

PRE

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**PERFORMERS'
RIGHTS ENTRUSTMENT**



Introduction

Our organization has been entrusted by a large number of performers and right-holders involved in video & film performances to diligently take on management of performers' rights for neighboring rights and publicity rights. We are also responsible for the collection and distribution of the use fees incurred as a result of these activities.

Currently, the number of performers and businesses that have entrusted performers' rights to our organization is; 33,019 individuals and 1,576 businesses. (As of March, 2011)

Our country now faces a time of significant change, where we have seen the rapid growth and development of digital media such as the internet and mobile phones and this can also be seen in the circulation of various "contents" starting off with broadcast network programs.

With the advent of this age of major upheaval, to live up to the trust and expectations of all of the great number of right holders who have entrusted their performers' rights and to meet the requirements of video content users, starting with broadcast stations, we endeavor to diligently work on the major issues which are: securing performers' rights involving film and video performances and the actualization of the smooth circulation of "contents".

To accomplish these objectives, starting with the Center for Performers' Rights Administration (CPRA), all relevant performers' right-holder organizations, the broadcast industry, film & TV production companies that are considered users shall work together to enhance the cooperative ties among all of these entities. At the same time, in order to address the various issues surrounding performers, we hope to fulfill our social responsibilities by actively pursuing investigative research and promotional activities. We humbly ask all persons involved for your continued support and cooperation in our endeavors.

Performers' Rights Entrustment
President: Mr. Tsuneo Asahara

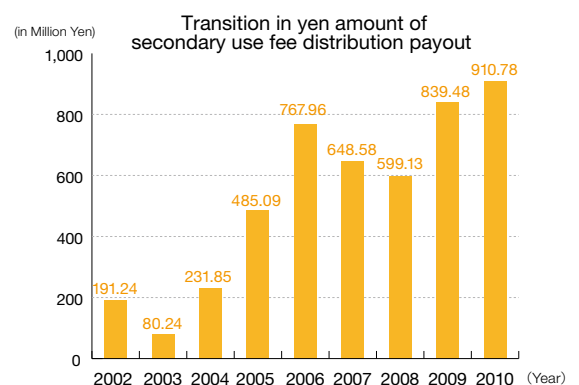
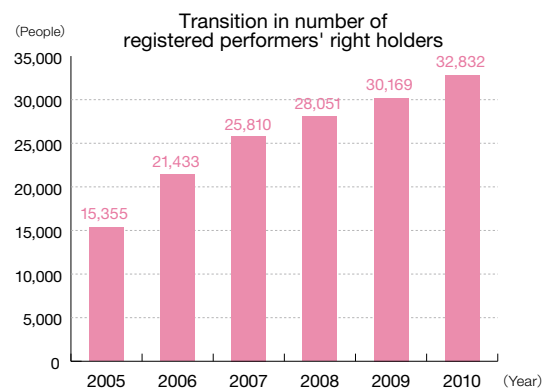
Performers' Rights Entrustment (PRE)

- Japan Actors' Association
- The Nohgaku Performers' Association
- Japan Film Actors Association
- Japan Comedy Actors Association
- Association of Japanese Theatre Companies
- Japan Theatrical Actors Association
- Japan Actors Union
- Nagoya Broadcasting Entertainer Association
- Kansai Actor's Council
- Japan Puppeteers Association
- Japan Entertainments management Entrepreneurs' Association
- Japan Modeling Agencies Association



HISTORY

2001	APR	15 organizations involved in film & TV performances joined forces to establish the Performers' Rights Entrustment with Mr. Michihiro Ikemizu appointed as the Representative Secretary.
	AUG	Operations begin after accepting applications for partial use of video works.
2002	MAY	1st PRE distribution payout starts.
	JUN	Number of right holders registered exceeds 10,000 people.
2003	JUL	Mr. Toshiro Moriya is appointed Representative Secretary.
	DEC	1st inaugural PRE seminar is held.
2005	OCT	Management of performers' rights WEB system (PREX) starts running. TV Asahi Corporation PREX introduction.
	DEC	Incorporation as a limited liability intermediary corporation.
2006	JAN	NHK (Japan Broadcasting Corporation) "PREX" introduction.
	MAY	Nippon Television Network Corporation "PREX" introduction.
	NOV	Number of right holders registered exceeds 20,000 people.
2007	APR	TBS (Tokyo Broadcasting System Television, Inc.) "PREX" introduction.
2008	JUL	Mr. Tsuneo Asahara is appointed President.
2009	AUG	Official registration changed to become a "General Incorporated Association" in accordance with Institutional Reform of Charitable Corporation laws.
	SEP	Fuji Television Network, Inc. "PREX" introduction.
	NOV	Distribution fee rates for making videogram and sale of broadcast programs lowered from 15% to 10%. Number of right holders registered exceeds 30,000 people.
	JAN	First inaugural issue of "Quarterly PRE".
2010	MAY	TV TOKYO Corporation "PREX" introduction.
	DEC	Homepage re-launched.



PRE'S WORKS

Collection & Distribution

- Operations to carry out fair handling of TV & film performances entrusted by performers and right-holders involved in TV & film performances on subjects pertaining to copyright related rights and publicity rights
- Operations to carry out fair handling of the collection and distribution of use fees generated by exercising rights

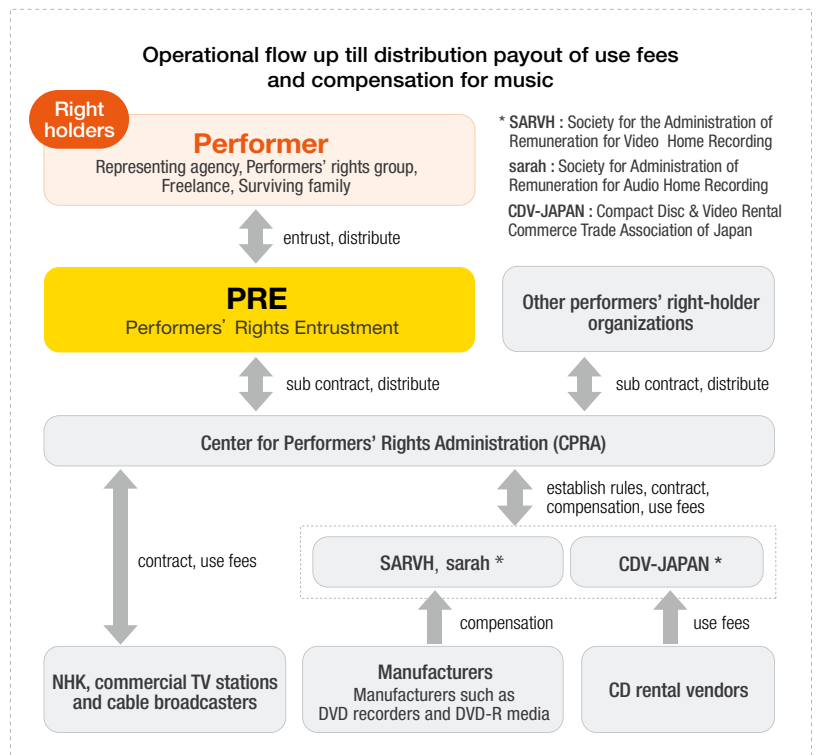
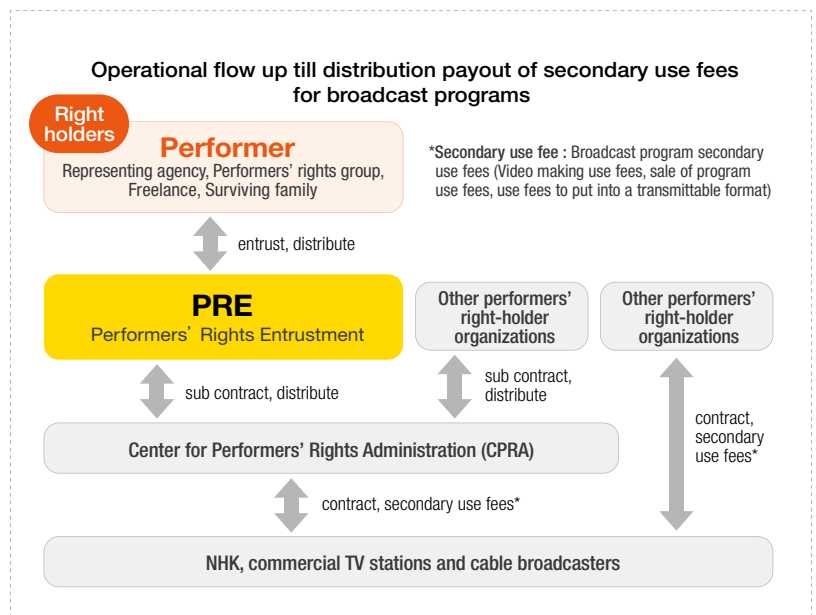
PRE carries out fair exercising of rights and handling of rights

In cases where programs that have already been broadcast on television are to be sold or distributed in other formats such as DVDs, over the internet, etc., we take a list of performers provided by the broadcasting station to carry out confirmation work with the right holders via the Center for Performers' Rights Administration (CPRA) and the audiovisual Rights management association (aRma). All registered members are notified of production works that are slated for DVD etc, release via emails or the public relations newsletter.

Additionally, we also handle rights directly between users such as broadcasting stations and PRE for partial use* of TV & film works and use of photos and publicity.

PRE carries out swift and accurate collection and distribution of secondary use fees

PRE collects secondary use fee of broadcast content such as sales of DVD, and music use fee such as CD rental fee via CPRA. And for partial use, PRE collects the secondary use fee from users such as broadcasting stations. PRE makes distribution payouts of secondary use fees 2 times a year in June and November. Payout in June is for work in the previous year from October to March and the payout in November is for work from April to September applicable to the use fees accepted and collected by PRE.



Here is a quick introduction of key activities carried out by PRE.

Promotion & Raising Awareness

- Promotional publicity activities pertaining to performers' rights and use circulation.

Publication of public relations newsletter

We issue a "Quarterly PRE" 4 times a year filled with interviews, activity report of PRE, Performers' rights industry related news and commentary regarding entitlement.



Quarterly PRE (Japanese only)

Transmitting Information via our Homepage

We transmit reports on PRE activities and Performers' rights industry related news etc. in real time via our homepage.



Homepage (Japanese only)
<http://www.pre.or.jp/>

Holding Seminars

We hold seminars on a wide range of themes such as "performers' rights on neighboring rights and secondary use" as well as "on activities being worked on by the broadcast industry".



PRE Seminar
leaflet

Investigations & Research

- Collection and management of data related to right holders of film & TV performances.
- Investigative research and release of findings on subjects pertaining to neighboring rights and publicity rights of performers.
- Investigative research and release of findings on subjects pertaining to the use and circulation of film & TV performances.

Partial Use of TV & Film Works and PREX (pronounced “preks”)

Partial use of TV & film works is defined as the reuse of new program by editing part(s) of a broadcast program that has been broadcast in the past. It mainly used in flashback specials of programs, videos to introduce guests appearing on a show, and variety shows. PRE accepts more than 3,000 applications and manage performers' rights for more than 11,000 right holders annually. (See figure 1).

Currently, PRE serves as the primary representative to accept use applications for partial use of TV & film works. We also work on facilitating the smooth use of video and film works that have been broadcast for which we collect and distribute the use fees in cases that they are actually used (See figure 2).

Partial use applications described here used to be primarily accepted by FAX in the past but to handle the growing number of applications received and to be sure to manage performers' rights speedily, we have developed and use “PREX”, an electronic licensing system that can process partial use applications using the internet (See “about PREX”).

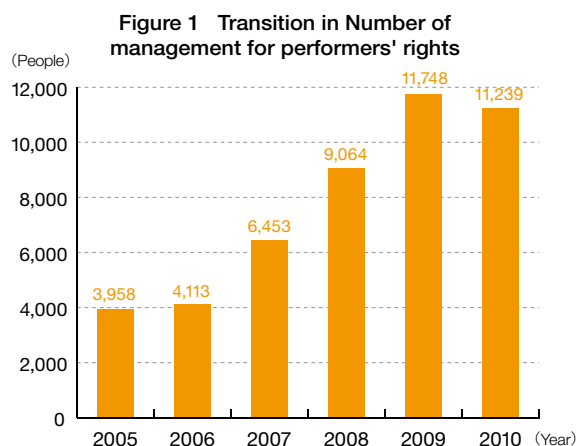
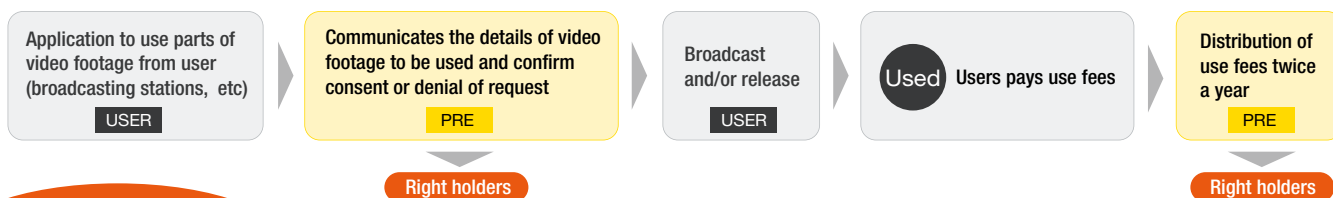


Figure 2 Steps to use fee distribution for partial use



about PREX

Applications for partial use are accepted using the internet for smooth and prompt processing of performers' rights.

When partial use applications were accepted primarily by FAX:

- “Don't know if the applicable person for partial use is registered under PRE until the application is issued”
- “Have to check by phone if the FAX made it through every single time”
- “Don't know the progress status of the application”
- “If the application document to PRE is lost, don't know if permission to use was granted or not, if it was actually used or not and if the use fees were paid or not”.

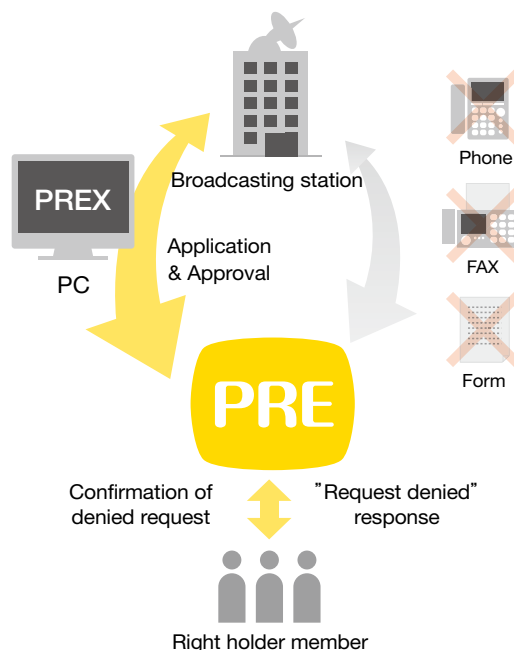
were just some of the inconveniences and problem points, which were plentiful, with faxing.

In order to solve these types of issues we started to work on the development of a licensing system using the internet with the support of broadcasting stations in 2004. Then in 2005, the electronic licensing system (PREX) was completed and was used for the first time by TV Asahi. After this the system has been introduced at NHK (Japan Broadcasting Corporation) and Nippon Television in 2006, TBS in 2007, Fuji Television in 2009 and TV Tokyo in 2010.

The broadcasting stations that are actually using PREX have said:

- “We can easily check if a person is a performers' right holder registered under PRE”
- “We can now check on the progress of applications made, anytime and anywhere there is internet available.”
- “We can check all applications made in the past and find out if permission has been denied and if payments have been made or not”.

So the system has been well received as these are just some of the positive comments about the system we have received. Even for PRE, the content being applied for can be quickly communicated to all of the performers' right holders involved and we can quickly see if any payments have not been made yet making it possible to distribute use fees promptly. Moving forward, we will make PREX more useable in managing performers' rights smoothly and promptly.





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