



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



©Kenjiro Hata, Shogakukan / Tonikawa Committee



©2021 Hiroshi Takahige, 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



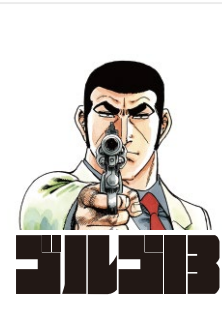
©S/CD



©chikomaru



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



©Takao Saito/Saito Pro/Shogakukan



©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.