

The largest international TV contents market: MIPCOM 2011

***“MIPCOM BUYERS’ AWARD for Japanese Drama”***

**Winner: *“Threads of Our Hearts”* NHK**

October 5<sup>th</sup> 2011, "Threads of Our Hearts" which is produced by NHK (Japan Broadcasting Corp.) won the "MIPCOM BUYERS’ AWARD for Japanese Drama" at MIPCOM 2011 (Organizer: Reed MIDEM) in Cannes, France.

The "MIPCOM BUYERS’ AWARD for Japanese Drama" is an award selected for excellent Japanese drama at the largest international contents exhibition, MIPCOM. The "International Drama Festival in TOKYO" had recommended 7 nominated dramas (below) and the award was selected by the jury. The jury members are contents buyers from all over the world who participate in MIPCOM 2011. MIPCOM recommended 15 contents buyers from France, Australia, Germany, Monaco, Poland, Russia, Serbia, UAE, China and Korea.



This award was established in 2009 as the Collaborative Project with MIPCOM. This year, the “MIPCOM BUYERS’ AWARD for Japanese Drama” ceremony was held at the Californie Theatre, Palais des Festival, Cannes on the day-3 of MIPCOM 2011 exhibition, from 12:00 am, October 5<sup>th</sup> (Japan time: 19:00 pm, October 5<sup>th</sup>). A number of guests from TV broadcast stations from all over the world, international contents buyers attended to

share the moment of the honored drama. Following the organizer’s speech and greeting from a member of the Executive Committee of International Drama Festival in TOKYO, Yoshiaki Yamada, a representative of the jury, Mr. Mathiue Bejot (France/ TV France) announced the winner of “MIPCOM BUYERS’ AWARD for Japanese drama”. Mr. Kazumasa Iida (Head of International Acquisition & Co-production, Program Department Center, NHK (Japan Broadcasting Corp.) received the award.

Moreover, there was the symposium; “West Meets East Buyers Panel” was held at Esterel room, Palais des Festival, Cannes. The panel discussion by European contents buyers was about the seven nominated dramas.

***“MIPCOM BUYERS’ AWARD for Japanese Drama”***

**Winner: *“Threads of Our Hearts”***

**NHK (Japan Broadcasting Corp.)**

Broadcast Period: November 27<sup>th</sup> 2010 (73 min.)

Cast: Yasuko Matsuyuki, Ryunosuke Kamiki, Mitsuki Tanimura, etc.

Scriptwriter: Yukari Tatsui

Executive Producer: Katsuhiro Tsuchiya, Tomoaki Iso

Director: Mitsuhiro Higashiyama



“Threads of Our Hearts” (NHK)

### ***Nominated Dramas:***

1. "99 Years of Love –JAPANESE AMERICANS–" [TBS Television, Inc.]
2. "Rebound" [Nippon Television Network Corp.]
3. "The Last Revenge" [TV Asahi Corp.]
4. "Marumo's Story" [FUJI TELEVISION NETWORK, INC.]
5. "Vanishing Flower" [TV TOKYO Corp.]
6. "Shitamachi Rocket ~Engineer vs Elite~" [WOWOW, Inc.]
7. "Threads of Our Heart" [NHK (Japan Broadcasting Corp.)]

### ***What is "MIPCOM"?***

"MIPCOM is the largest international TV contents exhibition that gathers professionals and specialists who manage television programs and various visual contents from across the world.

A number of participants will join MIPCOM to further expand business for producing contents, collaborated works, investments, distributors, buyers, etc.

### **International Drama Festival in TOKYO 2011 OUTLINE**

- Date                   October 24, 2011 (Mon) ~ October 25, 2011 (Tue)  
24 (Mon): Tokyo Drama Award Ceremony, Party @ Roppongi Hills  
25 (Tue): Symposium, etc. @ Roppongi Hills
  
- Organizer             Executive Committee of International Drama Festival in TOKYO
  
- Affiliated Body     The National Association of Commercial Broadcasters in Japan/  
TBS Television, Inc./ Nippon Television Network Corp./ TV Asahi Corp./ Fuji Television  
Network, Inc./ TV TOKYO Corp./ WOWOW, Inc./ NHK (Japan Broadcasting Corporation)/  
SKY Perfect JSAT Corp./ Motion Picture Producers Association of Japan, Inc./ Shochiku  
Co., Ltd./ Toho Co., Ltd./ Toei Corp./ KADOKAWA PICTURES INC./ Association of All  
Japan TV Program Production Companies/ Japan Association of Music Enterprises/  
Center for Performers' Rights Administration/ Visual Industry Promotion Organization/ ALL  
NIPPON PRODUCERS ASSOCIATION
  
- Cooperation        DENTSU INC. , HAKUHODO DY MEDIA PARTNERS INCORPORATED
  
- Co-organizer       Ministry of Internal Affairs and Communications  
Ministry of Economy, Trade and Industry
  
- Collaborative Project   TIFFCOM

#### **■■ Bureau of International Drama Festival in TOKYO ■■**

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