

Publication of "Guidelines on Ensuring Fair Transactions between Performers, etc. and Talent Agencies, Broadcasting Companies, etc., and Record Companies"

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Cabinet Secretariat
Japan Fair Trade Commission

Content such as anime, music, broadcast programs, movies, games, and manga are assets that our country can be proud of, and with technological advances, the source of content competitiveness is shifting to individual creators. On the other hand, much content is not produced solely by individual creators, and collaboration between creators and related businesses is also expected to continue to be important for content creation and increasing the competitiveness of content.

Based on the Content Industry Revitalization Strategy (formulated and specified in the Cabinet decision on June 21, 2024, "Grand Design and Action Plan for a New Form of Capitalism, 2024 Revised Edition"), the Japan Fair Trade Commission (JFTC) conducted a "Fact-Finding Survey on Transactions, etc. between Performers in the Fields of Music and Broadcast Programs, etc. and Talent Agencies (Survey on Ensuring Fair Transactions to Support Creators)" regarding contracts, etc. between performers (artists, actors, entertainers, etc.) in music, broadcast programs, etc. and their respective talent agencies, and published a report on the survey in December 2024.

Furthermore, in light of the fact that the Content Industry Revitalization Strategy calls for the creation of guidelines with a view to ensuring the fairness of contracts, etc. between performers and talent agencies, and based on the contents of the above-mentioned survey report, the Cabinet Secretariat and the Japan Fair Trade Commission have jointly formulated and are now announcing the "Guidelines on Ensuring Fair Transactions between Performers, etc. and Talent Agencies, Broadcasting Companies, etc., and Record Companies," as shown in Appendix 1. These Guidelines set out specific approaches from the perspective of promoting business relationships, etc. that encourage appropriate return of profits to performers and sound activities, etc. of those involved in the content industry, as well as compliance with the Anti-Monopoly Act, etc. A summary version of the Guidelines is provided in Appendix 2, key points are provided in Appendix 3, and a list of consultation services for performers and talent agencies is provided in Appendix 4.

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