

## FILM MARKET ISSUES: THE CASE IS OVER

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The Japan film case is the story of two corporations: Fujifilm and Kodak each hold a similar world market share; each has a large share of its home market.

But for the last three years, Kodak has tried to use the U.S. Government and the World Trade Organization (WTO) to increase its market share in Japan.

### **Kodak has failed.**

There has never been any factual basis to support Kodak's claims about government intervention, market access or competition in Japan.

### **The WTO found that:**

- The Japanese Government did not affect film distribution in Japan.
- Regulation of large retail stores did not affect foreign film sales in Japan.
- Regulation of promotions did not affect foreign film sales in Japan.

### **The Japan Fair Trade Commission found that:**

- Most Japanese retailers either carry Kodak or can get it if customers want it.
- Japanese consumers know Kodak, but most have strong brand loyalty to Fujifilm.
- Fujifilm's conduct has been consistent with Japan's Anti-Monopoly Law.

### **The key to market success is commitment:**

- Fujifilm has invested billions in American manufacturing and marketing and has gained market share.
- Kodak makes nothing in Japan, has invested little there, and has cut its Japanese work force. Kodak's market share in Japan is stagnant.

**This summary of independent analysis will demonstrate that market forces, not government regulation, determine success in Japan's film market. As in film markets worldwide, effort and commitment drive success in Japan.**