



October 25, 2010 (Mon) ~ October 28, 2009 (Thu)  
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## International Drama Festival in TOKYO 2010

Created 2 New Awards for "Tokyo Drama Award"

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The "International Drama Festival in TOKYO" created two new awards for "Tokyo Drama Award 2010" and will be given at the ceremony on October 25<sup>th</sup>. The summary is as follows:

### I. "Best Actor in Asia" ~ Lee Byung Hun ~

The "Best Actor in Asia" created this year is a separate award from the Personal Prize given to the actor of domestic titles, and will be awarded to the actor/actress who has shown exceptional acting talent in a non-Japanese Asian drama.

The first winner of "Best Actor in Asia" is Lee Byung Hun, Korean actor. His prominent performance in his masterpiece drama, "IRIS" and other his works have also broadcasted in the world. Many audiences support his acting and his wonderful career. Mr. Lee Byung Hun is coming to "Tokyo Drama Award 2010" Ceremony to be given the "Best Actor in Asia" on October 25<sup>th</sup>.



Lee Byung Hun

## II. “Asia Award “ ~Winner : “ J I N ” TBS Television Inc.~

Our aim in creating this new award is to help successful export of Japanese drama series by having Asian buyers choose the winner themselves. While the “Tokyo Drama Award” is chosen by the exporting side with the concept “Japanese dramas we (the exporters) want to show to the world,” the “Asia Award” will be given to series “that travel to markets outside Japan,” directly reflecting the opinions of those who have actually acquired before. With the “Asia Award,” we hope to give added international appeal and help winners to be exported successfully. We will also continue giving spotlight to excellent world-standard productions through the established “Tokyo Drama Award.”

Jury member were selected 30 buyers from Asian broadcasting contents buyers (China, Korea, Taiwan, Hong Kong, etc.) who regularly research and have actually purchased Japanese contents. The winner is “JIN” which is produced by TBS Television Inc.



“ J I N ”

### **International Drama Festival in TOKYO 2010 OUTLINE**

- Date           October 25, 2010 (Mon) ~ October 28, 2009 (Thu)  
25 (Mon): Tokyo Drama Award Ceremony, Party @ Meiji Kinenkan  
26 (Tue): Screening of Asian awarded dramas <China, India, Korea, and Singapore > ,  
Symposium @ Chiyoda Housou Kaikan  
26 (Tue) ~28(Thu): Contents Market co-organized by TIFFCOM @ 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

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