

Cool Japan Fund Inc.  
Tokyo, March 9, 2018

## **Investing in the Content Production and Japanese Content Distribution Business for Television Broadcast in the Republic of the Union of Myanmar**

Cool Japan Fund is pleased to announce an investment of approximately 16 million USD in a joint venture project for conducting content production by introducing up-to-date broadcast equipment and distributing Japanese content in Myanmar in cooperation with Japan International Broadcasting Inc. (JIB) and the Fund Corporation for the Overseas Development of Japan's ICT and Postal Services (JICT) through a major media conglomerate in Myanmar called Shwe Than Lwin Media Co., Ltd. (STLM), and its terrestrial broadcasting station Myanmar National Television (MNTV).

This enterprise will not only newly offer Japanese content to MNTV and other STLM's channels, which have broadcasted NHK's historical dramas such as *Sanadamaru and Atsuhime* as well as other programs from Japanese commercial TV stations, but also produce collaboration programs by using the Japanese television program formats.

Through distributing Japanese content in Myanmar, Cool Japan Fund aims to promote Japanese products and services, and contribute to strengthen the relations between both countries. There is also a potential ripple effect leading the increase of tourists from Myanmar to Japan in the future.

In Myanmar, the entry of private terrestrial television broadcasting station was approved in 2005 and with the spread of television sets and the improvement of the broadcasting legislation system, there is a strong expectation of market growth in media industry.

STLM is a major media conglomerate in Myanmar that owns a satellite broadcasting platform, three terrestrial broadcasting stations and a radio station. Among those multichannel broadcasting channels, MNTV, the terrestrial broadcasting station opened in 2014, has produced and broadcasted nationally famous television programs "*Myanmar Idol*", and also broadcasted NHK's historical dramas such as *Sanadamaru and Atsuhime* as well as other programs from Japanese commercial TV stations. It has also carried out joint concerts and events, for instance, "Japan Myanmar Pwe Taw" in collaboration with JIB and other Japanese companies.

Cool Japan Fund has decided to invest approximately 16 million USD for a new joint venture in Myanmar called "Dream Vision Co., Ltd." in cooperation with JIB and JICT. This investment will enable it to provide Japanese content to the well-known broadcasting channels and build new content production studios with up-to-date broadcasting equipment in Myanmar.

However, most importantly, this project will fully utilize Japan's long-standing experience in the broadcasting history, which enables the Myanmar-Japan joint venture to produce universal standard television programs by using Japanese television formats and Japanese content producing know-how.

Through this cross-border investment project, Cool Japan Fund aims to promote Japanese products and services, and contribute to strengthen the relations between Japan and Myanmar by evoking people's interest and a sense of affinity to Japan via influential terrestrial television broadcasting channels. There is also a potential ripple effect leading the increase of tourists from Myanmar to Japan in the future.

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Japan International Broadcasting (JIB)

Established: April 2008

Business Description: • Planning and production of television programs intended for international broadcast  
• Broadcasting internationally using satellite broadcast  
• Transmitting international television broadcasts using the Internet  
• Maintaining broadcast routes  
• Other duties related to international television broadcast

Location: Shibuya Ward, Tokyo

CEO: Yoshihiko Shimizu

Homepage: <https://www.jibtv.com>

the Fund Corporation for the Overseas Development of Japan's ICT and Postal Services (JICT)

Established: November 2015

Business Description: Supplying capital, dispatching specialists, and other aid to businesses related to foreign telecommunications and broadcast or postal services.

Location: Chiyoda Ward, Tokyo

CEO: Yoshiyuki Fukuda

Homepage: <http://www.jictfund.co.jp>

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