



Media Division

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Media Business Division

Ohasta



©ShoPro・TV TOKYO

Jump Channel



Saikyo Jump Channel



TV program production

We plan and produce Ohasuta, an information variety program for children that started in October 1997 and has been broadcast for more than 20 years (every Monday through Friday at 7:05 a.m. on the TV Tokyo network).

We also plan and produce content for YouTube, mainly for the digital content business YouTube channels ShoPro Channel, Ohasuta Channel, Corocoro Channel, and Chao Channel, as well as channel operation and secondary operation of animation works.

Digital Contents Business

We plan and operate digital contents, mainly for the YouTube channels "Jump Channel" and "Saikyo Jump Channel".



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Domestic Licensing Business Division



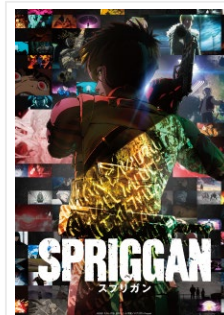
©Rumiko Takahashi, Shogakukan /
"URUSEIYATSURA" production committee



©Kanehito Yamada, Tsukasa Abe/
Shogakukan / "Frieren" Project



©Kenjiro Hata, Shogakukan /
Tonikaku Committee



©2021 Hiroshi Takashige, Ryouji Minagawa-
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Helek Production Committee



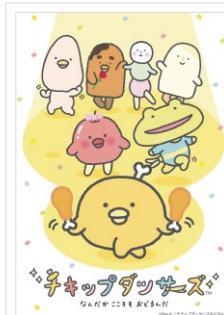
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© JAKDF 3rd Division
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©Onigunsou/SHUEISHA,
Monogatari Project



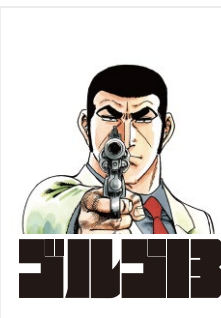
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©chikomaru



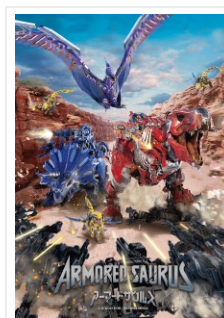
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©Kizuna no Allele Partners

Character copyright management business

The Licensing Division is responsible for managing character copyrights, mainly for Shogakukan and Shueisha intellectual property.

As a company that acts as a contact point for merchandising rights, we not only market characters to manufacturers and advertising agencies for merchandising and promotional use, but also develop a total strategy for the characters, including events and pop-up cafes.

We supervise work for planning, designing, and prototyping products and other items, and strive to make sure that the products and policies we apply will please the fans, while getting approval from the various parties involved.

In addition, we are working with the Global Business Department to expand domestic character products and businesses worldwide, centered on Asia.

Currently, we are dealing with more than 700 characters.

In addition to characters which represent Japan, such as "Ninja Hattori-kun," "GOLGO13" and "Urusei Yatsura," the company is actively involved in a wide variety of content and original projects, as well as manga and anime works. This includes the Shueisha production "SPYxFAMILY," the very popular "CHICKIPDANCERS" and "Duel Masters" for children, and the Shogakukan Illustrated Book NEO series.



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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



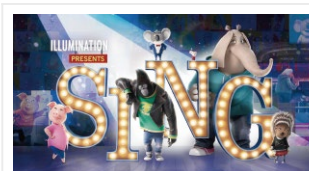
Despicable Me Minions

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

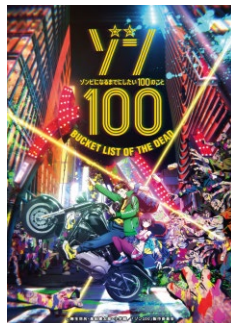
Making full use of our company's domestic and overseas distribution & licensing business networks, we will focus on generating co-producing opportunities, product sales business including EC and construction of new schemes for joint production business, and business investment with overseas companies 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.



Media Division

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Anime Production Division



©Haro Aso, Kotaro Takata, Shogakukan/Zom100 Project



©Mitsuru Adachi/MIX MEISEI STORY Project2023



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©Onigunsou/SHUEISHA, Mononogatari Project



©Yasuki Tanaka/SHUEISHA, Summer Time Rendering Project



©2022 Yugo KOBAYASHI, Shogakukan/Aoashi Project



©Tomohito ODA, Shogakukan/Itan H.S.



©Takahiro Arai, Goshō Aoyama/Shogakukan, DETECTIVE CONAN ZERO'S TEA TIME COMMITTEE

Planning and production of animated works

We plan and produce numerous animation works, mainly based on original manga by Shogakukan and Shueisha.

We have been specializing in works for children and families, in the future we are planning to create a variety of animation projects that will be enjoyed by a wider range of customers, including adult animation fans, so please keep your eyes out for this!

Main production work in the past

- "Lets & Go" series
- "Duel Masters" series
- "Mirmo de Pon! " series
- "Kirarin☆Revolution" series
- "Major" series
- Danchi Tomoo
- RIN-NE
- MIX
- "SHINKALION" series
- Bakuman.
- The Disastrous Life of Saiki K.



Media Division

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Pokémon Business Division



©Nintendo・Creatures・GAME FREAK・TV Tokyo・ShoPro・JR Kikaku ©Pokémon

Pocket Monster - shortened to 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 also manage product commercialization in Japan. We work with a wide range of manufacturers and businesses so they can develop and make available Pokémon products. These are loved by everyone; from babies to parents, and are made available through a variety of sales channels.



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Doraemon Business Division



©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK



Doraemon Waku Waku Sky Park



Doraemon Future Department Store



Doraemon licensing business

Doraemon Business Division is responsible for managing licensing and consumers, plus retail marketing for Doraemon for the global market. Doraemon's serialized comics first appeared in Shogakukan's magazines for children in 1969. Since then Doraemon has created a worldwide fan base across many generations and has become recognized as a representative character from Japan. Doraemon celebrated his 50th anniversary in 2020.

In recent years, Doraemon licensed products have been actively developed not only for children, but also new consumers from pre-school to adults; covering three generations. As part of this expansion we are also promoting Doraemon through new branding.

In addition, on December 1, 2019, the first official shop "Doraemon Future Department Store" opened in Tokyo and has become very popular with both local fans and visitors from overseas.

We keep working to attract Doraemon fans from around the world with a wide variety of products.



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DETECTIVE CONAN Business Division



©Gosho Aoyama/Shogakukan, Yomiuri TV, TMS 1996

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Detective Conan's Licensing Business

The Detective Conan Division oversees all consumer products, promotional and location-based entertainment licensing for the popular Japanese IP, "Detective Conan".

We partner with various licensees for merchandising and promotional use, as well as teaming with specific strategic partners for events and pop-up cafes.

Throughout the process of supervising the planning, design and prototyping of products, our mission is to delight the fans with the guaranteed quality of our licensed products.

The Detective Conan theatrical movies, which are released every spring, are a highly successful movie series that has spanned more than two decades, delighting fans around the globe.

Through the Global Business Division, we are able to replicate our local licensing strategies and successes overseas, to reach fans all over the world.

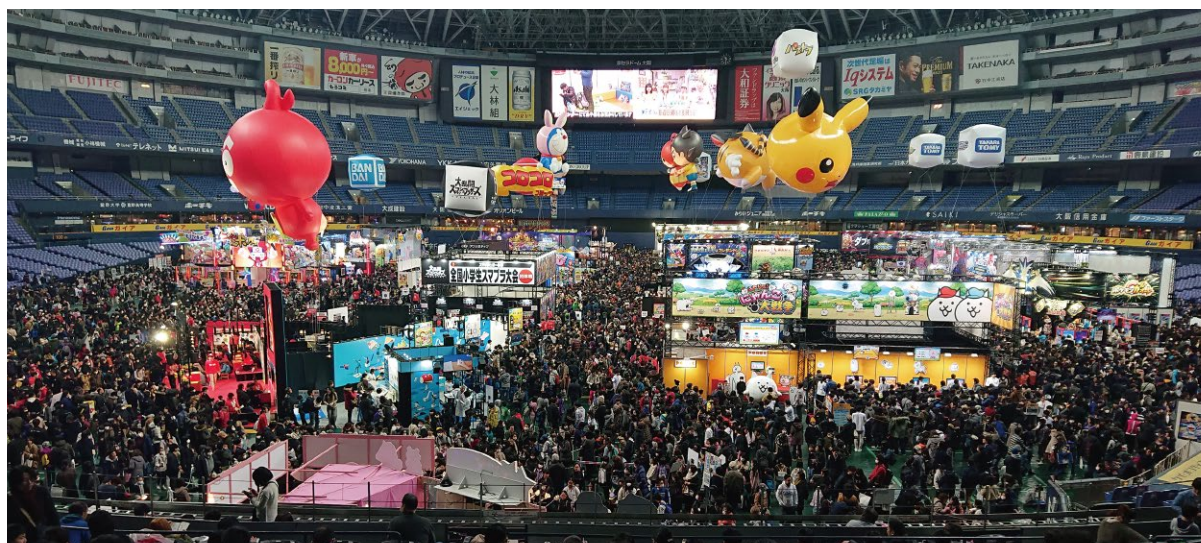
In collaboration with education-related divisions, we launched a correspondence education service called "Detective Conan Seminar," in April 2021. We continue to deliver high-quality educational services to children leveraging the collaboration of "Conan" and "Education."



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Event Promotion Division



▲New Generation World Hobby Fair



©Shogakukan



©2015-2020 DMM GAMES/Nitroplus



©1997-2022 青山剛昌/名探偵コナン製作委員会



©S/CD



©ShoPro・TV TOKYO



©一般社団法人ジュニアプログラミング推進機構



©模図かずお ©模図かずお/小学館
Photo: Ken Kato



©Shogakukan

Planning and management of character events, etc.

We plan, produce and manage events for children and adult featuring various characters from Japan and abroad, including works by Shogakukan and Shueisha.

There are a wide variety of events, from character exhibition events held at large venues to small-scale events such as movie tie-up events, costume greetings, shows, photo sessions, and rallies across Japan.

In addition, we hold exhibitions of original drawings relating to books such as manga and magazines, reader service events, sales promotion events, and product promotion events for toy and game products of each company.

In addition to events for characters and kids, we also hold lectures for adults, cultural lectures, and food and drink related exhibition events.

In addition to in-person events, we are also actively engaged in online events such as exhibitions, live stage shows, and lectures.



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Publishing Division



Batman: Ghost Stories
© & TM DC



X-Men by Jonathan Hickman Vol. 1
© 2023 MARVEL



The Story of Marvel Studios
© 2023 MARVEL



What we know and don't know
about animals
© ShoPro 2022



Doraemon Calendar 2023
© Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei,
and ADK



Pokémon Calendar 2023
© Nintendo・Creatures・GAME FREAK・
TV Tokyo・ShoPro・JR Kikaku © Pokémon



SPYxFAMILY Calendar 2023
© Tatsuya Endo/Shueisha,
SPYxFAMILY Project



Detective Conan Calendar & Widget
©Gosho Aoyama/Shogakukan,
Yomiuri Television, TMS 1996

Production and sales business of books and calendars

The Publishing Division plans, produces, and sells books and calendars.

In terms of books, under the "ShoPro Books" label, we publish a wide range of books that meet public needs, including international comics, non-fiction, books for children, art books, business books and so on.

In particular, we have been translating and publishing American comics since 1994, such as "Batman," "Spider-Man," and "The Avengers," which have recently been turned one after another into a movie series.

In January 2021, we concluded a master agreement with Marvel Entertainment, LLC. We are authorized to publish Japanese translations of all Marvel comics in Japan, including digital distribution.

Regarding calendars, we plan, produce, and sell calendars featuring characters such as "Doraemon," "Pokémon," and "SPYxFAMILY."

In addition, we are actively engaged in developing new content, including the smartphone application "Detective Conan Calendar & Widget" and the official e-commerce website "ShoPro Books online store".



Media Division

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Mail Order Sales Division

LIFETUNES MALL



LIFETUNES MALL



SERA I



BE-PAL



DIME



Waraku



Shogakukan Department Store



Kajin Biyori



kuumaA



WHISKY MEW



ShoPro Mall

Planning, development and sales of mail-order products

We operate Shogakukan's comprehensive mail-order site "LIFETUNES MALL" where we plan and sell mail-order products that take advantage of the characteristics of magazines published by Shogakukan.

[Related magazines]

"SERA I," "BE-PAL," "DIME," "Waraku," "Shonen Sunday," "Sunday GX," "GAGAGAWIRE," "CoroCoro Comic" etc.

In addition, we publish the mail-order catalogs "Shogakukan Department Store" and "Kajin Biyori" six times a year for "LIFETUNES MALL" members. Tune your life toward fun! We deliver to the homes of many of our members carefully selected catalogs of only the things that touch their hearts and can be loved for a long time. Products that make their hearts flutter just by looking at them, things that make their lives more enchanting the more they use them, and limited edition products that can only be purchased here.

ShoPro also has its own e-commerce site "kuumaA" a website for the Monozukuri Project, that plans and sells products produced by artists, and a whisky specialty site "WHISKY MEW" that plans and sells original bottles of whisky with cartoon labels. We also plan and operate the official website "ShoPro mall", focusing on original ShoPro products.



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Anti-Piracy Office

Cooperating Organizations



Authorized Books of Japan



Intellectual Property Information



Response to copyright infringement

In order to protect intellectual property and eliminate infringements, we take measures to detect, identify, and stop illegal content, such as unauthorized products and pirated animation.

In recent years, the development of the Internet has led to a situation where illegal content is scattered around the world.

We gather information daily in order to understand the laws of not only Japan but also other countries, and respond to disturbing illegal content.

An example of this is "Doraemon", for which we manage commercialization. We prevent infringing goods from entering the market by patrolling, not only physical stores, but also Internet shopping and auction sites, completing customs registration procedures, and accepting authenticity appraisals from the police.

In addition, regarding pirated anime of Pokémon, we monitor video posting sites around the world with the cooperation of Pokémon rights holders, and respond with injunctions and cease and desist orders according to the content.

In addition, we also support other IP works managed by our company, depending on the situation.

We support the development of content culture by protecting the interests of authors and respecting the feelings of fans.