

Beat: Entertainment

## “JAPAN Named MIPCOM 2016 Country of Honour

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**USPA NEWS** - JAPAN has been named the MIPCOM 2016 Country of Honour, a Press Conference on September 21, 2016 was held at 'Le Café des Editeurs' in PARIS announcing it officially. The Country of Honour programme is organized in partnership with the Ministry of Internal Affairs and Communications (MIC)...

JAPAN has been named the MIPCOM 2016 Country of Honour, a Press Conference on September 21, 2016 was held at 'Le Café des Editeurs' in PARIS announcing it officially. 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.

Source : MIPCOM - Press Conference on September 21, 2016 at 'Le Café des Editeurs' in PARIS  
The World's entertainment content B2B trade event, takes place in Cannes, France, from 17-20 October 2016.

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