

Monday, August 17th, 2020

Filmination launches Japan's first ever online movie marketplace!

The screenshot displays the Filmination website interface. At the top, there is a navigation bar with the Filmination logo, 'FILM', 'LANGUAGE', 'HELP', and a 'LOGIN' button. Below the navigation bar, there are several movie posters with their titles and directors: 'When A Tree Falls' by Yuya Ishii, 'Suitable for You' by Shunya Takara, 'his' by Rikiya Imaizumi, 'CRYING BITCH' by TSUNO REIKI, and 'Demolition Girl' by Genta Matsugami. A banner at the bottom of the poster grid contains Japanese text: '映像コンテンツを欲しがっている海外のVODに、日本の映画・TV番組を紹介・販売し、その視聴者を増やすことで、日本映画界を盛り上げます。' Below the posters are two yellow buttons: '映画提供者様ご登録' (Movie Provider Registration) and 'Purchaser registration'. Below these buttons is a 'CONCEPT' section with three icons and their descriptions: 1. A film strip icon and a globe icon with an arrow pointing to it, with the text 'Selling Japanese movies to global VODs'. 2. A theater icon with stars, with the text 'Supporting local screening events held in US/EU.'. 3. A bar chart icon with a dollar sign and stars, with the text 'Investing in new movie production and sponsorship for global movie festivals.'

YOKOHAMA, JAPAN – FILMINATION Co., Ltd. (CEO: Hiroaki Kanamaru) relaunched its flagship platform on August 17th, boasting completely new functionality and design to provide global VOD acquisition executives the ability to purchase Japanese films and TV series directly from rights holders. The site is the first of its kind in the territory, ushering in a new era of e-commerce in the film industry.

Originally launched as a browsable catalog of Japanese films available to global VOD buyers in January 2019, the extensive redesign provides a complete, bilingual marketplace ecosystem where buyers can select films, negotiate the scope of rights with sellers, sign contracts, and request deliverables directly. Deals can be closed markedly faster than traditional film sales scenarios.

With Japanese releases having an extremely low reach of approximately 0.9% in the EU and 1.7% in Asia, Filmination Founder and CEO Hiroaki Kanamaru explains the business and larger industry motivations behind the relaunch:

"At present, Japanese films remain largely unseen globally. Filmination's new platform is the first to ever offer rights directly to buyers. Not only can they discover titles quickly, they can greatly reduce complex back-and-forth communications at a one-stop place to carry out deals from negotiations to deliverables. North America and Asia will represent a VOD market worth 6 trillion yen over the next decade, potentially accelerated by the effects of COVID-19. Filmination aims to provide Japanese films to meet that demand."

Filmination has leveraged its extensive ties to the film industry in Japan to provide major content holders an infrastructure to offer a wide range of films across all genres, from titles by respected directors with international festival accolades, to yet-to-be discovered gems.

In its previous formation, Filmination successfully negotiated overseas VOD sales deals for titles such as Sadao Nakajima's *Love's Twisting Path* (Rotterdam 2020), Rikiya Imaizumi's 2020 LGBT title *His*, Genta Matsugami's 2019 Slamdance award-winning festival circuit hit *Demolition Girl*, cult director Sabu's Moscow 2018 prize winner *Jam*, and late director Nobuhiko Obayashi's 2017 award-winning anti-war epic *Hanagatami* (Rotterdam, Shanghai). The platform currently offers over 1500 unique titles in its growing library, which is constantly updated by sellers.

With a mission statement of shining a light on independent films that have yet to find exposure overseas, filmmakers also have high expectations of the service. Director Jumpei Matsumoto, whose film *Perfect Revolution* screened at London's Raindance Film Festival in 2018 and other international events, commented on the chance for his/her film to find new audiences.

"I strongly support Filmination's activities to deliver the passionate fire of independent Japanese cinema to audiences worldwide, and in order for our films to become freer, deeper, and richer."

To promote potential hot acquisitions and give buyers a better idea of how films may be received, Filmination is partnering with overseas film festivals and platforms. Japan Connects Hollywood (formerly Japan Cuts Hollywood) which launches this year in Los Angeles from October 30th to November 1st, has established the "Filmination Award" in a cross promotion. Other overseas tie-up initiatives are also in the works.

Buyers interested in doing business through Filmination are able to join the platform free of charge by accessing the website listed below. Kanamaru offers an enthusiastic welcome: "We urge buyers around the world to try out Filmination and see what they've been missing."

Official Site:

<https://filmination.jp/en/index.html>

Press Inquiries:

<https://filmination.jp/en/contact.html>