



Media Division

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Global Business Division

Overseas sales of programs



Major Second
©Takuya Mitsuda, Shogakukan/NHK, NEP, ShoPro



Duel Masters King
TM and ©2020, Wizards of the Coast, Shogakukan, Mitsui/Kids, ShoPro, TV TOKYO



RIN-NE
©Rumiko Takahashi, Shogakukan/NHK, NEP, ShoPro

Overseas development of characters



Detective Conan
©Gosho Aoyama/Shogakukan, Yomiuri TV, TMS1996



Inuyasha
©Rumiko Takahashi/Shogakukan, Yomiuri TV, Sunrise 2020

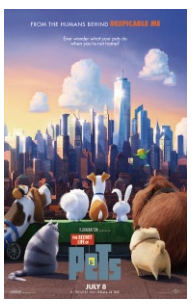


Zo Zo Zombie
©ShoPro/Spin Master Ltd. ©Yasunari Nagatoshi/Shogakukan


Character development of overseas contents



Despicable Me Minions
TM & © Universal Studios



Pets
TM & © UNI



SING
TM & © UNI

Overseas sales of domestic works

At Shogakukan we sell many works to overseas TV stations and distribution companies. These include animation produced in-house, mainly in Asia and Europe and the United States. We also license commercial products to overseas manufacturers, and develop events such as character cafes and pop-up shops.

We are able to introduce Japanese content to countries around the world, and in addition to the domestic market, we are developing the character business with the aim of further expanding our work.

Domestic sales of overseas works

Overseas conventions give us the opportunity through introductions from overseas companies to acquire works, or to import high potential contents into Japan.

As an agent for overseas content, we also focus on overseas character business for the domestic market, such as domestic commercialization, sales promotion development, and holding events in cooperation with the copyright holder.

Business Development

Making full use of our company's domestic and overseas distribution & licensing business networks, we will focus on generating co-producing opportunities, product sales business including EC and construction of new schemes for joint production business, and business investment with overseas companies aiming for expansion of our character business. We are taking on the challenge of creating a new value chain that is different from the traditional licensing business that our company has focused on for many years.