



Media Division

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Media Business Division

Ohasta



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Jump Channel



Saikyo Jump Channel



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).

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”.



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Domestic Licensing Business Division



©Rumiko Takahashi, Shogakukan /
"URUSEIYATSURA" production committee



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



©Shotan/Shogakukan/
You are Ms. Servant. Committee



©Maedakun/Shogakukan/Puniru Project



©Q-HAYASHIDA·Shogakukan/·TOHO



©Tatsuya Endo / Shueisha,
SPY x FAMILY Project



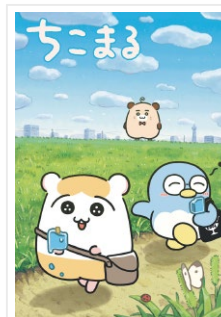
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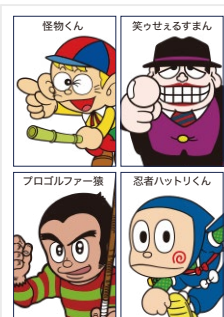
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The Third Knight Order of the Royal Army



©Yukinobu Tatsu/SHUEISHA,
DANDADAN Production Committee



©chikomaru



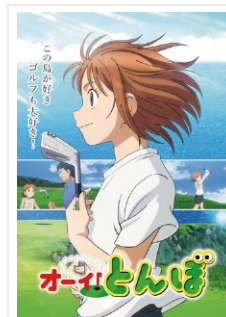
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©KAZUO UMEZZ/·SHOGAKUKAN



©P.J.-S./E.T.X.



©Ken Kawasaki & You Furusawa/
Tonbo Project



©Hideyasu Takahashi/SHOGAKUKAN,
JOKER PROJECT

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 "SPY x FAMILY", 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.

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 the 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.



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Anime Production Division



©PJ-S,J/ETX



©KA/Kizuna no Allele PJ ©Kizuna no Allele Partners



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



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



©Yasuki Tanaka/SHUEISHA, Summer Time Rendering Project



©Onigunsou/SHUEISHA, Mononogatari Project



©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.



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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



▲コロコロフェスティバル2023 in 東京おもちゃショー



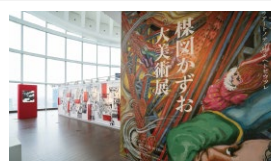
▲ちゃお×りぼん ガールズコミックフェス



▲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



▲煤図かずお大美術展
©煤図かずお ©煤図かずお/小学館
撮影:加藤健 Photo:Ken Kato



▲コロツアー2023



▲全国小学生プログラミング大会
「ゼロワングランドスラム」2023年度決勝大会
©ゼロワングランドスラム実行委員会



▲『SPY×FAMILY』わくわくパーク
©遠藤達哉/集英社・SPY×FAMILY製作委員会



▲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.



Media Division

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Publishing Division



Superman Son of Kal-El: The Truth



The Best of Spider-Man II
©2024 MARVEL

きみの話を聞かせて しろさめ作品集



Shirosame Artbook
© Shirosame / ShoPro 2023



I am MUMEI.
© Mumei / ShoPro 2024



Animated Coloring Book - Ocean
Animated Coloring Book - Dinosaurs
© 2016, Editions Animées



Doraemon Calendar 2024
© Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei,
and ADK



Pokémon Calendar 2024
© Nintendo・Creatures・GAME FREAK・
TV Tokyo・ShoPro・JR Kikaku © Pokémon



SPYxFAMILY Calendar 2024
© Tatsuya Endo/Shueisha,
SPYxFAMILY Project

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 into movies.

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”.

We are also actively engaged in the planning and development of new content, such as the distribution of the “Detective Conan Calendar & Widget”, a multifunctional tool for smartphones, limited distribution sales through the official ShoPro Books online store, and the operation of an e-commerce site that plans and sells art products such as original reproductions of illustrations by Japanese illustrators in conjunction with the publication of the books. We are also actively engaged in the planning and development of new content.



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Mail Order Sales Division

LIFETUNES MALL



LIFETUNES MALL



BE-PAL



DIME



Shogakukan Department Store



Kajin Biyori



WHISKY MEW



ShoPro Mail

Planning, development and sales of mail-order products

We operate "LIFETUNES MALL", Shogakukan's comprehensive mail-order site.

At "COMIXYZ", which mainly offers products based on Shogakukan's original works, we work with the editorial department to plan and sell products that only an official site can offer. The "Shogakukan Department Store" and "Kajin Biyori" offer products that make your life more enjoyable! We carefully select and sell only the things that resonate with you and can be loved for a long time, such as things that make your heart flutter just by looking at them, things that fill your life with enchantment the more you use them, and limited edition products that can only be purchased here.

The company also plans and operates "WHISKY MEW", a website specializing in whiskey that plans and sells original bottles of whiskey with manga labels, and "ShoPro Mail", an official website focusing on original products that utilize a variety of ShoPro content. Each site is a rare and unique e-commerce site that only ShoPro can offer.



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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.