

2nd Annual Global Forum
on Innovation, Creativity
and Intellectual Property
February 26, 2008
Mumbai, India

Creator to Consumer: Protecting Intellectual Property in Digital Age

Kenichi Osonoe, BANDAI Co., Ltd.



First Power Ranger Merchandizing in India (2007)



Schedule Until TV Broadcasting

- 4/1 5 **Start TV Program Propaganda & Toy Sales**
- 4/2 5 **Start Sales Campaigns**
- 5/1 **Start Events for Sales Promotion at Shops**

(Potential Viewer 80 millions)

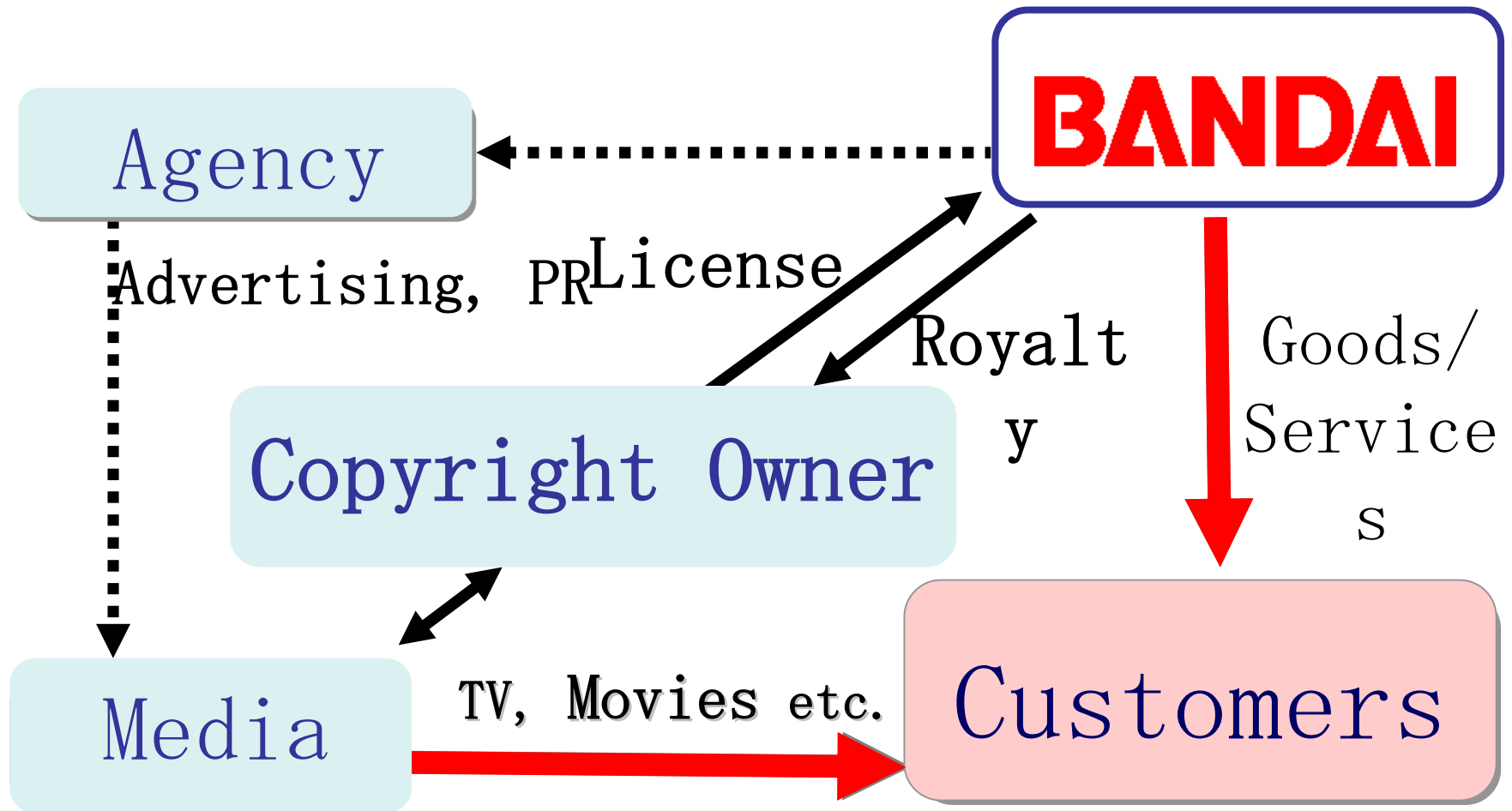
Broadcaster : JETIX



- 5/1 5 **Start TV Broadcast**

Distributing agent : NEW BOY Co., Ltd.

Merchandising Synchronizing with Media



Characteristics in Merchandising Synchronizing with Media

RISK

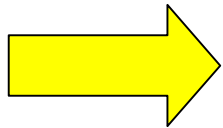
- Necessity of Coordination Among Various Stakeholders
- Long Preproduction Period for Contents, Goods and/or Services
- Difficulty in Demand Forecast
- Relatively Short Product Life

RETURN

- Chance of Mass Selling

Characteristics of Counterfeits and Pirate Products in Digital Age

- **Easy to Duplicate Products on Leading-edge IT, such as 3 Dimension Digitizer**
- **Easy to Pick Popular Products**
- **Easy to Meet Customer Demand Quickly**
- **Relatively Small Investment**



Sales of Genuine Products

Suffer Serious Damage

Activities Against Counterfeiting and Piracy

- **Enforcement Based Upon Trademarks, Design Patents and Trade Dresses**
- **Registration of Copyrights and Applied Arts on Goods**
- **Cooperation Activities as an IIPPF Member**

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