request terms

Delivery workflow

- Bulk ZIP downloads
- Automatic checks for uploaded deliverables
- Files organized by title and purpose

Result: buyers can move through quotation and delivery steps with fewer interruptions and clearer next actions.

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How to Use FILMINATION

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Introduction.

Our service is a sales platform that you can use free of charge.You can do everything online from requesting a quote to downloading materials.

First, please register for an account.Once you have registered, you will be able to search and view the details of all the works we have for sale.

Then we will prepare and send you a "List of Films/TV Shows" that are suitable for your business. If you would like to receive a "List of Films/TV Shows", please send us an inquiry form with the rights you would like to purchase, the contract period, the area, and the amount you would like to purchase. Please let us know the rights you wish to purchase, the contract period, the area, and the amount you wish to purchase. If you have a specific title you would like to purchase, please let us know.

The second and subsequent requests for quotation creation can be made in 30 seconds.

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Rough steps and timeframe from request for quotation to delivery

*The steps below are only images. They may be proceeded in parallel.

1. Opening an account with your company
↓
2. Submit the list to your company: upon request
↓
3. Request for quotation from your company
↓
4. Submission of quotation to your company
↓
5. Purchase Film/TV Program Licenses
↓
6. Delivery of materials

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1. Opening an account with your company

Please open an account.
https://ec.filmination.jp/vod/register
"Terms and Conditions of Content License" is fine as long as you agree to it before purchasing the license.We will verify your registration information and approve the opening of your account.

2. Submit the list to your company: upon request

we will prepare and send you a "List of Films/TV Shows" that are suitable for your business. If you would like to receive a "List of Films/TV Shows", please send us an inquiry form with the rights you would like to purchase, the contract period, the area, and the amount you would like to purchase. Please let us know the rights you wish to purchase, the contract period, the area, and the amount you wish to purchase.

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3. Request for quotation from your company

When you find a piece you would like to purchase, please submit a request for a quote.You may submit requests for any number of pieces at the same time, as long as they meet the same criteria.If the conditions are different, please submit separate requests for quotations.If this is your second or subsequent purchase, you can use "your previous quotations" to request a quote in 30 seconds! 。

4. Submission of quotation to your company：2～3weeks

The quotation you request will be submitted to us within 2 to 3 weeks.
You will be notified by email when it has been submitted.
Terms and conditions are available on the web and on the individual license conditions form (Excel).
If you need a quote as soon as possible, please contact us using the contact form.

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5. Purchase Film/TV Program Licenses

After you have reviewed the individual license terms and conditions, if you agree to the terms and conditions, please tell us the purchase button on the web.
This concludes the contract.
The Individual License Agreement can be downloaded from the website.

6. Delivery of materials

The licensor will deliver the material on the web according to the terms of the contract.
Delivery deadlines are defined in the contract.
You will be notified by e-mail when the material is ready for downloading in your account.
If you are satisfied with the content of the downloaded material, please press the "Download Complete" button.
Please allow up to 3 weeks for confirmation.
You will receive an invoice after the download is complete. (Timing of payment depends on contract terms)
Please note that if you wish to deliver your materials outside of our platform, we can do so for a fee.

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Thank you.

Click here to register

https://ec.filmination.jp/

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