



Digital Content Association of Japan

Profile of Activities

Digital Content Association of Japan

What is DCAJ?

We promote the creation, distribution and use of high-quality digital content which is essential to the current information society and aim at encouraging healthy development of digital content-related industries, improvement of culture, pleasant and rich life of people and international contribution.

Greetings from the Chairman

Japanese content, including Manga, Anime, and game software, is loved and highly regarded by many people globally. However, the population of the recipients of content in Japan is expected to decline. It is an urgent issue to continue to promote Japanese content to the world and develop the content market.

Based on the current situation and challenges of the content industry in Japan, DCAJ will actively promote research and study on the latest trends in the content industry and content-related technologies that will pioneer the next generation, disseminate cutting-edge content-related technologies domestically and internationally, and support overseas development by participating in overseas exhibitions and interacting with overseas organizations.



Yoichiro Kawaguchi
Chairman of DCAJ

History

1991: Multimedia Association of Japan established

1996: Multimedia Association of Japan and Nippon Computer Graphics Association merge to form Multimedia Content Association of Japan

2001: Multimedia Content Association of Japan and High-tech Visual Promotion Center merge to form Digital Content Association of Japan

2012: Digital Content Association of Japan converted to Digital Content Association of Japan, a general incorporated foundation

Providing Information & Disseminating Achievement

DCAJ seminars and reports

DCAJ provides various information related to content through DCAJ seminars, symposiums, and other events, as well as through each report;

- ◆ information on new business models and new projects in the content field;
- ◆ information on trends in the content business;
- ◆ the latest information on content and trends in content-related technologies in Japan and overseas; and
- ◆ information on the content market

DCAJ e-mail magazine and website

DCAJ will distribute information on seminars, symposiums, events, and various other information related to the content field on an irregular basis through the DCAJ website, e-mail magazines, news from the secretariat, and other media.

Outlines of Activities

◆ Research and Statistics/Digital Content White Paper

We maintain domestic and overseas content market statistics and also conduct research and study on particular subjects. Especially, we are continuously gathering and analyzing such business information as market statistics, recent market trends and legal environment of the content industry.



◆ Industrial Promotion

For further revitalization and globalization of Japanese content industry and promotion of human resources development in content-related fields, we advance such projects as business matching in advanced technology fields, seminars, symposiums and exhibitions on content-related technology, and events to discover most advanced technology and recognize the inventors publicly.



◆ International Development

We help Japanese content industry develop internationally. For that purpose, we build a network with governmental agencies in charge of digital content industry and organizations and companies related to the industry in other countries and areas; promote research and study on the market and related regulations there; and hold exchange of experts and business matching between the Japanese content industry and those agencies, organizations and companies overseas.



◆ Technology Research

We conduct research on technology platforms which support the digital content industry and also disseminate the results of the research.





Ask DCAJ about Japanese Content Industry!
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