



Media Division

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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



**姫様“拷問”の  
時間です**

©春原ロビンソン・ひらけい/  
集英社・国王軍第三騎士団

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



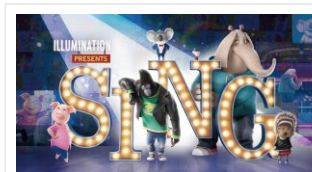
**Despicable Me  
Minions**

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. 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.