



# Celebrating Japan-CARICOM Friendship Year 2024

## Japanese Animation Lecture: "Japanese Animation and the Content Industry" by Dr. Mitsuteru TAKAHASHI



**Professor Takahashi** is Dean of the Faculty of Digital Communication at the **Digital Hollywood University** in Japan and will present on the theme "**Japanese Animation and the content industry**".

He is an expert in the media and content field and is involved in technical and vocational education and training in the content development industry in various countries. He has published several books on topics such as media theory, content industry theory and anime studies.

**Content development** is fundamental to the **animation industry** and other digital industries as it provides opportunities to conceive, plan, produce, and distribute digital content to achieve business goals. This lecture features the economic and marketing aspects of Japanese content development in the animation industry and its effect on the lifecycle of content from its conceptualization to its impact on potential customers.

- **Date: Friday, March 1, 2024**
- **Time: 10:00 AM to 11:30 AM**
- **Venue: Daphne Joseph Hackett Theatre (Queen's Park)**
- **Theme: Japanese Animation and the Content Industry**



**Register now** by sending your name to: [culture@rt.mofa.go.jp](mailto:culture@rt.mofa.go.jp)  
**Registration will close as soon as capacity is reached.**