



Digital Content Association of Japan

Profile of Activities

Digital Content Association of Japan

Greetings from the Chairman

In June 2024, the Intellectual Property Strategy Headquarters compiled a "New Cool Japan Strategy." The content industry was positioned as a key industry.

The strategy includes the following future initiatives for the content industry: "Gather more substantial data for overseas expansion and accelerate the PDCA cycle," "Enhance overseas business development capabilities," "Promote structural reforms to accommodate digital business," and "Strengthen human resources to support the content industry."

In this era of drastic changes in various events, new educational and industrial resources created by the fusion of digital and content technologies with new creative power are essential not only for Japan but also for the international community.

Fortunately, Japan has the power of integration and innovation in industry, government, academia, and the private sector. DCAJ will continue to work in an agile manner to be part of the new Cool Japan Strategy by leveraging its network of member companies, universities, and government agencies.

With your continued support and cooperation, DCAJ will become more dynamic than ever before.



Masahiro Kiyosumi
Chairman of DCAJ

Information dissemination from DCAJ

Through the following events and media, DCAJ will provide information on business trends in the content field, the latest content and related technology trends in Japan and abroad, and information on the content market.

- ◆ DCAJ seminars, symposiums and study groups
- ◆ Various surveys and research reports
- ◆ DCAJ e-mail magazine, website and SNS

Goals of DCAJ

We promote the creation, distribution and use of high-quality digital content which is essential to the current information society and aim at encouraging healthy development of digital content-related industries, improvement of culture, pleasant and rich life of people and international contribution.

History

- 1991: Multimedia Association of Japan established
- 1996: Multimedia Association of Japan and Nippon Computer Graphics Association merge to form Multimedia Content Association of Japan
- 2001: Multimedia Content Association of Japan and High-tech Visual Promotion Center merge to form Digital Content Association of Japan
- 2012: Digital Content Association of Japan converted to Digital Content Association of Japan, a general incorporated foundation

Outlines of Activities

◆ Research and Statistics/Digital Content White Paper

We maintain domestic and overseas content market statistics and also conduct research and study on particular subjects. Especially, we are continuously gathering and analyzing such business information as market statistics, recent market trends and legal environment of the content industry.



◆ Industrial Promotion

For further revitalization and globalization of Japanese content industry and promotion of human resources development in content-related fields, we advance such projects as business matching in advanced technology fields, seminars, symposiums and exhibitions on content-related technology. We will also promote people-to-people exchanges, which will lead to industrial development.



◆ International Development

We support the international expansion of the Japanese content industry through the following measures:

- Networking with government agencies and content companies in various countries and regions
- Researching and gathering information on overseas content markets and policies
- International expert exchange, business matching, and mutual PR of content technologies



◆ Technology Research

We conduct research on technology platforms which support the digital content industry and also disseminate the results of the research.





Ask DCAJ about Japanese Content Industry!
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