

April 4, 2023

Keio University  
Fuji Television Network, Inc.  
Netflix, Inc.

**Keio University, Fuji TV, and Netflix to Hold Endowed Lecture on  
the Current State and Future of the Content Business  
– Learning the Latest from Professionals in the Field –**

The Institute for Journalism, Media & Communication Studies at Keio University (Minato-ku, Tokyo; Director: Atsushi Sawai), together with Fuji Television, Inc. (Head office: Minato-ku, Tokyo; President: Koichi Minato; hereinafter “Fuji TV”) and Netflix (Japan office: Minato-ku, Tokyo) will hold an endowed course on the current state and future of the content business. The course is scheduled to start on **Friday, April 7, 2023**.

### 1. Background

The Institute for Journalism, Media & Communication Studies will hold an endowed course at Keio University’s Mita Campus in April 2023 on the subject of the current state and future of the content business. The course was designed in collaboration with Fuji TV and Netflix, in the context of our globalized society and the current demand for education and research related to the Japanese content business.

Two industry experts are deeply involved in the planning and teaching of this course. The first is Sumiko Mori, who has a background as a political and economics reporter and Washington, D.C. bureau chief at Fuji Television Network before her current post handling new overseas business development and content sales in the Global Business of Fuji TV’s Content Business Development, Programming and Production Department. The second lecturer is Yoshitaka Sugihara, the Director of Public Policy at Netflix.

Drawing on years of actual experience, the course will be full of practical lectures, and many professionals who are active at the forefront of the content business will be invited as guest speakers.

### 2. Outline

The goal of this course is to provide students with a firm grasp on the terminology and concepts relevant to the content business as well as give an overview of the challenges the industry faces, and to equip students with the ability to formulate and propose business ideas.

This course will not only cover the current realities and issues facing the television industry and streaming services, but will also discuss copyright in movies, dramas, anime, news, and other content sectors—touching on government involvement, the secrets of popular South Korean content, and how hit dramas are created—with insights from guest speakers from Fuji TV, Netflix, film companies, as well as government officials (tentative). In the final session of the semester, students will work in groups and submit video or PowerPoint presentations that summarize what they have learned in the course.

While this is an Institute for Journalism, Media & Communication Studies course, it is open to students from other faculties and graduate schools, as we believe that this is a field that should be of interest to students from a wide range of backgrounds.

**Professor Hidemi Suzuki, Vice Director of the Keio University Institute for Journalism, Media & Communication Studies**

Calling all Keio students who are interested in the content business! This endowed course might be perfect for you. This course will be offered in the Spring Semester on Fridays, 2nd period. It is open to all Keio University students, not just research students at the Institute for Journalism, Media & Communication Studies. The course will be capped at around 40 students. Applicants will be asked to submit a 500-character essay in Japanese explaining why they want to take the course. The final selection will be made at the end of the first application period. To prepare for the selection process, we encourage prospective applicants to have think over the spring holiday of a compelling reason as to why they want to take this endowed course.

**A word from Sumiko Mori, Global Business, Content Business Development, Fuji TV**

During the COVID-19 pandemic, we were trying to come up with ways to make contributions to society through educational activities for the younger generation. The idea for this course came together after consulting Yoshitaka Sugihara from Netflix, a longtime friend of mine. We are very excited to be able to offer this course with the full support of our CSR department. We hope that students will share our excitement of working in the content business, which delivers Japan's soft power to the world.

**Details of the endowed course**

Course title	The Current State and Future of the Content Business — The latest from professionals in the field —
Theme of the course (tentative)	Overseas development in the content business, government involvement, copyright, the creative process, the broadcasting industry environment, and the current state of the Japanese market.
Course duration	2023 Spring Semester, 14 sessions
Location	Keio University Mita Campus
Instructors	Hidemi Suzuki (Professor, Institute for Journalism, Media & Communication Studies, Keio University) Sumiko Mori (Fuji TV) Yoshitaka Sugihara (Netflix)
Eligibility	Keio students, approximately 40 (tentative)

\*Please direct any requests or inquiries to the contacts listed below.

\*This press release has been sent to the MEXT Press Club and the social and educational news departments of other media outlets.

For inquiries on this course:

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Source of this release

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