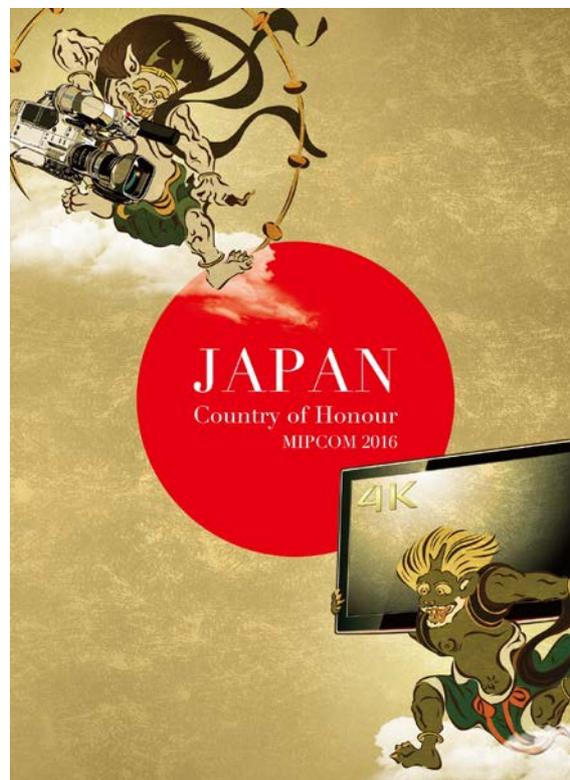


Press Release

JAPAN NAMED MIPCOM 2016 COUNTRY OF HONOUR

FOCUS ON 4K AND JAPANESE ANIMATION AS PART OF
NATIONAL SHOWCASE



Cannes, 5 April 2016 – Reed MIDEM today announces that Japan has been named the MIPCOM 2016 Country of Honour. [MIPCOM](#), the world's entertainment content B2B trade event, takes place in Cannes, France, from 17-20 October 2016.

The Country of Honour programme is organized in partnership with the Ministry of Internal Affairs and Communications (MIC). The focus of Japan's Country of Honour showcase in Cannes will be twofold. The rapid uptake of high-definition 4K broadcasting will be one area in the spotlight. According to research by Mitsubishi Research Institute, penetration of 4K television sets in Japan is poised to explode, from around 6% of households this year to more than half of the marketplace by 2020 – ahead of forecasts for either North America or Europe.

Japanese operators are already broadcasting in 4K via satellite, cable and IPTV. The 2020 Tokyo Olympic and Paralympic Games are due to be broadcast in not only 4K, but also 8K. Japan's production sector is also shifting widely to 4K, as witnessed by the programming on show at MIPCOM.

The second key focus will be on Japanese animation, with 2017 marking the 100th anniversary of the genre in Japan. Animation today accounts for 62% of Japan's TV programming exports. MIPCOM 2016 will feature a look back at the history of Japanese animation, and will introduce the latest shows on the international marketplace.

The MIPCOM Country of Honour event will also encompass presentations on Japanese tourism and cuisine.

"We are very proud that Japan is marking a new chapter in the history of MIPCOM as Country of Honour 2016. The Japanese television industry offers many exciting innovations, notably in the field 4K and High Dynamic Range Imaging, which we hope you will explore here in Cannes. Just as we hope delegates will appreciate the best Japanese animation has to offer, both past and present," said Mabito Yoshida, Deputy Director-General of the Information and Communications Bureau at Japan's Ministry of Internal Affairs and Communications, which is a partner of the MIPCOM Country of Honour event.

"This Country of Honour showcase will enable industry executives worldwide to appreciate the breadth and depth of Japanese TV output, as well as the cutting-edge innovations that are being tried and tested in the Japanese marketplace," said Laurine Garaude, Director of Reed MIDEM's Television Division.

About MIPCOM

*MIPCOM is the year's most anticipated global market for entertainment content across all platforms. Each October, the industry's major players converge in Cannes to turn every moment into an opportunity, transforming four days of meetings, screenings and conferences into deals, from blockbuster programming to ground-breaking partnerships. And **MIPJunior** is the leading showcase for kids programming, uniting the world's most influential buyers, sellers and producers the weekend before MIPCOM. Over two days, these influential players, along with publishers and licensing executives, present, discover and screen the very latest content, giving them the edge on concluding deals at MIPCOM.*

Please visit www.mipcom.com

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