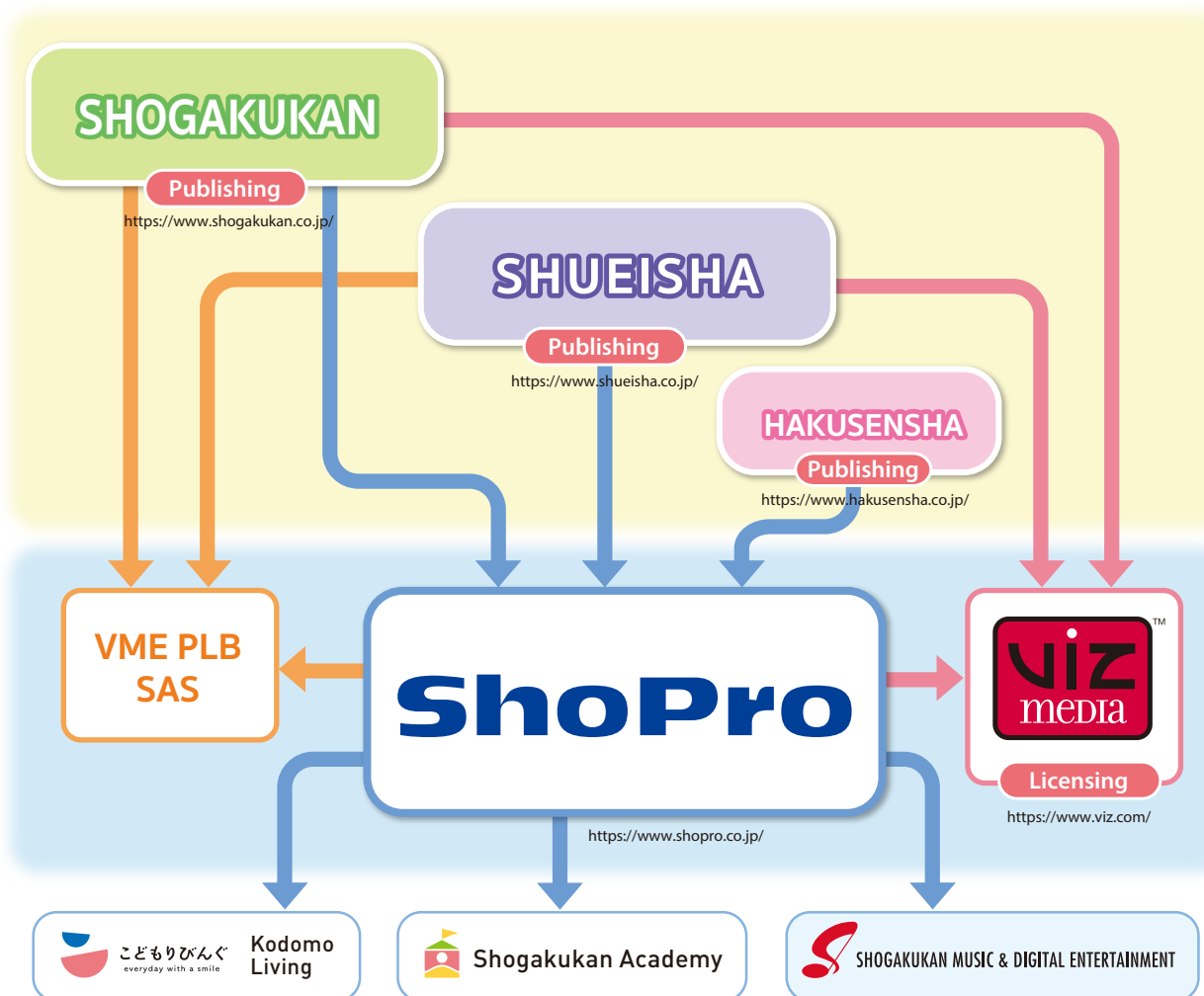




Company Information

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.

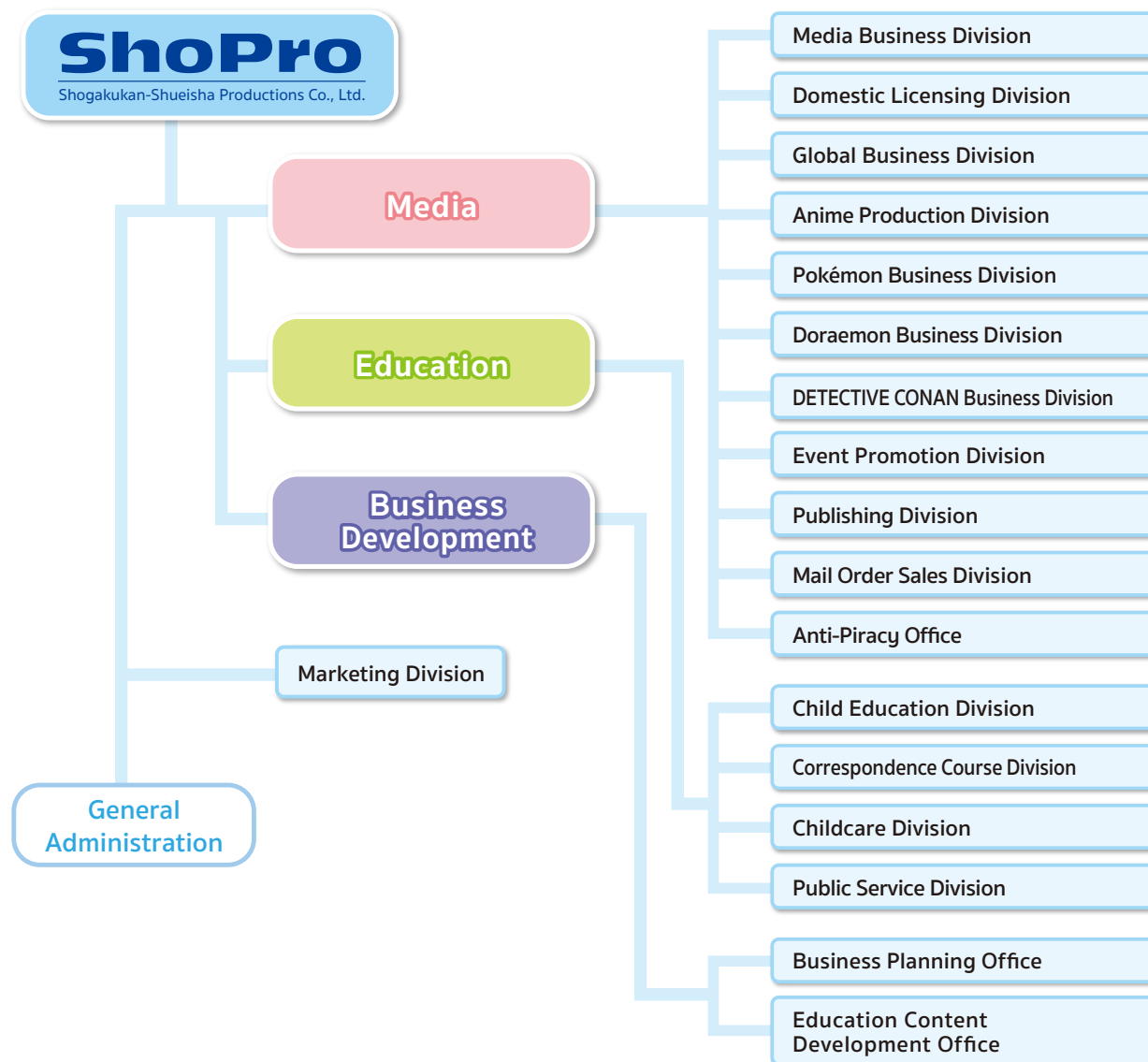
By maximizing the advantages of close relations between all Shogakukan group companies, ShoPro provides Shogakukan and Shueisha intellectual property, as well as client companies overseas, with powerful licensing and merchandising programs supported by a comprehensive blend of selected media.



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



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”.



Media Division

HOME | Our Company > Business Info > Media Division > Domestic Licensing Business Division

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



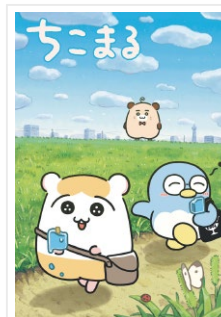
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©Naoya Matsumoto/SHUEISHA



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



©Yukinobu Tatsu/SHUEISHA,
DANDADAN Production Committee



©chikomaru



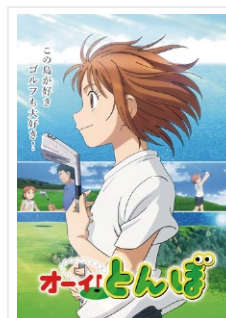
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©KAZUO UMEZZ/SHOGAKUKAN



©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.



Media Division

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

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.



Media Division

HOME | Our Company > Business Info > Media Division > Anime Production Division

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



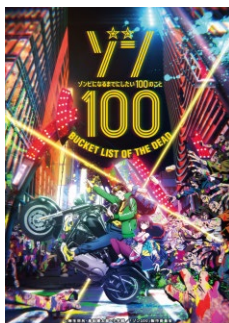
©Robinson Haruhara,Hirakei/SHUEISHA,
The Third Knight Order of the Royal Army



©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.



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.



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



▲コロコロフェスティバル2023 in 東京おもちゃショー



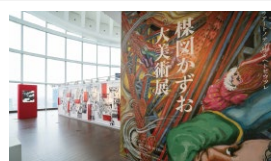
▲ちゃお×りぼん ガールズコミックフェス



▲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



▲模図かずお大美術展
©模図かずお ©模図かずお/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

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

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.



Media Division

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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.



Media Division

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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.



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

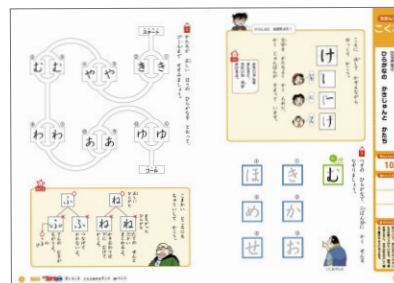
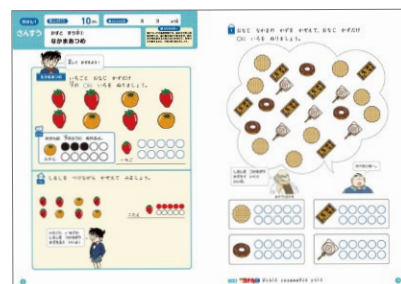
Correspondence Course Division



通信教育コース



©Gosho Aoyama/Shogakukan



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 Digital Educational Content.

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!

Digital Educational Content 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.



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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 Division

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/Minami Children's Center/Kitasato Children's Center/ Seibu Children's Center ▶ Youth Exchange Plaza in Nagoya City, ▶ Hino City child inclusion support center future KU The junior and senior high school students' generation space ▶ Hyogo Prefecture Children's House, 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/>

Major contracts other than public facilities (partial list)

Ministry of Health, Labour and Welfare

- ▶ Public Relations for the Promotion of Healthy Japan 21
- ▶ A set of work related to the dissemination and enlightenment of "Healthy Parents and Children 21" in accordance with the Basic Law for Child and Maternal Health and Child Development
- ▶ 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)
- ▶ EXPO education program for high school students
- ▶ 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.

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 will work with you to create services for public facilities so that you can enjoy a better life in the city where you live.

【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.



Business Development Division

HOME | Our Company > Business Info > Business Development Division > Business Planning Office

Business Planning Office

Planning and promotion of new phase business

Shogakukan's Tankyugakushu®
(Playful learning)
→Joint development with Compass inc.



Business Support for group companies
→Co-creation activities with 8-Lynx Inc.



Pokémon Global Academy
(private after school)
→Transferred to Childcare Division
in FY2024



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©Pokémon

• • • Many other projects in progress • • •

Adult lectures (painting classes)

Shogakukan Academy
Ginza Tokyo
絵画倶楽部

GINZA
S. ATELIER
Shogakukan Academy



Planning and promotion of new phase business

The mission of the New Business Development Office is to create new businesses that are not bound by existing businesses by actively promoting cooperation with internal and external group companies.

In addition to accessing each department within the company, the office serves as a hub between Shogakukan and other group companies, maximizing business synergies by identifying and combining resources held by each company. We also proactively approach startups and business creation divisions of major companies.

In order to build new business models while pursuing the benefits and uniqueness that our clients value, we take on the entire process from product realization to business launch and create initial and long-term success.

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.



Business Development Division

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Education Content Development Office



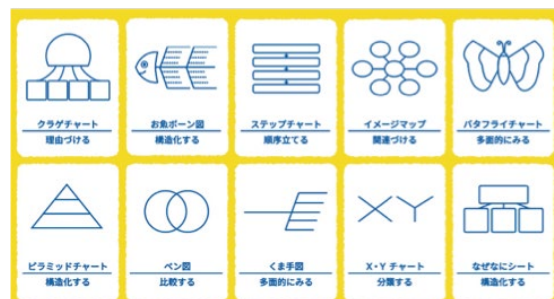
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Books Planned and produced by the Education Content Development Office



Shogakukan Thinking Skills Test and Advice Sheet



Thinking Master Tools



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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 Digital Educational Content. 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).