



INTRODUCTION



U-NEXT

About me



Keita Hasegawa/U -NEXT
Editor(Children's books) / Producer

I had been working at POPLAR Publishing, which is one of the biggest children's books publisher in Japan, for 12 years until 2022 and made more than 100 children's books and produced IP including "butt detective". I changed my career from traditional publishing company to streaming platform and now I am in charge of Kids genre of U-NEXT.

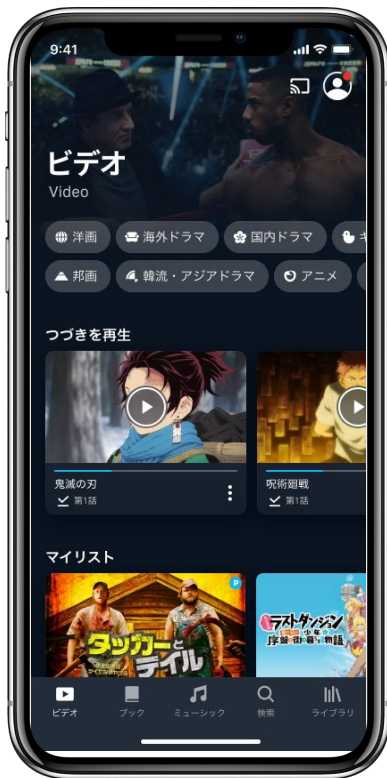


Company Introduction

What is...  **U-NEXT**?



Company Introduction



U-NEXT is a pioneer in SVOD (subscription-based video distribution) services in Japan, which was launched in 2007. Our subscribers can watch more than 330,000 titles including movies, dramas and animations from all over the world and also read many e-books as well.

Links : [U-NEXT corporate web](#) / [U-NEXT service web](#)

Regarding the market share in Japan, U-NEXT is the second largest platform although there are many strong competitors from global market.

NETFLIX

amazon
prime video

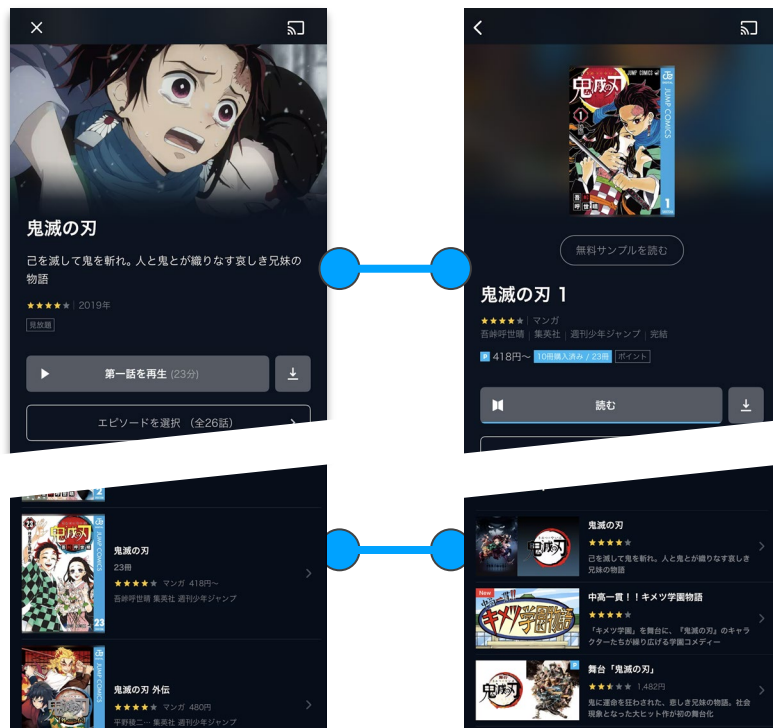
DISNEY+

apple tv+



U-NEXT Features: ALL IN ONE

Video + e-Books In A Single App



One of our features is “ALL IN ONE ENTERTAINMENT”. You can enjoy not only videos but also e-books. Seamlessly and instantly transition between books to video, video to books within a single application.

We are also providing Sports, Music, Live and so on.



U-NEXT Features: Original IP

U-NEXT PUBLISHING includes original comics, webtoons and novels



U-NEXT started publishing books in 2020. Starting with the publication of novels(both e -books and paper books), we launched comics last year and are now preparing webtoons.

We aim to create a media mix, including dramatization and film based on our publication in the coming years.

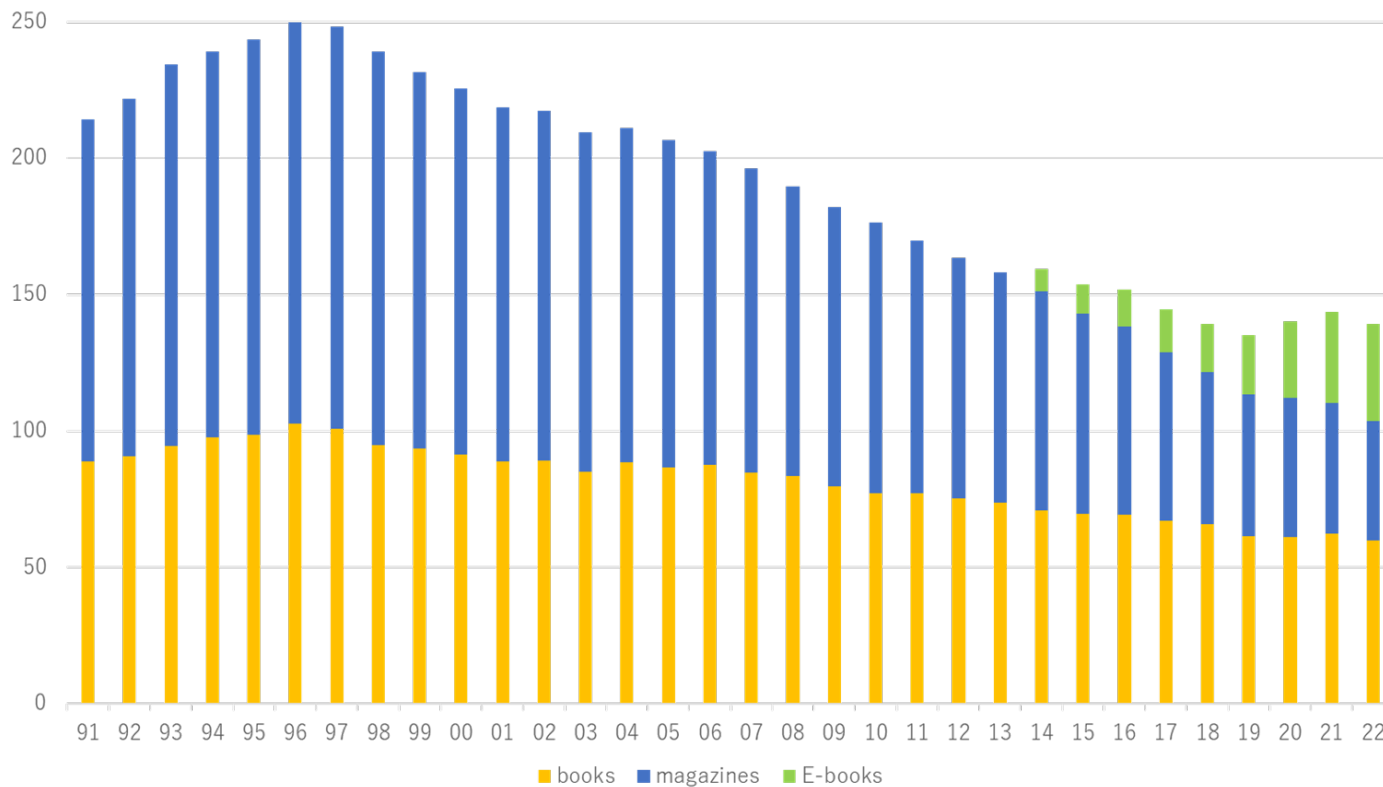


Current publishing trends in Japan



Book Market in Japan

E-books are driving the market. Has the publishing slump stopped?

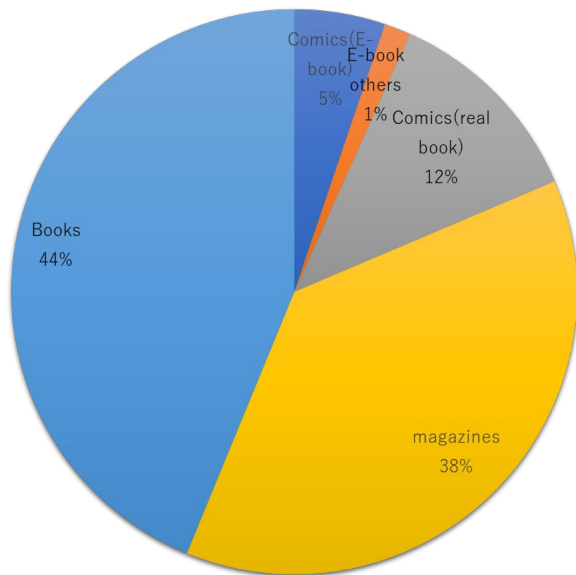




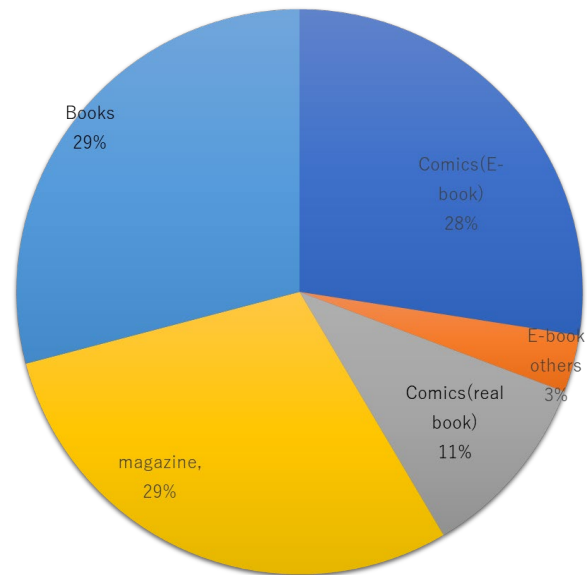
Book Market in Japan

e-book share was 6% in 2014, and 31% in 2022.

2014 Sales share(%)



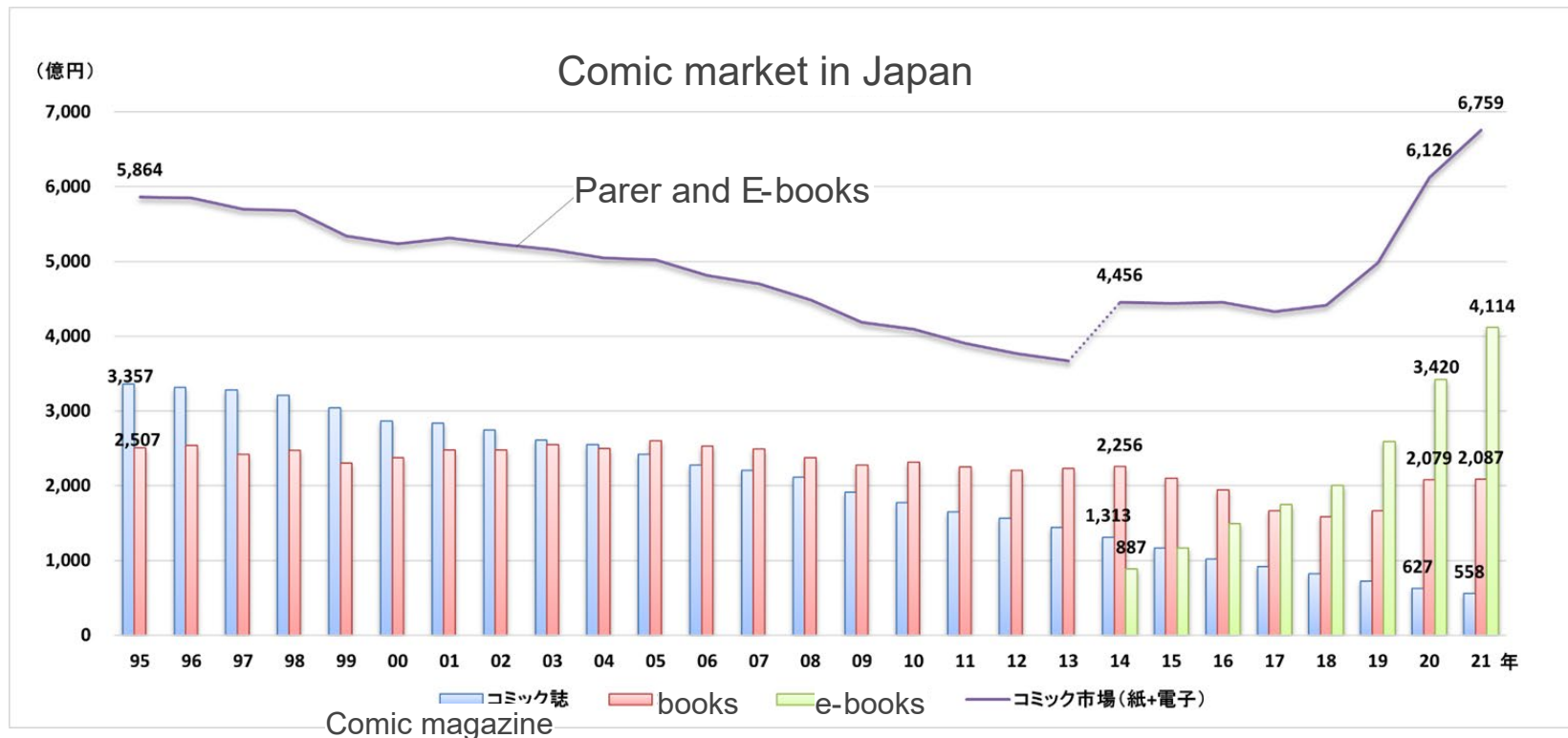
2022 Sales share(%)





Manga country, comic,comic,comic!

90% of e-book sales is for Manga, over 40% of our market is for Manga.





Publishing business and AI



AI-related news in the Japanese content business

Comic publishers started to use AI tools and New AI apps appeared to support their business.

[Manga Filter App](#)

(summary)LINE comics launched Manga-like filter selfie app.

[Manga Translation Cloud "Mantra Engine" s](#)

(summary)Mantra Corporation, an AI translation technology R&D company specializing in manga, has started to support Shueisha's multilingual simultaneous distribution of manga.

[Comic Copilot](#)

(summary)This service is a free manga production support service using ChatGPT.AI will consult with you and provide support for the tedious tasks of manga production and for coming up with ideas.

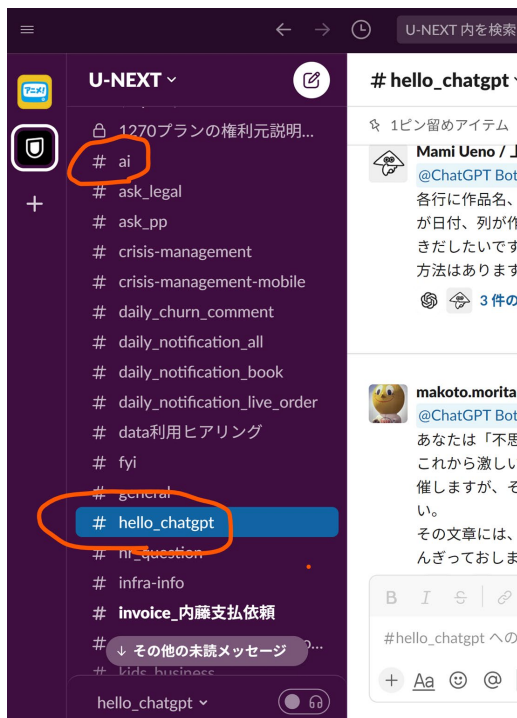
- [Japanese Artists Call for Protective Legislation to Stop AI from Using Their Creations](#)
- [Makoto Shinkai Dreams Of Using AI To Animate His Films](#)
- [How Shueisha tried to AI-generate every man's dream girl and why she's gone](#)





Personal Experience with AI tools

AI in our company and my own experience



We have #ai and #hello_chatgpt channel on slack, and employees are enjoying experimenting for their own purpose. There may be only a few examples of practical applications, though. For example...

Are you good at finding typos?

(GPT) Yes, I am good at finding typos! If there is anything we can do to help, please let us know!

(After Proofreading Results....)
Please do not rewrite,
only point out typos!!

I would like to reference a spreadsheet where each row lists the title, date, and number of episodes

You are the queen in "Alice in Wonderland".
You are going to hold a small party for the brave warriors who are about to go into fierce battle, and you must prepare a text of the queen's praise to accompany the invitation. The text should include many words to inspire the warriors, and be sure to use "chop your head off" at least once.



My assessment of AI impact

I'm not the type to take advantage of the latest technology, to be honest.but...

I believe that AI will become involved in the creative process sooner and more deeply than I have imagined.

In such a near future, we have two responsibilities. As professionals, we must protect creators. As individuals, we must protect our values. I feel that we are being tested to see what criteria we can set to move our hearts.

I might be optimistic, thinking that a future in which AI replaces tedious work and we can concentrate on planning and design is not a bad future for the publishing and contents business.



These are the images that I just googled "AI, impact" "AI, publishing".

Messages to fellow Asian publishers



I have kept in touch with Asian fellows until now in both my business and private life after participating in Asian fellowship in 2019. Meeting the fellows and having international publishing friends are invaluable.
and Many thanks and respects for Korean staffs.



Book Recommendations



1 “idea” July, 2023



One of Japan's leading design magazines had a feature on the growing number of independent publishers. The content was very interesting in considering the future of the publishing industry.

[Link](#)



2 “Noodling in New York ” by Akino Kondoh



In my presentation, I mentioned that Japan is the land of comics, and I feel that there are many interesting comics that are not mainstream as well.

This is a nice comic drawn by an artist living in New York that shows her normal life.

[Link](#)

[you can read here in English](#)

たんたん、だんだん、
これが私のニューヨーク



ガイドブックを通して見るニューヨークは、輝いている。
私の目に映るニューヨークは……むしろ、すすけている!!?

近藤聡乃がお届けする、等身大のつれづれNYライフ

著者初の
コミック
エッセイ!

画記書房



3 “ON THE CORNER” by Yosuke Omomo



The latest art book by a picture book artist and animator I'm working with.
If you also like his taste of illustration, let's check his website and SNS.



[Yosuke Omomo website](#)
[Link](#)



 U-NEXT

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SESAME STREET