Creative Industries in Japan and their Discontents

Creative Industries in East and Southeast Asia

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What are ‘Creative Industries’ in Japan

Creative Industries（創造／クリエイティヴ産業）
-an administrative term
used primarily by the government
cf: Content Industries, Media Industries and Culture Industries

METI (Ministry of Economy, Trade and Industry)
The Creative Industries Promotion office
（クールジャパン室）, June 2010
Creative Industries & Cool Japan Project
METI Creative Industries Promotion Office (2012) Cool Japan Strategy クールジャパン戦略
Definition of ‘Creative Industries’ in Japan

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METI & Hakuhodo (2010)
H21中小企業支援調査(生活文化産業支援のあり方に関する調査)
The Research for Support of Small and Medium-sized Business (The Research of Ways of Supporting Life and Culture Industries)
Creative Industries in the UK


OVERVIEW

REVENUE
Estimated Total (£bn) 112.5 (1)

- Software & Computer Services (£bn) 36.4
- Design (£bn) 26.7
- Publishing (£bn) 18.5
- Television & Radio (£bn) 12.1
- Music (£bn) 4.6
- Film & Video (£bn) 3.6
- Art & Antiques Market (£bn) 3.5
- Advertising (£bn) 9.1
- Interactive Leisure Software (£bn) 1.0
- Designer Fashion (£bn) 0.6
- Performing Arts (£bn) 0.5
- Crafts (£bn) 0.4

REVENUE, EMPLOYMENT AND EXPORTS
The creative industries in the UK generate revenues of around £112.5 billion and employ some 1.8 million people. Exports contribute around £16.4 billion to the balance of trade, and the industries account for over 3% of GDP. In 1997-98, output grew by 16%, compared to under 6% for the economy as a whole.

(1) Figures may not appear to sum due to rounding.
(2) Gross revenue is £17bn from which £7.3bn as reported as revenue by other creative industries has been deducted to avoid double counting.
Definition of ‘Creative Industries’ in Japan

Gross Revenue of Creative Industries in Japan
45.2 trillion JPY
7.3%

Gross Revenue of All Industries
= 621.8 trillion JPY
92.7%

Gross Revenue of Car Industries
= 47.2 trillion JPY
94.6%

Number of Employees in Creative Industries in Japan
2,154,886
5.6%

Number of Employees in All Industries
= 40,128,576

in Car Industries
= 947,704

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A Crisis of Media and Culture Industries
From Culture Industries to Creative Industries

Culture Industries
1900-1980
Material (Re) Production

IT Industries
1970-
digitalization

Creative Industries
2000-
Immaterial Production
Emotional Labour
Culture Industries (Adorno/Horkheimer)

Superstructure/Base Structure
The Domain of Ideology
Culture as ‘Industrial (Factory) Products’
The Fordist Mode of Production
Standardization
Homogenization
The ‘National’ and fear of Fascism
Creative Industries

Incorporation into (the late) Capitalism
From IT to IP
Discursive Formation
Culture as Immaterial Products
The Post-Fordist Mode of Production
Differentiation
Flexibilities and Mobilities
The ‘Trans-National’ and fear of neo ‘Nationalism’
Problems of Creative Industries

A Widening Gap
between ‘Creative’ Rich and ‘Creative’ Poor
- Exploitation of Young Labour Force

‘Re-Nationalization’ of Creative Industries Policy against the process of Globalization
- Loss of Critical Edges

How can we understand the discursive formation of Creative Industries in relation to Power?
Animators Under the Labor Condition of Post-Fordism

Japanese Animators Today
Average Monthly Salary ￥94,000 ＝ (USD 1,175 )
(=500 Pictures x 186.9JPY, 10.3hrs/day, 25days/months)

73.3% of young animators live with less than ￥one million (USD 12,500) a year.

44.3% of Animators are their twenties. 
39.9% of them quit within 5 years.

芸能実演団体協議会（芸団協）調査 2005年
Japan Council of Performers’ Organizations 2005
Conclusion: Creative Industries and their Discontents in Japan

• Creative Industries: A New Role of the Government in the Age of Globalization/New State Capitalism

• A Gap between What the Government Promotes and What They define as ‘Creative Industries’

• Need for Re-defining Creative Industries

• Cool Japan vs. the Idea of ‘Tolerance’ in Creative Industries

• From Economic Projects to Social Educational Projects

• How can we solve problems in Creative Industries in relation to post-Fordist mode of production, neo-liberalist market economy and new state capitalism?