



License

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Pokémon Business Division



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What is Pokémon ?

Starting with the 1996 blockbuster gameboy software Pokémon Red and Green, a wide range of content such as Pokémon card games, TV animation, movies, and in recent years, mobile apps have been developed.

Working with the blockbuster Pokémon content, this division is engaged in video production and the merchandising management window.

Video production business

Producing a wide range of videos related to Pokémon since the TV animation that started broadcasting in 1997. We also work on 'Pokémon the Movie' that has been released every year since then, and variety shows that deliver the latest information on Pokémon in an incredibly entertaining way.

Merchandising business

We manage licensing for merchandise in Japan. Pokémon celebrated its 30th anniversary in 2026. By partnering with numerous manufacturers to produce merchandise, we ensure that fans can find Pokémon products in a wide variety of retail settings. Through these merchandise offerings, we are committed to ensuring that Pokémon continues to be loved by everyone.