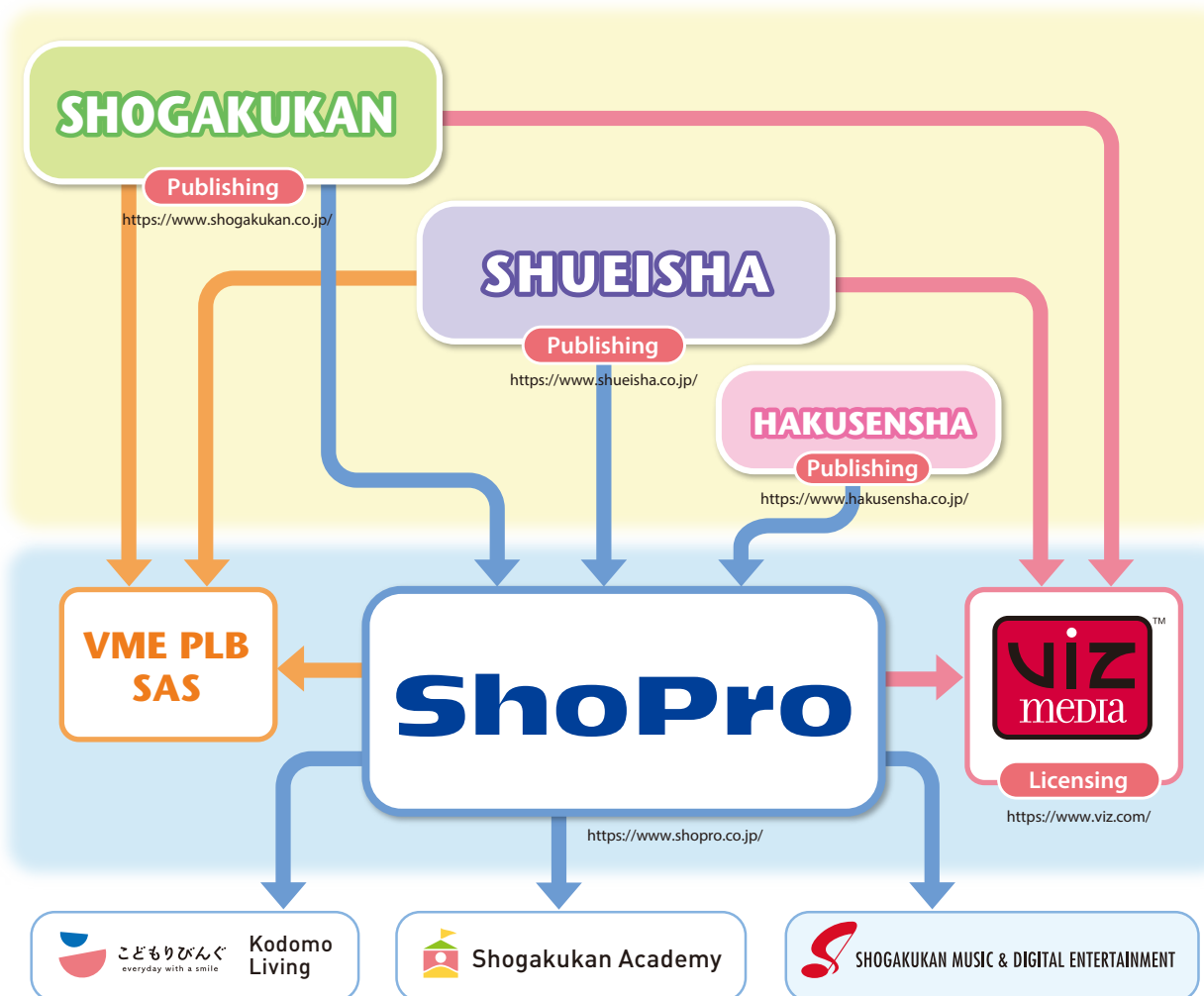




Company Information

HOME | Our Company > Company Info > ShoPro and Group Businesses

ShoPro and Group Businesses



ShoPro and group businesses

ShoPro is a subsidiary of Japan's largest publishing houses; Shogakukan Inc. Shueisha Inc. and Hakusensha Inc. Together, they distribute the majority share of the most popular magazines and comic books in Japan.

ShoPro was founded in 1967 to license and merchandise intellectual property (IP) owned by Shogakukan Inc. ShoPro has since experienced steady growth and expanded into two main sectors; the Media sector and the Educational Development sector. They represent some of the world's most popular entertainment brands for the Japanese market.

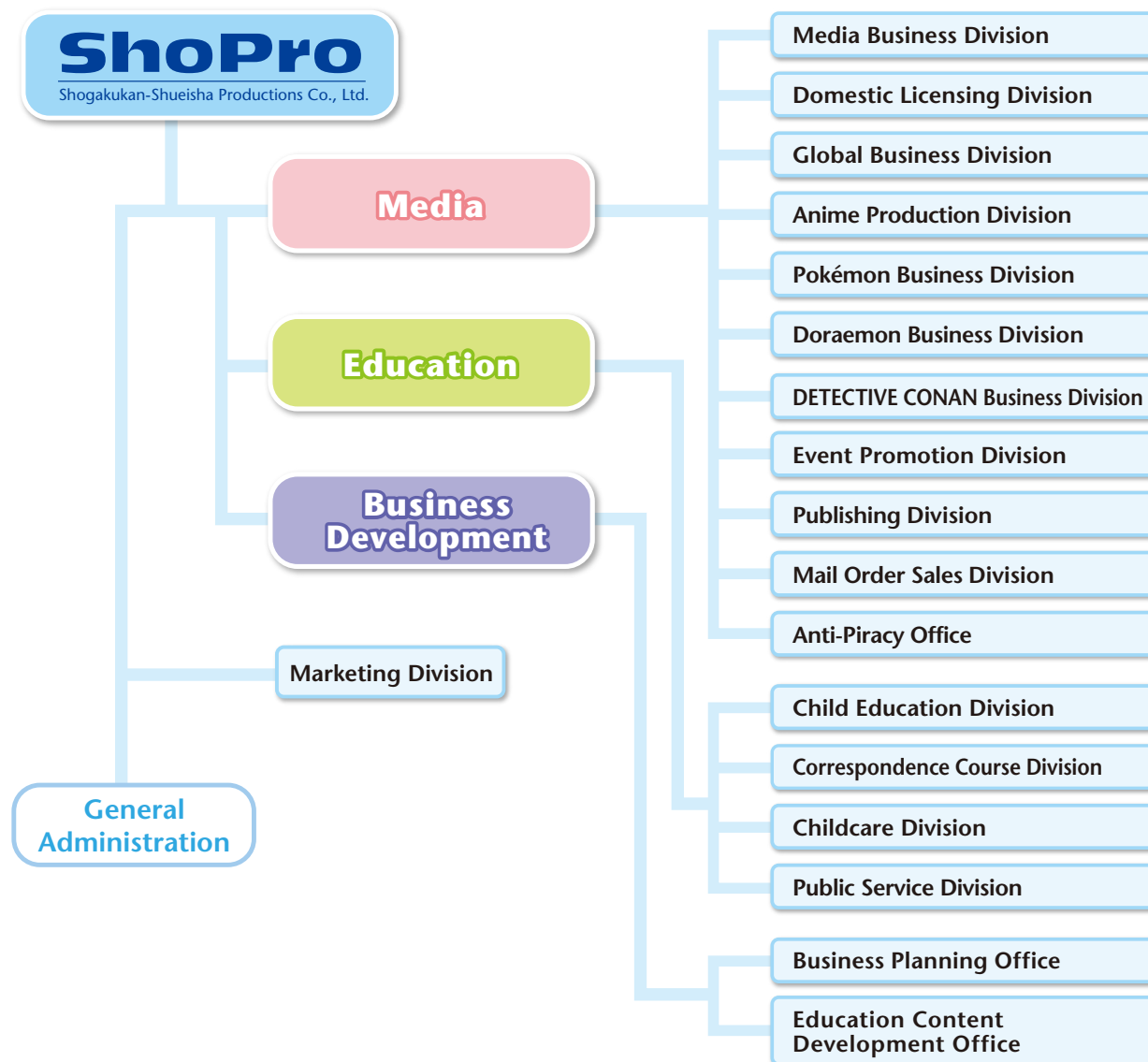
By maximizing the advantages of close relations between all Shogakukan group companies, ShoPro provides Shogakukan and Shueisha intellectual property, as well as client companies overseas, with powerful licensing and merchandising programs supported by a comprehensive blend of selected media.



Company Information

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Organization Chart



Media

Building upon over 50 years of experience in entertainment licensing, ShoPro's Media Division nurtures entertainment IP through a sophisticated and diverse mix of media support, which includes licensing, TV programming, event promotion, publishing and mail order sales.

This support is carefully planned and strategically implemented to establish each brand in its appropriate market, maintain brand integrity and promote long-term growth.

Through this unique approach, ShoPro has continuously proven its expertise in entertainment development, with the underlying objective of transforming children's dreams into reality.

*IP: Intellectual Property

Education

The ShoPro Education Division offers its educational services to a wide range of age groups. These services include child-care services for young children, foundation subject studies such as English, Mathematics or Japanese for school children, cultural and language classes for seniors, and correctional facility education programs for adults.

Based on our experience and know-how in managing various educational events, programs, and facilities, ShoPro has recently been expanding its business to the area of PFI/DMS.

*PFI: Private Finance Initiative

*DMS: Designated Manager System



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".



Media Division

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Domestic Licensing Business Division



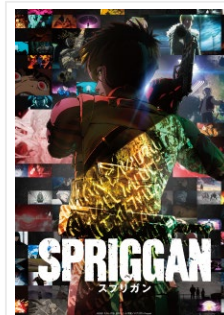
©Rumiko Takahashi, Shogakukan /
"URUSEIYATSURA" production committee



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



©Kenjiro Hata, Shogakukan /
Tonikawa Committee



©2021 Hiroshi Takashige, Ryouji Minagawa-
Shogakukan / SPRIGGAN Project



©Nanaki Nanao, Shogakukan/
Helek Production Committee



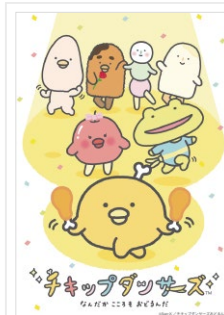
©Tatsuya Endo/Shueisha, SPYxFAMILY Project



© JAKDF 3rd Division
© Naoya Matsumoto/SHUEISHA



©Onigunsou/SHUEISHA,
Monogatari Project



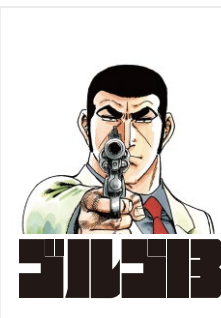
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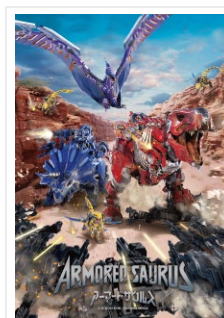
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©PJ-S.J./SZ.TX



©STUDIO EON/DAEWON MEDIA



©KA/Kizuna no Allele PJ
©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.



Media Division

HOME | Our Company ▶ Business Info ▶ Media Division ▶ Global Business Division

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



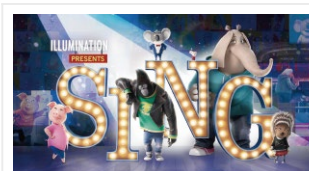
Despicable Me Minions

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



TM and ©2023. Wizards of the Coast, Shogakukan, WHC, ShoPro,TV TOKYO



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



©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

HOME | Our Company > Business Info > Media Division > Pokémon Business Division

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.



Media Division

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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.



Media Division

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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."



Media Division

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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.



Media Division

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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



SERAI



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]

"SERAI," "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.



Media Division

HOME | Our Company > Business Info > Media Division > Anti-Piracy Office

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.



Education Division

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Child Education Division

Shogakukan's infant classroom Dora Kids



Infant classroom collaboration with MIKI HOUSE



In-school educational support for kindergartens, nursery schools, and children's schools



Education services for infants
Shogakukan's infant classroom Dora Kids

Since 1986, the company has been offering preschool classes for infants and toddlers from the age of one at major department stores and commercial facilities nationwide, and in April 2021, launched the Dora Kids Online Course, an interactive educational service.

As a classroom where children who will live in the future can develop the ability to carve out their own future, so-called "non-cognitive ability," Dora Kids provides opportunities for Proactive learning through repeated experiences that engage the mind while interacting with others in a group setting.

Infant classroom collaboration
with MIKI HOUSE

In collaboration with MIKI HOUSE, a children's clothing company, we offer preschool classes at famous department stores nationwide. Through fun and enjoyable learning, we nurture "the ability to solve problems in a positive manner (Ganbaru Brain)" and "the ability to build pleasant relationships with others (Harmony of Heart)".

We also offer courses for elementary school entrance examinations in cooperation with "MIKI HOUSE EIKAIWA CLUB," where students learn from pair-teaching Japanese and native English speakers, and "Rieikai," which has a reliable track record of success.(Not available in all areas)

For kindergartens, nursery schools,
and children's schools In-school
educational support

Specialized teachers visit kindergartens, nursery schools, preschools, and international preschools to provide regular and extracurricular early childhood education. We respond to the educational needs of parents and the differentiation that preschools seek to achieve in their local communities.



Education Division

HOME | Our Company > Business Info > Education Division > Correspondence Course Division

Correspondence Course Division



通信教育コース



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Detective Conan Zemi

Detective Conan Zemi is edutainment content brought to you from the world of Detective Conan.

Two services are available: "Detective Conan Seminar Correspondence Education" for elementary school students and "Detective Conan Seminar Nazotoki", a Nazotoki browser game.

Detective Conan Zemi correspondence courses

Let's learn together with the characters of Detective Conan!

The correspondence course produced by Shogakukan Manabi With is a fun and effective way to learn subjects!

The average annual retention rate is 96% !

Each month, a workbook will be delivered to your home to help you learn the basics of Japanese and maths. Six courses are available for grades one to six.

Detective Conan Zemi Nazotoki

Fun to solve!" Level up your 5 powers with Nazotoki!

A browser game in which players can enjoy the story of "Detective Conan" delivered every week while solving puzzles. There are two courses in total, which can be selected according to the difficulty level of the riddles.



Education Division

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Childcare Division

※The childcare business became a specialized company, Shogakukan Academy Inc., by an absorption-type demerger, as of April 1, 2023.

Comprehensive Childcare Services Operation of childcare facilities, babysitting services, etc.



Shogakukan Academy Ryokuentoshi Nursery School



Shogakukan Academy Iidabashi Garden Nursery School



Childcare Room Dakko Room (Shinagawa Prince Hotel)



Babysitter HAS



Corporate Collaboration Project

Comprehensive Childcare Services Operation of childcare facilities, babysitting services, etc.

Based on the childcare philosophy of 'nurturing children with a warm heart,' Shogakukan Academy Nursery School provides childcare that nurtures the ability to thrive and survive through comprehensive learning experiences such as 'Gakushu Hoiku®'. We also provide a variety of childcare services, including babysitting services, childcare rooms where childcare specialists take care of children as and when required, and group childcare services where children are taken care of at events such as reunions and concerts.

With the theme of 'interesting and beneficial' we are also actively engaged in collaborative projects for children and adults alongside other industries and companies that are not traditionally in the childcare market.

Active learning in childcare facilities Gakushu Hoiku® Training and consulting business

Based on the concept of 'from 'play and life' to 'learning,' we are providing Gakushu Hoiku®, which enables children to learn while having fun from infancy, not only at the facilities we operate, but also to other children and childcare providers. In addition to the facilities that we operate, we also provide group training, online training, lectures, and consulting for childcare staff development in order to reach as many children and caregivers as possible.

Active Learning in Childcare Facilities Gakushu Hoiku® Training and Consulting Business



Group training



Online training





Education Division

HOME | Our Company > Business Info > Education Division > Public Service Division①

Public Service Division

Public Facility Operation

Lifelong Learning Facilities



partial list

▶ Auto Resort Yakumo ▶ Kudan Lifelong Learning Hall, Chiyoda-ku ▶ Hibiya Library and Museum, Chiyoda-ku ▶ Sirius, Yamato City ▶ Eco Plaza, Minato-ku ▶ Kamakura Lifelong Learning Hall, Kamakura City ▶ Nakanoshima Library, Osaka ▶ Nara Crafts Museum, Nara City ▶ Ashiya City Museum of Art and History, etc.

Children's Healthy Upbringing Facilities



partial list

▶ Yahiro Children's Center, Sumida-ku ▶ Umewakabashi Community Center, Sumida-ku ▶ Komaki City Komaki Children's Center ▶ Komaki City Minami Children's Center ▶ Komaki City Kitasato Children's Center ▶ Komaki City Seibu Children's Center ▶ Youth Exchange Plaza in Nagoya City, etc.

Correctional Facilities



partial list

▶ Mine Rehabilitation Program Center ▶ Kitsuregawa Rehabilitation Program Center ▶ Harima Rehabilitation Program Center ▶ Shizuoka Prison ▶ Kasamatsu Prison.
▶ HP of Shopro Correctional Education project <https://www.shopro.co.jp/ce/>

Management and operation of public facilities

We participate in the PFI (Private-Finance-Initiative) and Designated Manager systems to deliver benefits to many people through the operation of lifelong learning facilities, childcare facilities, correctional facilities, etc.

【Lifelong Learning Facilities】

We operate children's centres, school children's clubs, and after-school children's classes that play a role in creating a safe and secure community where all children can grow up healthily.

【Children's Healthy Upbringing Facilities】

We aim to create a warm place where parents and children can spend time together in peace and security, while ensuring a healthy playground for all children; promoting their health and emotional development.

【Correctional Facilities】

Valuing the "right to education" that all people have equally, we participate in correctional education programs, develop and implement educational programs and job training programs to prevent recidivism and reintegrate inmates into society, as well as provide operational support.

Production of bespoke projects

We will propose and produce projects to meet your requirements, utilizing our expertise in developing contents based upon your needs.

Content Development

We are capable of developing a wide range of content based on our accumulated experience, from planning a wide variety of courses and training programs, to the production of teaching materials and video production.

Major contracts other than public facilities (partial list)

Ministry of Health, Labour and Welfare

- ▶ Public Relations for the Promotion of Healthy Japan 21
- ▶ Publicity and awareness of "Healthy Parents and Children 21" based on the Basic Act on Growth and Development
- ▶ Survey and research on support for child-rearing families with welfare issues in children's homes
- ▶ Promotion of child-rearing without physical punishment.
- ▶ Drug abuse prevention awareness program "STOP the Drugs"

Ministry of Justice

- ▶ Production of online public relations programs on recidivism prevention (* Results-based private sector contract system)
- ▶ Development of educational materials to motivate people to work in penal institutions

Other government and public offices

- ▶ Symposium for Promotion of Participation in Cultural Programs and Cultural Experiences for Children (Agency for Cultural Affairs)
- ▶ Japanese Food Culture Promotion Project (Ministry of Agriculture, Forestry and Fisheries)
- ▶ Ecolife Fair 2016 Implementation Services (Ministry of the Environment)
- ▶ Koto-ku Environmental Certification Test (Koto-ku)



▲ We visit educational institutions and events across the country to promote various initiatives to prevent drug abuse.



▲ We have a wealth of experience in producing posters, leaflets, and videos.



Business development Division

HOME | Our Company ▶ Business Info ▶ Business development Division ▶ Business Planning Office

Business Planning Office

Pokémon Global Academy (after-school project).



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

Business Planning Office

The New Business Development Office is a business planning department whose mission is to utilize the resources and know-how possessed by ShoPro to make new initiatives and commercialization, that are not bound by existing businesses.

We will build a business model and aim for commercialization through repeated trial and error.

One of our ongoing initiatives is the Pokémon Global Academy (after-school program).

In addition to in-house projects, we are collaborating with start-up companies and various other companies to develop new services.

We also proactively approach the business creation divisions of startups and major companies, as well as internal entities, utilizing resources held within the Education Business Division and Media Business Division, as well as within the group itself. We introduce to the market trial products that take advantage of our mutual strengths, and we always try to collaborate from the customer's point of view through a cycle of effective verification.

Adult lectures (painting classes)

**Shogakukan Academy Kaiga Club
Shogakukan Academy S. ATELIER**

We operate "Shogakukan Academy Kaiga Club", a painting class mainly for seniors, where students can learn to paint, and "Shogakukan Academy S. Atelier", a course for people who want to become professionals or continue painting.

Shogakukan Academy
Ginza Tokyo
絵画倶楽部

GINZA
S. ATELIER
Shogakukan Academy





Business development Division

HOME | Our Company > Business Info > Business development Division > Education Content Development Office

Education Content Development Office



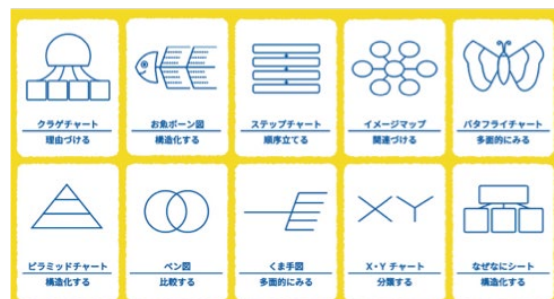
©Fujiko F. Shogakukan

©Koyoharu Gotoge, Natsuki Hokami/
SHUEISHA

Books Planned and produced by the Education Content Development Office



Shogakukan Thinking Skills Test and Advice Sheet



Thinking Master Tools



©Gosho Aoyama/
Shogakukan,
Yomiuri Television,
TMS 1996

Education Content Development Office

We develop unique educational contents mainly for infants and elementary school students.

For example, with the "Detective Conan Zemi" for elementary school students, we are responsible for developing a correspondence education course that delivers workbooks to homes and a "Nazotoki" course, which is a browser game. We also produce the "Shogakukan Thinking Skills Test", which incorporates "Thinking Master Tools" to deepen and organize thinking and "Multiple Subject Questions", which consist of multiple subjects and assignments which are corrected after completion.

In addition, we are also developing new content through book production using our content production know-how, alliances with other companies, advisory services, and commissioned public projects, creating opportunities for "learning for the future" and "having fun while learning".

Our goal is to create content that allows people with different needs and targets to experience the education and entertainment that only ShoPro can provide.



Marketing Division

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Marketing Division

Picture book sales promotion at events for young children



Shogakukan's correspondence courses Detective Conan Zemi



Shogakukan's infant classroom Dora Kids



Dora Kids Online



Business Planning Support Section

Supporting new company-wide projects from a marketing perspective, participating in Web 3.0 and new internal and external projects, and providing support to each business unit.

Publicity Section 1

We provide support for advertising activities centered on the B-to-C business for each service of the Media Business Division, and centralize information within ShoPro as a whole. Our goal is to improve the corporate image and contribute to the sales of each business division by linking a wide range of services.

Publicity Office Section 2

This section provides support for advertising activities in the education business, from strategic planning to improvement proposals, according to the objectives of the business units. We always set KPI (Key Performance Indicators) and work on verification and improvement with an awareness of the PDCA cycle (planning, doing, checking and acting).