



Media Division

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Media Business Division

Ohasta



©ShoPro-TV TOKYO

Tomipla World Norinori Times!!



©TOMY

Jump Channel



Saikyo Jump Channel



Acquisition Elementary School Student M&A-kun



©買取小学生M&Aくん/  
ShoPro・FUNNYMOVIE

Television Program Production

We plan and produce “Ohasuta,” a long-running children’s information variety program that began in October 1997 and is soon to celebrate its 30th anniversary (broadcast every Monday through Friday from 7:05 a.m. on TV Tokyo).

In fiscal 2025, we are commissioned to produce a new children’s information variety program “Tomipla World Norinori Times!!” (TV Tokyo affiliate, to be broadcast every Sunday morning from 8:30 a.m., starting April 5, 2025).

We are also involved in a wide range of business activities arising from the program, such as events, goods, and corporate collaborations.

Digital Contents Business

We are involved in a variety of media work centered on digital media, including planning, production, operation, and advertising on platforms such as TikTok and X, as well as YouTube channels such as “Jump Channel”, “Saikyou Jump Channel”, and “Nori-sta Channel”.

We are also developing the sales promotion of “Acquisition Elementary School Student M&A-kun (Ma-kun)” and appeared on the “Saikyou Jump Channel” last fiscal year.



Media Division

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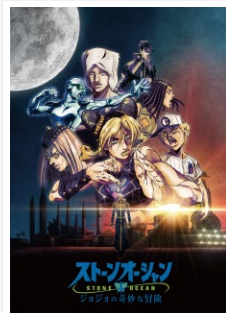
Domestic Licensing Business Division



© Tatsuya Endo/Shueisha, SPYxFAMILY Project



©Kanehito Yamada, Tsukasa Abe/Shogakukan/“Frieren” Project



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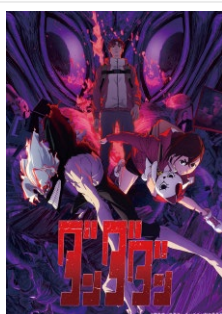
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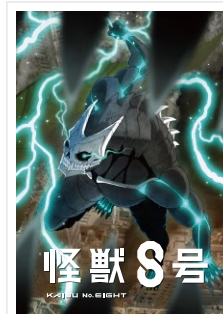
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©VISUAL ARTS/Key/Torishiro Island Tourist Association



© Aki Akimoto, Hakusensha / Mechanical Marie Production Committee



© JAKDF 3rd Division © Naoya Matsumoto/SHUEISHA



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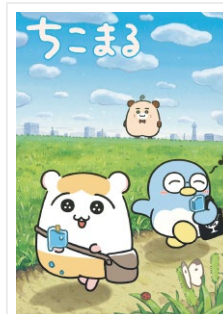
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©Robinson Haruhara.Hirakei/SHUEISHA, The Third Knight Order of the Royal Army



©Fujiko®, SHIN-EI, SHOGAKUKAN ©Fujiko®, SHIN-EI, CHUOKORON-SHINSHA



©chikomaru

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 “Uruseiyatsura”, 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 “CHICKIP-DANCERS” and “Duel Masters” for children, and the Shogakukan Illustrated Book NEO series.



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Global Business Division

Overseas sales of programs



**Zom100**  
©Haro Aso, Kotaro Takata,  
Shogakukan/Zom100  
Project



**Aoashi**  
©2022 Yugo KOBAYASHI,  
Shogakukan/Aoashi  
Project



**Tis Time for  
Torture  
Princess**  
©Robinson Haruhara,  
Hirakei/SHUEISHA,  
The Third Knight Order of  
the Royal Army



**YAIBA:  
Samurai Legend**  
©Gosho Aoyama/  
Shogakukan/YAIBA  
Samurai Legend  
Project



**Ranma1/2**  
©Rumiko Takahashi,  
Shogakukan/Ranma1/2  
Project



**Summer  
Pockets**  
©VISUAL  
ARTS/Key/Torishiro  
Island Tourist  
Association

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

Overseas sales of domestic works

At ShoPro we sell many works to overseas TV stations and distribution companies. Mainly in Asia and Europe and the United States these include animation produced in-house. 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.

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.



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**Anime Production Division**



©Gosho Aoyama/  
Shogakukan/YAIBA Samurai Legend Project



©Rumiko Takahashi, Shogakukan/Ranma1/2 Project



©VISUAL ARTS/Key/Torishiro Island Tourist Association



©Robinson Haruhara,Hirakei/SHUEISHA,  
The Third Knight Order of the Royal Army



© Yasuki Tanaka/SHUEISHA, Summer Time Rendering Project



TM and ©2024, Wizards of the Coast,  
Shogakukan, WHC, ShoPro



©Haro Aso, Kotaro Takata, Shogakukan/Zom100 Project



©Tomohito ODA, Shogakukan / Itan H.S.



©2022 Yugo KOBAYASHI, Shogakukan/Aoashi Project

**Planning and production of animated works**

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

We are planning to present a variety of animation projects for a wide range of customers, from kids and families to adult animation fans, so please stay tuned!

**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.
- Monogatari
- Kizuna no Allele



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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 licensing business**

The Doraemon Division is responsible for overall licensing operations for the merchandising and promotional activities of not only Doraemon, but also other characters created by Fujiko F. Fujio, both in Japan and internationally.

Doraemon, which was first serialized in a Shogakukan grade school magazine in 1970, continues to be loved by a wide range of fans regardless of age, gender, or whether in Japan or abroad, as one of Japan's most popular characters.

In recent years, the company has been actively developing not only products for children, but also stylish merchandise for adults and café-style shops to promote new character branding.

The Doraemon Future Department Store in Odaiba is now in its sixth year of operation.

We will continue to attract many Doraemon fans through our wide range of products and creative product planning.



Doraemon F's Kitchen



Doraemon Future Department Store





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DETECTIVE CONAN Business Division



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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



▲コロコロ魂フェスティバル2024 in 東京おもちゃショー



▲ちやお×りぼん ガールズコミックフェス



▲連載30周年記念 名探偵コナン展  
©青山剛昌/小学館



▲アニメ 葬送のフリーレン展  
～冒険の終わりに始まる物語～  
©山田鐘人・アベツカサ/小学館/「葬送のフリーレン」製作委員会



▲特別展「チ。—地球の運動について—  
地球が動く」  
©魚豊/小学館/チ。—地球の運動について—製作委員会



▲コロツアー2024



▲全国小学生プログラミング大会  
「ゼロワンランドスラム」2024年度決勝大会  
©ゼロワンランドスラム実行委員会



▲小学館&あんふぁん ぎゅって  
こどもフェスティバル



▲ラグビー日本代表  
BRAVE BLOSSOMSブース  
©JRFU



▲チキップダンサーズダンスフェス  
©San-X/チキップダンサーズおどるん会

Planning and management of character events, etc.

The Promotion Division handles a large number of events and exhibitions for children and fans, focusing on popular characters from the “manga” and “anime” content of Shogakukan, Shueisha, and other publishers.

Together with our many partner companies, we are able to handle the entire process from planning to production and operation. We offer a wide variety of events, from large-scale events and special exhibitions, to packaged events such as character meet-and-greet events and rallies that are held throughout Japan.

We also handle events for a wide variety of customers, from cultural lectures and award ceremonies to public events, making us a department capable of planning and disseminating information to all kinds of customers.

We will continue to bring fun and smiles to as many people as possible by utilizing our accumulated know-how.



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Product Planning Division

**ShoPro Mall**



『ShoPro Mall』  
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©Junji Ito/Shogakukan ©VISUAL ARTS/Key/Torishiro Island Tourist Association



『LIFETUNES MALL』



『WHISKY MEW』



『BATMAN FAILSAFE』  
© & TM DC



『the AMAZING SPIDER-MAN: World Without Love』  
© 2025 MARVEL



『REDTAIL TERU ILLUSTRATION WORKS』 © TERU by mashcomix / ShoPro 2025



『かむもかまぬも神だのみ めちゃへんな早口ことば』 © Kenta Ohtani / Yoshimoto Kogyo / ShoPro 2022

**Shogakukan Global MD Business Group LIFETUNES MALL**

We operate Shogakukan's official online shop, LIFETUNES MALL, which includes The COMIXYZ and the Shogakukan Online Department Store.

The COMIXYZ offers a wide range of merchandise based on popular Shogakukan manga.

The Shogakukan Online Department Store features carefully curated products developed in collaboration with Shogakukan magazine editors.

**ShoPro MD Business Group ShoPro Mall**

Our department is responsible for planning and selling merchandise primarily based on the licensed properties our company represents.

We operate our official online store, ShoPro Mall, and also sell products at POP-UP STORES and through event exhibitions.

Through our merchandise, we aim to promote a deeper appreciation of Japanese anime and manga culture.

**WHISKY MEW**

WHISKY MEW is a premium online store offering whiskies curated by renowned whisky critic Hideo Yamaoka.

The bottles are labeled with designs using artwork from the featured manga, anime, or other works.

By blending whisky and manga culture, WHISKY MEW delivers a unique and "seriously delicious" experience.

**Publication Planning Business Group ShoPro Books**

Under the ShoPro Books label, we publish a diverse selection of titles, including translated foreign comics, visual books, children's books, and business books.

We also plan, produce, and distribute calendars featuring beloved characters such as Doraemon, Pokémon, and Detective Conan.



Media Division

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Anti-Piracy Office

Cooperating Organizations



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.