

# **Joint Statement of the 13th Trilateral Cultural Content Industry Forum**

## **1. Summary of the 13th Forum**

**1.1.** The 13th Trilateral Cultural Content Industry Forum was held virtually on November 5, 2020 by reason of the COVID-19 infection status. The forum, hosted and chaired by Japan, was attended by Ogasawara Yoichi, Deputy Director-General for IT Strategy, Ministry of Economy, Trade and Industry of Japan, Ma Feng, Deputy Director-General of Department of Industries Development, Ministry of Culture and Tourism of the People's Republic of China, Kim Hyunhwan, Director General of Content Policy Bureau, Ministry of Culture, Sports and Tourism of the Republic of Korea, and other participants from the industries and related government agencies of the three countries.

**1.2.** The three countries discussed the effects of COVID-19 on their respective cultural content industries, their content promotion and utilization measures after the outbreak, exchange through international trade shows and other events related to their cultural content, and measures for international collaboration between their private companies. They agreed to keep discussing, among others, these subjects in the future editions of the Forum for the continued collaboration of the related government agencies and industries, and pursue the following cooperative measures for the co-development of their respective cultural content industries.

**1.3.** The three countries reconfirmed that the Forum is highly significant as a place for continuous exchange of information on cultural content industry policies and trends, involving not only the governments but also the industries, and for the creation of new inter-industry business opportunities for their respective industries. They agreed to continue organizing the Forum on a regular basis by hosting it alternately.

## **2. Promotion and use of the cultural content for mutual content distribution in the three countries post COVID-19**

**2.1.** The three countries will identify the role of cultural content that supports society as a potential communication/entertainment tool for the new lifestyle of the post-COVID-19 pandemic period, and strive to enhance the social values of their cultural content industries by proactively disseminating information through events such as cultural content-related international trade shows that are held in the three countries.

**2.2.** The three countries will take various measures that aim for the sustainable development of their cultural content industries while exploring appropriate roles for cultural content in the post-COVID-19 pandemic period. Additionally, the three countries will share these initiatives among themselves to cooperatively develop their cultural content industries.

**2.3.** The three countries will share the information on the existing regulations concerning

their respective cultural content industries to clarify the regulations' content and to apply them properly. Furthermore, they will keep in close contact for the promotion of co-production and other forms of mutual exchange through collaboration with related government agencies in the cultural content industries.

### **3. Promotion of support for international collaboration in the cultural content industries of the three countries**

**3.1.** The three countries will strengthen international collaboration between their private companies by organizing the Forum concurrently with content-related events that provide opportunities for continuous exchange, including business matching, pitching, and seminars.

**3.2.** The three countries will encourage their industries to participate in the cultural content-related international trade shows and other events held in each country to further expand the network of cultural content-related companies and promote international exchanges such as an international co-production.

**3.3.** The three countries will promote lasting mutual exchange between their private companies through online international trade shows and other events related to cultural content in the post-COVID-19.

### **4. The next Forum**

**4.1.** The three countries have agreed that the People's Republic of China will host the next Forum. The Republic of Korea and Japan will positively support the People's Republic of China vis-à-vis the participation of related government agencies and industries in the Forum and the management of the Forum.

**4.2.** The three countries have agreed to hold the 14th Forum in 2021.

This joint statement has been adopted at the 13th Trilateral Cultural Content Industry Forum held on November 5, 2020 in Japanese, Chinese, Korean, and English, each text being equally valid. In case of any divergence in interpretation, the English text will prevail.