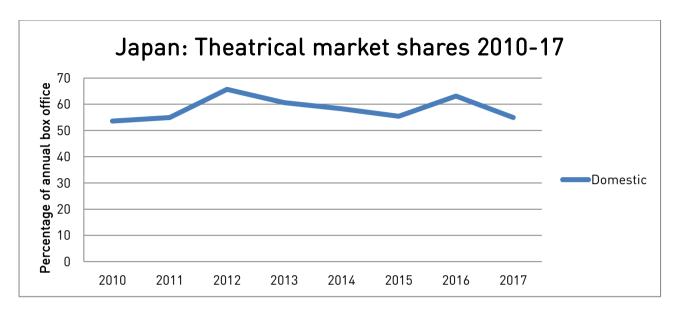
JAPAN

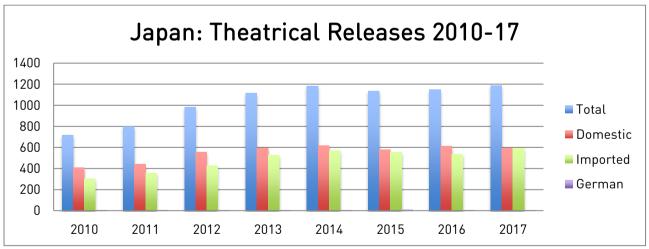
(Pop: 126.4 million; GDP: \$5.4 trillion)

(1) JAPAN: THEATRICAL MARKET OVERVIEW, 2010-17									
	2010	2011	2012	2013	2014	2015	2016	2017	
Screens	3,412	3,339	3,290	3,318	3,364	3,437	3,472	3,525	
Theatrical admissions (millions)	174.4	144.7	155.1	155.8	161.1	166.6	180.2	174.5	
Per capita attendance	1.4	1.1	1.2	1.2	1.3	1.3	1.4	1.4	
Box office (EUR millions*)	1,633.3	1,513.6	1,710.5	1,359.2	1,427.5	1,854.0	2,571.4	1,714.3	
Average ticket price (EUR*)	9.37	9.04	9.08	9.00	9.28	11.13	11.43	9.83	
Releases	716	799	983	1,117	1,184	1,136	1,149	1,187	
Domestic releases	408	441	554	591	615	581	610	594	
Imported releases	302	354	426	522	566	547	536	593	
German releases	6	6	4	5	6	8	3	4	
Domestic market share	53.6%	54.9%	65.7%	60.6%	58.3%	55.4%	63.1%	54.9%	
German market share	**	**	**	**	**	**	0.1%	0.03%	

^{*}EUR equivalents are calculated throughout at the exchange rate for December 31 of the year in question.

^{**}The gaps in the information on box-office figures for some, mostly smaller, films make it impossible to arrive at even a broad estimate for German films' market share from 2010 to 2015, but it is certainly less than 1%.





(2) JAPAN: THEATRICAL RELEASES 2010-17			
Title	Distributor	Release date	Box office US\$
2010 German films (100% or majority co-productions)			004
THE LAST STATION (Ger/Rus/UK) PANDORUM (Ger/US) ABSCHIEDSWALZER (re, Ger) WÜSTENBLUME (Ger/Aut) NORDWAND (Ger/Aut/Swz) DAS WEISSE BAND (Ger/Aut/It/Sp)	Sony Pictures Entertainment (Japan) Sony Pictures Entertainment (Japan) n/a Espace Sarou T-Joy Twin Co	11.09.10 01.10.10 29.04.10 25.12.10 20.03.10 04.12.10	397,492 73,489 86,825 83,338
2010 German minority co-productions			
RESIDENT EVIL: AFTERLIFE (UK/Ger/US) WHERE THE WILD THINGS ARE (US/Aus/Ger) LUFTSLOTTET SOM SPRÄNGDES (Swe/Den/Ger) MÄN SOM HATAR KVINNOR (Swe/Ger/Nor) NINJA ASSASSIN (US/Ger) ENTER THE VOID (Fr/Ger/It) LE PÈRE DE MES ENFANTS (Fr/Ger) FLICKAN SOM LEKTE MED ELDEN (Swe/Ger) CHÉRI (UK/Ger/US) LEBANON (Isr/Fr/Ger)	Sony Pictures Entertainment (Japan) Warner Bros. Japan GAGA GAGA Warner Bros. Japan Comstock Group/Tornado Film Crest International GAGA Cetera International Primewave Nexeed	10.09.10 15.01.10 11.09.10 16.01.10 06.03.10 15.05.10 29.05.10 11.09.10 16.10.10 11.12.10	55,248,614 4,835,265 83,330

2011 German films (100% or majority co-productions)

THE THREE MUSKETEERS (Ger/Fr/UK/US) NANGA PARBAT (Ger) DER ROTE BARON (Ger/UK) GOETHE! (Ger) MAHLER AUF DER COUCH (Ger/Aut) SOUL KITCHEN (Ger)	GAGA Face to Face Broadmedia Studios GAGA Cetera International Bitters End	28.10.11 06.08.11 21/05.11 29.10.11 30.04.11 29.10.11	25,141,291 246,217 131,074 130,937
2011 German minority co-productions			
UNKNOWN (US/Ger/UK/Fr) HANNA (US/UK/Ger) LA RAFLE (Fr/Ger/Hun) HJEM TIL JUL (Nor/Swe/Ger) THE GHOST (Fr/Ger/UK) ANTICHRIST (Den/Ger) UNCLE BOONMEE WHO CAN RECALL HIS PAST LIVES (Thai/Ger/FBAL (Tur/Ger) TOURNÉE (Fr/Ger) LOURDES (Aut/Ger) 2012 German films (100% or majority co-productions)	Warner Bros. Japan Sony Pictures Entertainment (Japan) Albatros Film Longride Japan Nikkatsu King Records Co Fr/Sp/UK) Moviola Alcine Terran Magic Hour Espace Sarou	07.05.11 27.08.11 23.07.11 03.12.11 27.08.11 26.02.11 05.03.11 02.07.11 24.09.11 23.12.11	2,780786 498,415 222,766 151,399 67,180
RESIDENT EVIL: RETRIBUTION (Ger/Can) PINA (Ger/Fr) A DANGEROUS METHOD (Ger/Can/UK/Swz) DER GANZ GROSSE TRAUM (Ger)	Sony Pictures Entertainment (Japan) GAGA Broadmedia Studios GAGA	14.09.12 25.02.12 27.10.12 15.09.12	48,573,020 1,048,639 214,075 149,187

2012 German minority co-productions

THE VOW (US/Brz/Fr/Aus/UK/Ger) IRON SKY (Fin/Ger/Aus) MELANCHOLIA (Den/Swe/Fr/Ger) CARNAGE (Fr/Ger/Pol) ANONYMOUS (UK/Ger/US) CAVE OF FORGOTTEN DREAMS (US/Fr/Ger/Can) GOOD (UK/Ger) LE HAVRE (Fin/Fr/Ger) POULET AUX PRUNES (Fr/Ger/Bel)	Sony Pictures Entertainment (Japan) Presidio Corporation Broadmedia Studios Sony Pictures Entertainment (Japan) Phantom Film Bitters End Broadmedia Studios Eurospace GAGA	01.06.12 28.09.12 17.02.12 18.02.12 22.12.12 17.02.12 01.01.12 28.04.12 10.11.12	1,619,266 734,508 318,868 299,231 80,441 48,902 38,595
2013 German films (100% or majority co-productions)			
CLOUD ATLAS (Ger/US) HINDENBURG: THE LAST FLIGHT (Ger) BARBARA (Ger) LUDWIG II (Ger/Aut) HANNAH ARENDT (Ger/Lux/Fr/Isr)	Warner Bros. Japan Toei Albatros Film Broadmedia Studios Cetera International	15.03.13 16.02.13 19.01.13 21.12.13 26.10.13	2,277,850 66,382 17,219 10,624
2013 German minority co-productions			
AMOUR (Fr/Ger/Aut) SONG FOR MARION (UK/Ger) KON-TIKI (Nor/UK/Den/Ger) PASSION (Fr/Ger) ONLY LOVERS LEFT ALIVE (UK/Ger/Fr/Cyp) DEN SKALDEDE FRISØR (Den/Swe/It/Fr/Ger) TODOS TENEMOS UN PLAN (Arg/Sp/Ger/US)	Longride Japan Asmik Ace Broadmedia Studios Broadmedia Studios Longride Japan Longride Japan Broadmedia Studios	09.03.13 28.06.13 29.06.13 04.10.13 20.12.13 17.05.13 12.06.13	975,945 183,625 149,760 111,491 105,238 72,913 49,111

2 DAYS IN NEW YORK (Fr/Ger/Bel) HOLY MOTORS (Fr/Ger) EN KONGELIG AFFÆRE (Den/Cz/Swe/Ger) TABU (Por/Ger/Brz/Fr) HANSEL & GRETEL: WITCH HUNTERS (US/Ger) BERBERIAN SOUND STUDIO (UK/Ger) WADJDA (Saudi/Ger) 2014 German films (100% or majority co-productions)	Albatros Film Eurospace Albatros Film Espace Sarou Paramount Pictures (Japan) Shochiku Albatros Film	27.07.13 06.04.13 27.04.13 13.07.13 19.07.13 26.10.13 14.12.13	13,580
DER TEUFELSGEIGER (Ger/lt)	Albatros Film	11.06.14	842,932
NIGHT TRAIN TO LISBON (Ger/Swz/Por)	Kino Films	13.09.14	295,273
DIE GROSSE STILLE (Ger)	TVD	12.07.14	117,797
LORE (Ger/Aus/UK)	Kino Films	11.01.14	
OH BOY (Ger)	Cetera International	01.03.14	
LOVE, ROSIE (Ger/UK)	Phantom Film	13.12.14	
2014 German minority co-productions			
LA BELLE ET LA BÊTE (Fr/Ger)	GAGA	01.11.14	9,348,990
RUSH (US/UK/Ger)	GAGA	07.02.14	5,451,088
THE GRAND BUDAPEST HOTEL (US/Ger)	Twentieth Century Fox Japan	06.06.14	3,219,230
POMPEII (Can/Ger)	GAGA	07.06.14	2,840,214
THE MORTAL INSTRUMENTS: CITY OF BONES (US/Ger/Can)	Presidio Corporation	19.04.14	342,556
MAPS TO THE STARS (Can/US/Fr/Ger)	Presidio Corporation	20.12.14	34,256
A MOST WANTED MAN (UK/US/Ger)	Presidio Corporation	17.10.14	28,703
PARADIES: HOFFNUNG (Aut/Ger/Fr)	Eurospace	22.02.14	
PARADIES: GLAUBE (Aut/Ger/Fr)	Eurospace	22.02.14	
MORE THAN HONEY (Swz/Ger/Aut)	Siglo Films	31.05.14	

POST TENEBRAS LUX (Mex/Fr/NL/Ger) THIRD PERSON (US/UK/Ger/Bel) THE LUNCHBOX (Ind/Fr/Ger) BETHLEHEM (Isr/Bel/Ger) A NAGY FÜZET (Hun/Ger/Aut/Fr) NYMPHOMANIAC: VOLUME 1 (Den/Ger/Fr/Swe/Bel) NYMPHOMANIAC: VOLUME 2 (Den/Ger/Fr/Swe/Bel)	Copiapoa Film/Fulmo Telmo Presidio Corporation Longride Japan The Klockworx Company Albatros Film Broadmedia Studios Broadmedia Studios	31.05.14 20.06.14 09.08.14 27.09.14 03.10.14 11.10.14 01.11.14	
HROSS Í OSS (Ice/Ger)	Magic Hour	01.11.14	
2015 German films (100% or majority productions)			
WHO AM I - KEIN SYSTEM IST SICHER (Ger) LAUF JUNGE LAUF (Ger/Fr/Pol) PHOENIX (Ger) MADAME BOVARY (Ger/Bel/US) IM LABYRINTH DES SCHWEIGENS (Ger) CLOUDS OF SILS MARIA (Ger/Fr/Swz) THE CUT (Ger/Fr/Pol)	Phantom Film Tohokushinsha Film Albatros Film The Klockworx At Entertainment Transformer Bitters End	12.09.15 15.08.15 15.08.15 17.07.15 08.10.15 24.10.15 26.12.15	102,589 97,494 34,795
2015 German minority co-productions			
AN (Jap/Fr/Ger) THE HUNGER GAMES: MOCKINGJAY - PART 2 (US/Ger) THE MONUMENTS MEN (US/Ger) BIG GAME (Fin/Ger/UK) THE PRESIDENT (Geo/Fr/UK/Ger) DIPLOMATIE (Fr/Ger) KVINDEN I BURET (Den/Ger/Swe) JAUJA (Arg/Fr/Mex/Ger/NL)	Elephant House Kadokawa Presidio Corporation Shochiku Synca Tokyo Theatres Magnet Communications Broadmedia Studios	30.05.15 20.11.15 06.11.15 15.08.15 12.12.15 07.03.15 24.01.15 13.06.15	3,814,149 1,759,381 1,064,988 258,631 92,496 92,496

THE CONGRESS (Isr/Ger/Pol/Fr/Bel) KIS UYKUSU (Tur/Ger/Fr) THE RETURN TO HOMS (Syr/Ger) EN DUVA SATT PÅ EN GREN OCH FUNDERADE PÅ TILLVARON (S LE MERAVIGLIE (It/Ger) THE VOICES (US/Ger) 1001 GRAM (Nor/Fr/Ger) FEHÉR ISTEN (Hun/Ger/Swe) MITA TOVA - THE FAREWELL PARTY (Isr/Ger) LIFE (Can/Ger/Aus/US) SHE'S FUNNY THAT WAY (US/Ger) 2016 German films (100% or majority co-productions)	Tofoo Films Bitters End United People we/Fr/Nor/Ger) Bitters End Hark/Ark Entertainment Pony Canyon Longride Japan Synca Asmik Ace GAGA Aya Pro	20.06.15 27.06.15 01.08.15 08.08.15 22.08.15 19.09.15 31.10.15 21.11.15 28.11.15 19.12.15	
RESIDENT EVIL: THE FINAL CHAPTER (Ger/Aus/Can) DIE VAMPIRSCHWESTERN 3 (Ger) ER IST WIEDER DA (Ger) COLONIA DIGNIDAD - ES GIBT KEIN ZURÜCK (Ger/Fr/Lux)	Sony Pictures Entertainment (Japan) Sony Pictures Entertainment (Japan) GAGA Nikkatsu Corporation	23.12.16 16.12.16 17.06.16 17.09.16	15,471,119 3,420,384 2,212,597 53,351
2016 German minority co-productions			
THE DANISH GIRL (UK/Bel/Ger/Den/US) BRIDGE OF SPIES (US/Ger/Ind) POINT BREAK (US/Ger) LES SAISONS (Fr/Ger) DE SURPRISE (NL/Bel/UK/Ire/Ger) COLLIDE (UK/Ger) MIEKKAILIJA (Fin/Ger/Est) RACE (Fr/Ger/Can)	Toho-Towa Twentieth Century Fox Japan Warner Bros. Japan GAGA Shochiku Asmik Ace Tohokushinsha Film Corporation Tohokushinsha Film Corporation	18.03.16 08.01.16 20.02.16 15.01.16 28.05.16 10.06.16 24.12.16 11.08.16	2,182,003 5,468,527 5,223,188 3,915,659 232,961 158,394 40,269 20,410

2017 German films (100% or majority co-productions)

VOYAGE OF TIME: LIFE JOURNEY (Fr/Ger/US)

Kino Films	26.08.17	234,692
The Klockworx	07.01.17	219,857
Albatros Film	08.07.17	26,379
Pony Canyon	07.02.17	
Showgate	27.01.17	1,305,507
GAGA	25.01.17	642,436
Eurospace	02.12.17	17,703
Tohokushinsha Film Corporation	12.05.17	
Longride Japan	21.10.17	
Alexea	14.10.17	
Moviola	16.12.17	
	The Klockworx Albatros Film Pony Canyon Showgate GAGA Eurospace Tohokushinsha Film Corporation Longride Japan Alexea	The Klockworx Albatros Film O8.07.17 Pony Canyon O7.02.17 Showgate GAGA C5.01.17 Eurospace Tohokushinsha Film Corporation Longride Japan Alexea 14.10.17

10.03.17

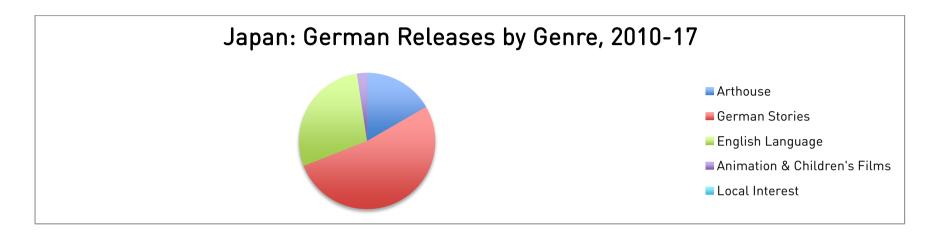
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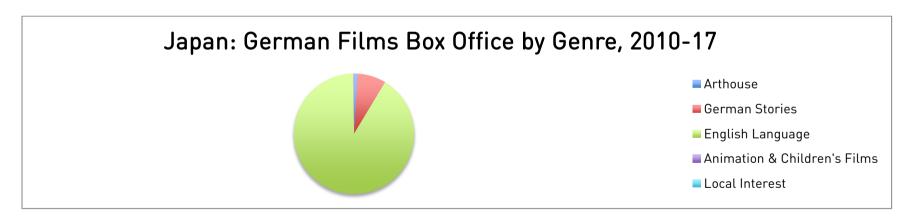
(3) GERMAN FILMS THAT HAVE TAKEN \$1 MILLION (THEATRICAL) IN JAPAN, 2010-17

	Box Office (US\$)	Estimated Admissions
RESIDENT EVIL: RETRIBUTION (2012)	48,573,020	4,050,000
THE THREE MUSKETEERS (2011)	25.141,291	2,131,000
RESIDENT EVIL: THE FINAL CHAPTER (2016)	15,471,119	1,656,500
DIE VAMPIRSCHWESTERN 3 (2016)	3,420,384	285,000
CLOUD ATLAS (2013)	2,277,850	184,000
ER IST WIEDER DA (2016)	2,212,597	184,000
PINA (2012)	1,048,639	87,000

(4) JAPAN: DISTRIBUTORS OF GERMA	N FILMS, 2	2010-17							
	2010	2011	2012	2013	2014	2015	2016	2017	Total
GAGA	-	2	2	-	-	-	1	-	5
Sony Pictures Entertainment (Japan)	2	=	1	-	-	-	1	-	4
Albatros Film	-	-	-	1	-	1	-	1	3
Cetera International	-	1	-	1	1	-	-	3	3
Broadmedia Studios	-	1	1	1	-	-	=	3	3
Kino Films	-	-	-	-	2	-		1	3
Bitters End	-	1	-	-	-	1	-	-	2
The Klockworx	-	-	-	-	-	1	-		2
Phantom Film	-	-	-	-	1	1	-	-	2
At Entertainment	-	-	-	-	-	1	-	-	1
Espace Sarou	1	-	-	-	-	-	-	1	1
Face to Face	-	1	-	-	-	-	-	-	1
Nikkatsu Corporation	-	-	-	-	-	-	1	-	1
Pony Canyon	-	-	-	-	-	-	-	1	1
Shochiku	-	-	-	-	-	1	-	-	1
T-Joy	1	-	-	-	-	-	-	-	1
Toei	-	-	-	1	-	-	-	-	1
Tohokushinsha Films	-	-	-	-	-	1	-	-	1
Transformer	-	-	-	-	-	1	-	-	1
TVD	-	-	-	-	1	-	-	-	1
Twin Co	1	-	-	-	-	-	-	-	1
Warner Bros. Japan	-	-	-	1	-	-	-	-	1

(5) JAPAN: GERMAN FILMS BY GENRE, 2010-17





(6) GERMAN FILMS IN JAPAN, 2010-17: AN ANALYSIS

An abbreviated report here, given the lack of information in some sections, particularly for films which had a limited box office career, and the lack of clarity on what is meant by 'releases' in the annual overview statistics provided by EIREN, the Japanese Producers' Association. EIREN publishes an annual English-language chart, but does not include any film grossing less than ¥1 billion (around EUR 770,000 at today's prices), which excludes most non-studio pictures. It is, therefore, possible to identify (most of) the German films and co-productions that open in Japan; but in 25% of the cases their box-office performance can only be identified as 'non-blockbuster'.

However, with not far short of \$100 million in box office revenue accruing to German films and majority co-productions from release in Japan between 2010 and 2017 and the fact that the territory is (after China) the biggest foreign market as identified by the MPAA, some comments are obviously called for.

Since Japan's economic boom began to falter two decades ago, the theatrical business has undergone some major changes, but seems now to have settled into a less powerful version of its former self. The key indicators in Section (1) are pretty much flat over the period surveyed, with the number of screens increasing by a little over 3%; and admissions see-sawing between 144 million and 180 million. Beyond this, it is hard to compare Japan with other territories, given EIREN's method of counting the number of films released annually, which gives totals double or treble that in most territories. How much of this refers to what is normally meant by theatrical releases it is hard to say.

With a population of 127 million, Japan commands attention, even if the core figures - 180 million admissions in 2016, less than in territories half the country's size like France or the UK - suggest that moviegoing is not as popular as it once was. Local films still play to large audiences - there were 38 of those taking more than ¥1 billion in 2016, while only 23 US films (and no RESIDENT EVIL: THE FINAL CHAPTER) passed the same milestone. The average market share for Japanese films over the eight years surveyed was just over 58%.

What is more, while Japanese audiences have always shown a preference for domestic product, with only the biggest of Hollywood blockbusters able to compete, the market for smaller films has been seriously squeezed, and what seems to have been hit hardest over the past 15 years is the arthouse sector. Long gone are the days when cash-rich Japanese distributors would buy up arthouse festival prizewinners - indeed, often pre-buy them with generous minimum guarantees.

The arthouse market in Japan itself has, then, shrunk dramatically, particularly in the last couple of years, although information is sketchy for 2017, and the country's arthouses - or 'mini-theatres' as they are known - have become much thinner on the ground. As a result, very few German films get a theatrical release in Japan (an average of under five a year) and those that are released play to limited audiences.

Moreover, the number seems to be declining. A box office take of ¥10 million (around EUR 75,000) is considered the threshold for success; only seven German films have achieved that in the period surveyed: THE THREE MUSKETEERS, RESIDENT EVIL: RETRIBUTION and RESIDENT EVIL: THE FINAL CHAPTER (both particularly popular in Japan, the first making it into the Top 10 in 2012, the second almost outpacing it when the post-holiday 2017 box office of \$20 million is taken into account) and CLOUD ATLAS, all English-language films with US or UK stars.

Beyond this it is hard to go. As previously stated, EIREN figures stop at ¥1 billion, while Japanese-language consumer site Tokyo Hive produces a weekly Top 10, but does not appear to aggregate these figures on an annual basis. And, again, the threshold excludes most German films. Local distributors, meanwhile, are unwilling to share figures, which doesn't give the impression of a booming business. We have carried out the usual by-genre analysis of German films opening in Japan, but with box-office figures unavailable for 11 of the 40 films, it must be regarded as incomplete. However, since it is the lower end of the box-office spectrum that is missing, a final figure of just over \$100 million for the eight-year period can be assumed to be fairly accurate, with almost 90% of it accounted for by three films: THE THREE MUSKETEERS and the two RESIDENT EVIL movies.

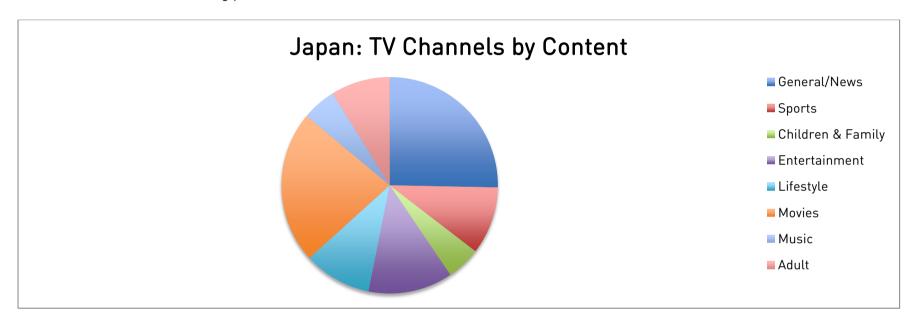
What works in Japan? Local movies (with nearly 60% of the market), Hollywood blockbusters and action movies. Extremely limited arthouse business, although PINA took over \$1 million in 2012. Mountaineering movies (NORDWAND and NANGA PARBAT) are noticeable, as are musical biopix (the 1934 film ABSCHIEDSWALZER, MAHLER AUF DER COUCH and DER TEUFELSGEIGER), but two or three titles does not really constitute a trend.

What doesn't work in JAPAN? German produced or co-produced children's animation, which are usually a mainstay. Here, there is none on either list. Even the reliable HEIDI drew few cinemagoers.

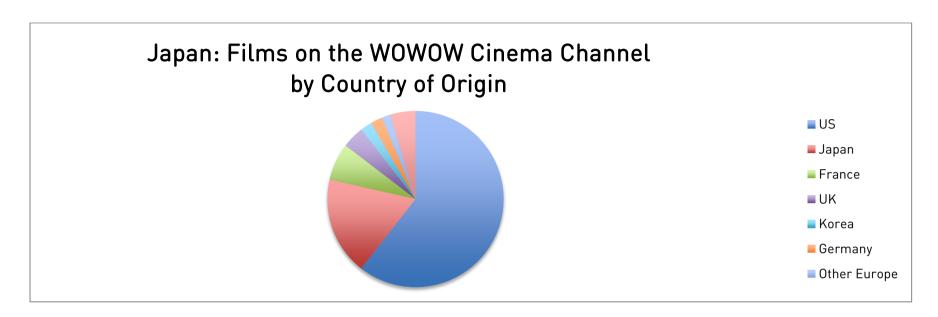
What else might appeal? The current policy of German film weeks seems the best way - if any exists - to get a foot further in the door of the lucrative but resistant Japanese market.

(7) GERMAN FILMS IN JAPAN, 2010-17: TV AND VOD

Japan is among the world's most sophisticated nations when it comes to TV, with almost any taste catered for (there is even a Pachinko channel for inveterate gamblers). The cross-section of channels in the table below is based on what is available on IPTV supplier Hakari TV. Movies, it will be noted, are a big part of the offer.



WOWOW is a privately owned Japanese broadcaster and pay-per-view channel running 24 hours a day, whose eclectic line-up to some extent reflects the golden age of Japanese arthouse programming. Although it offers three strands of viewing - 'Prime', 'Live' and 'Cinema' - titles tend to migrate fairly freely between one strand and the next. The chart below is based on the 'Cinema' channel, which is the one with most arthouse content, during one month. As far as we have been able to establish, all titles have previously been released theatrically in Japan. The seven German titles programmed were DIE ABHANDENE FRAU; CITIZENFOUR; COLONIA DIGNIDAD - ES GIBT KEIN ZURÜCK; ER IST WIEDER DA; FANTASTIC FOUR; RESIDENT EVIL: RETRIBUTION; and DER UNTERGANG.



For details of on-line VOD platforms available in Japan, see the appropriate appendix.

Of the distributors listed in Section (4) above who handled three or more German films and/or majority co-productions, several have their own VOD platforms or have deals with existing ones:

- the ubiquitous GAGA has had a streaming platform for its library of films since 2012;
- films handled by **Sony** will be available to downloaded from the Japanese branch of the studio.

(8) JAPAN: SOURCES AND ACKNOWLEDGMENTS

CIA World Factbook, XE.com, European Audiovisual Observatory, Rentrak, Nippon Cine TV Corp, Japanese Ministry of Internal Affairs and Communications, UniJapan, Motion Picture Producers Association of Japan (EIREN), Tokyo Hive, The Japan Times (online edition), Box Office Mojo.