

Porn Stars in 3-D Lure Consumers to New Sony, Panasonic TVs *

Written by Mariko Yasu and Maki Shiraki

June 2 (Bloomberg) -- Porn star Mika Kayama is at the frontier of a push to develop videos and content in Japan that Sony Corp. and Panasonic Corp. need to lure customers for their new 3-D televisions.

Kayama and Yuma Asami, the top actresses of adult-movie maker S1 No.1Style, will star in the country's first DVDs for the 3-D format TVs, providing content analyst Yuji Fujimori says can trigger the success of the new sets. Sales of adult videos in Japan were 108.6 billion yen (\$1.2 billion) in 2009, according to Takashi Kadokura, an economist who runs Yokohama-based BRICs Research Institute. That represents about 30 percent of the overall video market in the nation, according to Kadokura.

"Adult videos will likely be an incentive for consumers to buy a 3-D TV," said Fujimori, at Barclays Capital in Tokyo. "It's worth paying attention to the move because it's lack of content that's hindering expansion."

Closely-held S1 No.1Style will offer "3D X Mika Kayama" on June 7 and "3D X Yuma Asami," Japan's first pornographic titles in the new format, on June 19 to coincide with the release of Sony's 3-D Bravia models, with more titles to follow this year, according to the producer, who uses the professional name of Sakon.

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