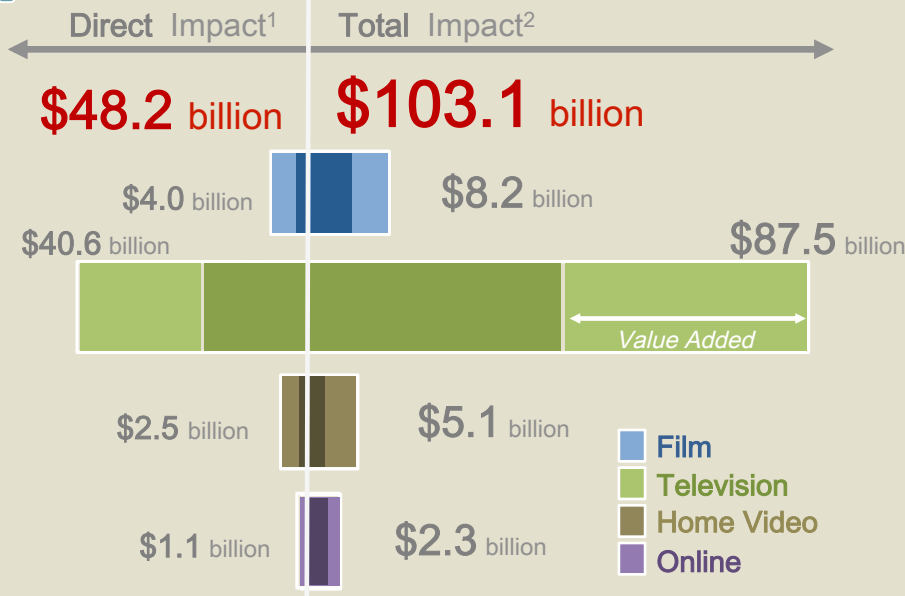
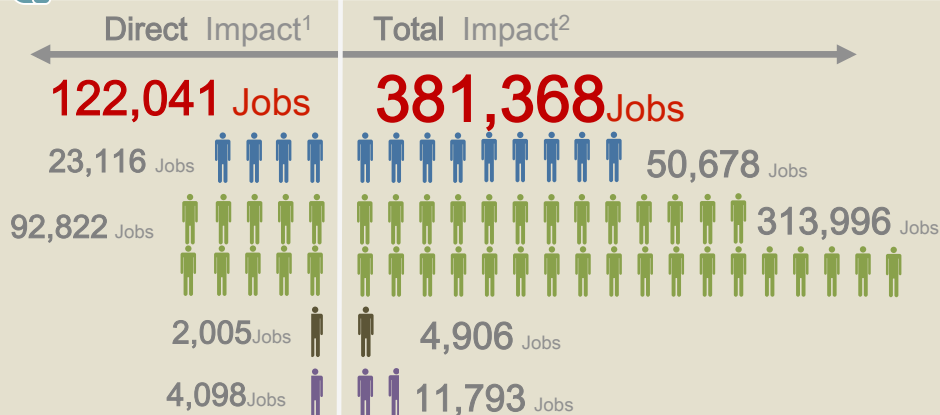


THE ECONOMIC CONTRIBUTION OF THE FILM AND TELEVISION INDUSTRY IN JAPAN

Gross Output



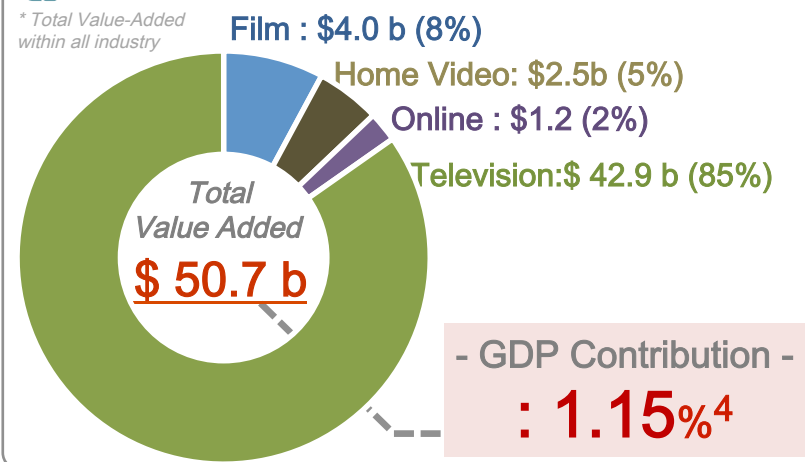
Employment³



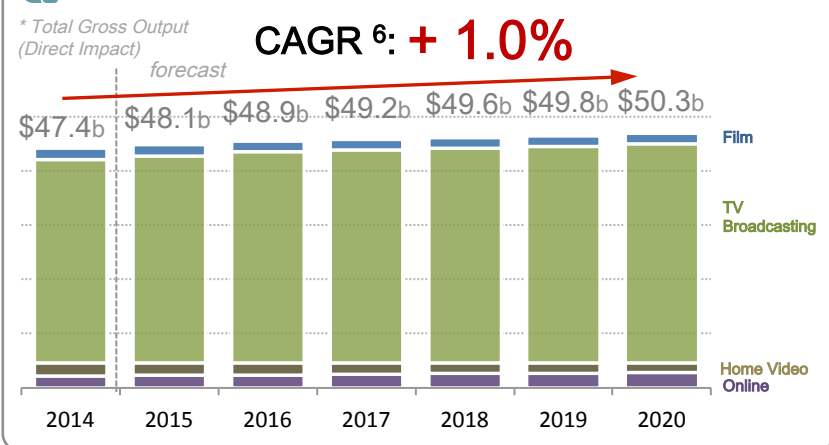
Definition of the industry

Film : Film Production, Distribution, Exhibition
 Television ; TV Production, Distribution, Broadcasting (Terrestrial / Satellite / CATV)
 Home Video : Retail, Rental (the figures are wholesale / shipment-based)
 Online : Internet Video services (ex. VODs) to TV/PC/Mobiles.

Value Added (GDP Contribution)



Market Outlook (Forecast)⁵



1 : Economic activity within the defined industries.
 2 : Includes Direct / Indirect / Induced economic impact. Indirect impact covers the economic activities within other industries which supplies to the defined industries. Induced impact covers the economic impact from consumption due to increase in labor income from direct / indirect impact.
 3 : Full-time Equivalent Employment
 4 : Based on Nominal GDP for 2014 (announced by the Cabinet Office)
 5 : Market outlook covers the distribution (consumption) market. It excludes Film & TV production / distribution market.
 6 : Compound Annual Growth Rate (2014-2020)

Currency rate : 110.1 Yen / US\$ (2014 year average)