

FINEST SOUNDS



Seminar BIG IN JAPAN

Wednesday, 22 Nov 2017

Venue: Supernova Cinema

Baltic Film, Media, Arts and Communication School

Nova Building, Tallinn University

Narva Rd 27, Tallinn

Seminar Program

10:00 – 10:15 Opening words - representative of Music Estonia and Andres Jõesaar

10:15 – 11:00 [Koko Kondo](#), University of Westminster

Media Audiences: Local to Global.

The presentation will introduce how audience studies have been developed. Industry marketing research tends to focus on big data and quantitative methods, whereas the audiences research tends to focus on rather intangible aspects by examining dynamics of cultural experiences. This also leads to implications for international business, especially for marketing strategies.

11:00 – 11:20 **Ulrike Rohn**, The Centre of Excellence in Media Innovation and Digital Culture

Western content in Japan

The presentation will report on a research project that aimed at understanding audience demand for western or globally standardised media content in Japan. It also reports on the challenges and opportunities western media conglomerates have faced in Japan.

11:20 – 12:00 **John Williame**, [Small Fish Agency](#)

How to build an effective presence in the Far East when you are a band

Through a use case scenario (I Wear Experiment activities in Asia), the presentation will go through a number of essential criteria and best practise that helped the band to raise their visibility and toured successfully in the Far East within a 15-month period.*

12:00 – 13:00 Lunch

13:00 – 13:30 [Maret Nukke](#),

Looking for identity in ‘cultural supermarket’

Japanese music market could be generally divided into main-stream pop-music and alternative music scene the audiences of which share some common expectations. The presentation will discuss, first, in more general terms the urge of Japanese consumers to construct their identity through consuming products, and second, by giving examples from Japanese consuming culture and more specifically from entertainment industry and commercials there will be explained how the ‘products’ can be customized for the specific target group.

13:30 – 14:00 [Mikhail Fiadotau](#), The Centre of Excellence in Media Innovation and Digital Culture

Transmedia Strategies, Fandom and Peer Production in Japan

I will discuss two features of media entertainment in Japan. One, called "media mix," refers to a close interaction between different mediums: anime, manga comics, music, videogames, etc. The other feature is the prominence of so-called dōjin media: original and fan works made by enthusiasts, which are sometimes sold alongside (and may evolve into) mainstream media.

14:00 – 14:30 Presentation of the TLÜ students’ project

14:30 – 15:00 Feedback to students, discussion

End of the day

The Finest Sounds to Japan project aims at developing new cooperation models and cross-sectoral value chains between music sector and sectors already successfully exporting to Japan (e.g. Finnish and Estonian design, lifestyle brands and technology companies) in order to enhance both parties’ visibility and to boost sales in Japan.