

Chapter 8

Policy Recommendation

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CHAPTER 8

Policy Recommendation

1. Discussion Process of Policy Recommendations

Based on the research described above, and the analysis results, the working group members discussed policy recommendations and the following opinions were proposed.

- The aim of a policy recommendation should be agreed and then detailed items would be considered.
- Detailed items mentioned below are essential: a common framework for content satellite account⁶, measures to lower the barriers for content market convergence, human resource development, funding schemes, antipiracy measures, easing import regulation.
- Even though a small market in a single country, establishing a bigger content market in the region and expanding businesses' scale can be expected through cooperation among member countries. Measures to create a bigger market are critical.
- of the first step towards realizing the above ideas would be active discussion and exchange of information among governments of member countries, followed by the promotion of concrete projects such as co-production.

⁶ OECD defines satellite accounts as follows. Satellite accounts provide a framework linked to the central accounts and which enables attention to be focussed on a certain field or aspect of economic and social life in the context of national accounts; common examples are satellite accounts for the environment, or tourism, or unpaid household work.
<http://stats.oecd.org/glossary/detail.asp?ID=2385>

Based on these opinions, in addition to the results of the research and analysis described in chapters 3 to 7, important items were identified and proposed as policy recommendations for this project. The details of the policy recommendations are introduced in the next section.

2. Policy Recommendations

[Policy objectives]

First, each country has its own content market contributing to its domestic economy. Through achievement of the potential for the content market in each country, more contribution to the domestic economy would be expected. (See Chapters 3 and 4.)

Secondly, in addition to domestic effort in each country, promoting content exchange and co-production inside the region would be expected to lead to more effective economic contribution. (See Chapter 5 and 7.)

The policy objectives were determined as described later based on these points of view.

[Policy recommendation]

1. Promotion of collaboration to establish and enhance content industries in each country

In the discussion of policy recommendations by working group, most members stated the necessity of increasing opportunities for sharing information and exchanging ideas. As a first step towards accomplishing two policy objectives, it is considered definitely important to extend these kinds of opportunities.

2. Reinforcement of factors in content industries in each country

Based on the discussion in the working group meeting, individual items of policy recommendation were proposed from the following four points of view: human resource development, business promotion, expansion of content trading, and effective use of new technologies.

2.1. Human resource development

The importance of human resource development was often suggested in interviews in each member country (See Chapter 7). It is essential not only to secure high level creators and professionals for the production process but to develop standard training programs. This is also important to support job creation, considering that human resources have in the past been developed through on-the-job training in many cases. Furthermore, easing business visa regulations and simplifying the procedures for travel abroad are also considered as critical for increasing the opportunities of co-production and employment in other countries.

2.2. Business promotion

The importance of increasing funding, and sharing business resources for localization of content to promote content business in each member country, were suggested by the working group. Even though industrial resources regarding planning, producing and distributing contents have been established to some extent in each country, fundraising and resources for distributing contents in other countries are still lacking. And through co-production more enhancement of planning and producing and consequent mutual growth are expected.

It is expected that strengthening these functions would bring further growth to the content market in each country. (See Chapter 7.)

2.3. Expansion of content trading

As stated in the policy objective, promoting content trade is also critical for the growth of the content industry in each country. (See Chapters 5 and 7.)

For the purpose of encouraging content trade, and dealing with copyright infringement, strong initiatives to disrupt the distribution of pirated content and

promote the trading of legal materials are urgently needed. Cooperation among member countries on anti-piracy measures, and the easing of regulations restricting legal content imports are desirable. (See Chapter 7.)

2.4. Effective use of new technology

Some members of the working group believed that while the content industry creates new markets through the development and use of new technologies, some existing content markets may decline.

While introducing new technologies is important for the growth of the content industry, further information-sharing and the exchange of ideas among governments and business operators in each country is considered as critical for the industry's growth. Promoting international standardization of the new technologies is also considered important for the growth of the content industry in the region.

Policy recommendation

[Policy objectives]

For the sake of the growth of the content industries in each country in the region the region's policy objectives should be:

- To achieve the potential that the content industries in each country have by utilizing the scale of the content markets and the assets of the content industries in each country
- To promote trade and cooperation among content industries in the region

[Policy recommendation]

1. Promotion of collaboration to establish and enhance content industries in each country
 - (1) Continuous effort to provide collaboration opportunities (GtoG, GtoP, PtoP)
* G: Governmental sectors P: Private sectors
 - (2) Standardization of frameworks and tools for quantitative evaluation, such as statistics relating to the content industries
 - (3) Enhancement of cooperative promotion policy for international co-production (bilateral and multilateral)
 - (4) Promotion of standardization of regulations and policy measures (for example: rules and customs related to international co-production)
2. Reinforcement of factors in the content industries in each country
 - 2.1 Human resource development
 - (1) Support for discovery and training of talented people
 - (2) Support for creation of employment in the media and content industries
 - (3) Development of training programs (to fill supply and demand gaps between academia and industry)
 - (4) Deregulation of personnel exchange (the visa problem) and simplifying procedures
 - 2.2 Business promotion
 - (1) Establishment and improvement of funding schemes (for example: introduction of incentive schemes for domestic and international funding)
 - (2) Joint provision of resources for content localization⁷ (for example: sharing information on companies, price lists and evaluations)
 - (3) Promotion of international co-production

⁷ Localization is a process of adapting a product or service to a particular language, culture, and desired local "look-and-feel."

2.3 Expansion of content trading

- (1) Creation of a common intellectual property system
- (2) Joint countermeasures against piracy
- (3) Deregulation of imports of legal content

2.4 Effective use of new technologies

- (1) Provision of opportunities for information sharing and exchange of ideas among governments and business operators of each country
- (2) Promotion of international standardization of new technologies