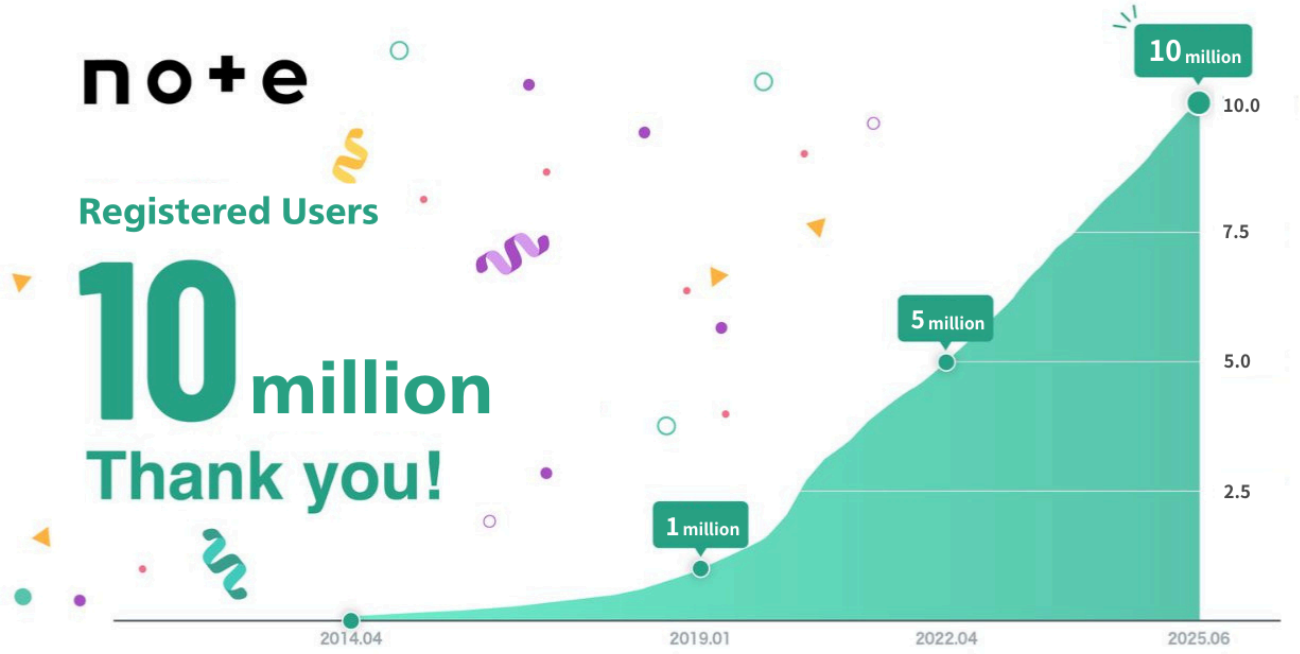
Notice: This document has been translated by AI based on the Japanese original for reference purposes. In the event of any discrepancy between this translated document and the Japanese original, the latter shall prevail.

note inc.
June 24, 2025

note Exceeds 10 Million Registered Users

Growing Adoption by Companies and Local Governments: Essential Infrastructure for Information Dissemination



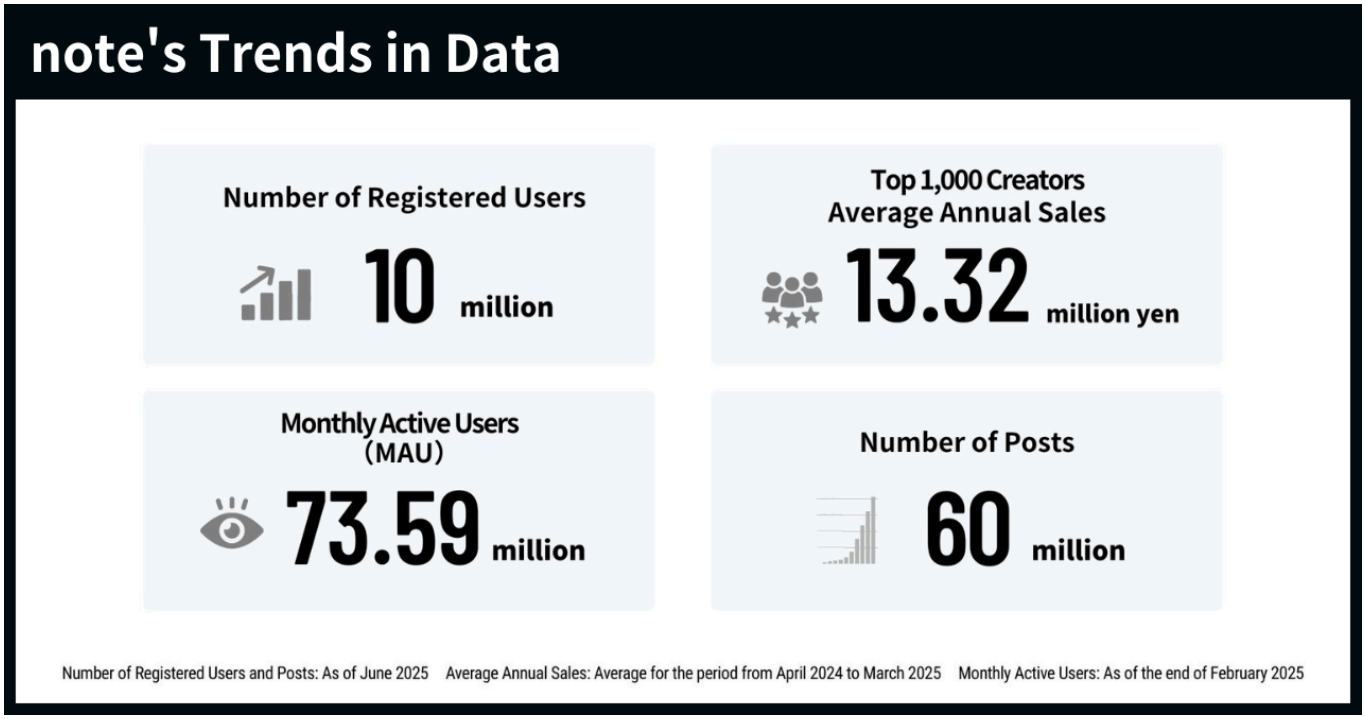
note's registered user count surpassed 10 million in June 2025. It exceeded 5 million in its 8th year of service and has since doubled again in the following three years. Meanwhile, note allows users to read articles without registering. The actual number of note users is even greater, with monthly active users (MAU *1) reaching 73.59 million (as of February 2025). By becoming a member, users can actively participate in creative activities such as posting articles, purchasing paid content, and supporting creators.

Today, various content creators, from individuals to companies and local governments, choose note, and it has become established as an information infrastructure where many readers gather. Going forward, we will continue to strive for the realization of our mission to "enable anyone to start and continue creating" by utilizing AI, supporting creators, and further improving usability. We will also hold a thank-you campaign to commemorate reaching 10 million registered users.

Outline of the campaign here: https://note.com/info/n/nf3f7ff494105 (Japanese only)

*1: MAU is an abbreviation for Monthly Active Users, and refers to the total number of active browsers, including non-members, that have accessed "note" at least once a month.

Average Sales of Top 1,000 Creators Exceed 13.32 Million Yen, Over 300 Books Published—A Town Where Dreams Take Shape



We are continuously receiving feedback from creators expressing their satisfaction with publishing on note. To date, over 300 works originally published on note have been released as books, and the annual average sales for the top 1,000 creators exceed 13.32 million yen (*2).



Why are so many people able to achieve what they want to do? It's because note aims to be an "online town" where diverse people gather, meet, and find opportunities for creation. In an attractive town, opportunities abound, there are many jobs that can provide a livelihood, and exciting projects are always underway.

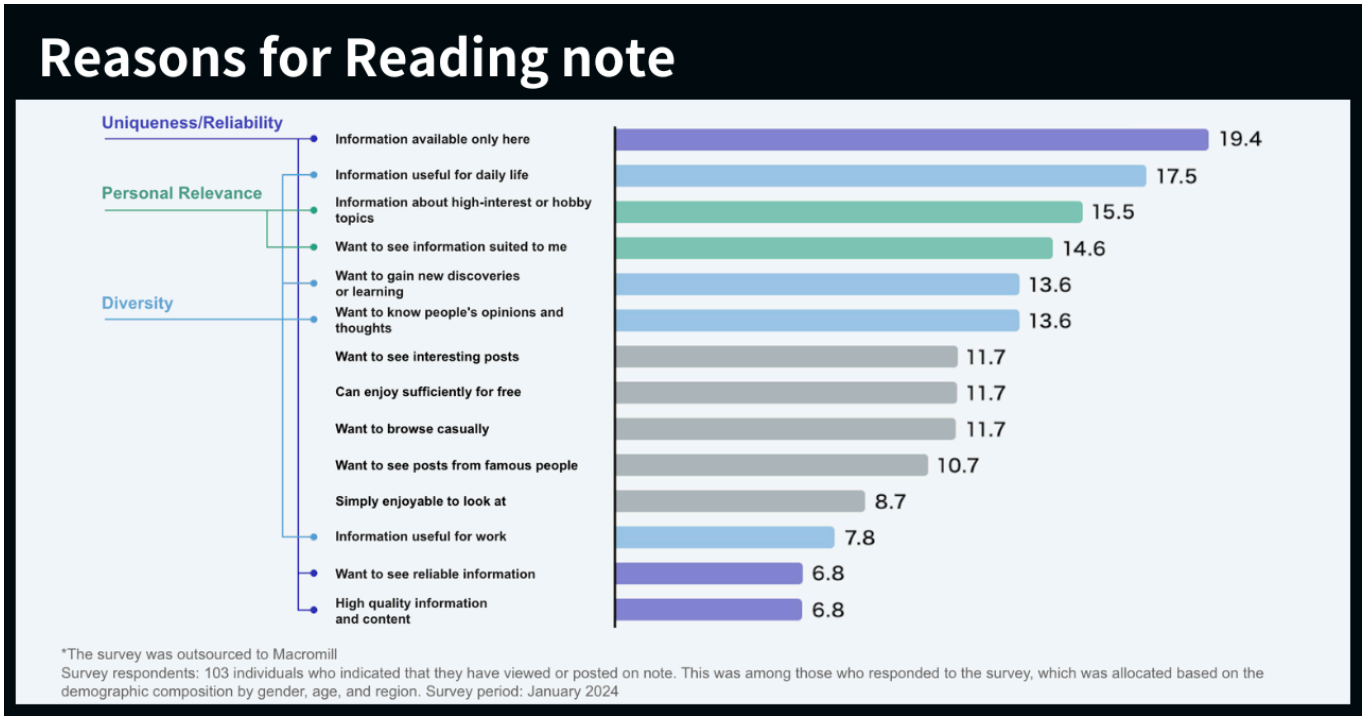
The Creation Grand Prize, held since 2021, supports the publication and video adaptation of submitted works. Tales, a story submission site launched in 2025, strengthens the pathways for works to be released to the world by collaborating with various media and companies. We also offer a wide range of monetization options. From selling paid articles to monthly memberships and even a tip function where readers can support free articles, you can earn income in a way that suits you.

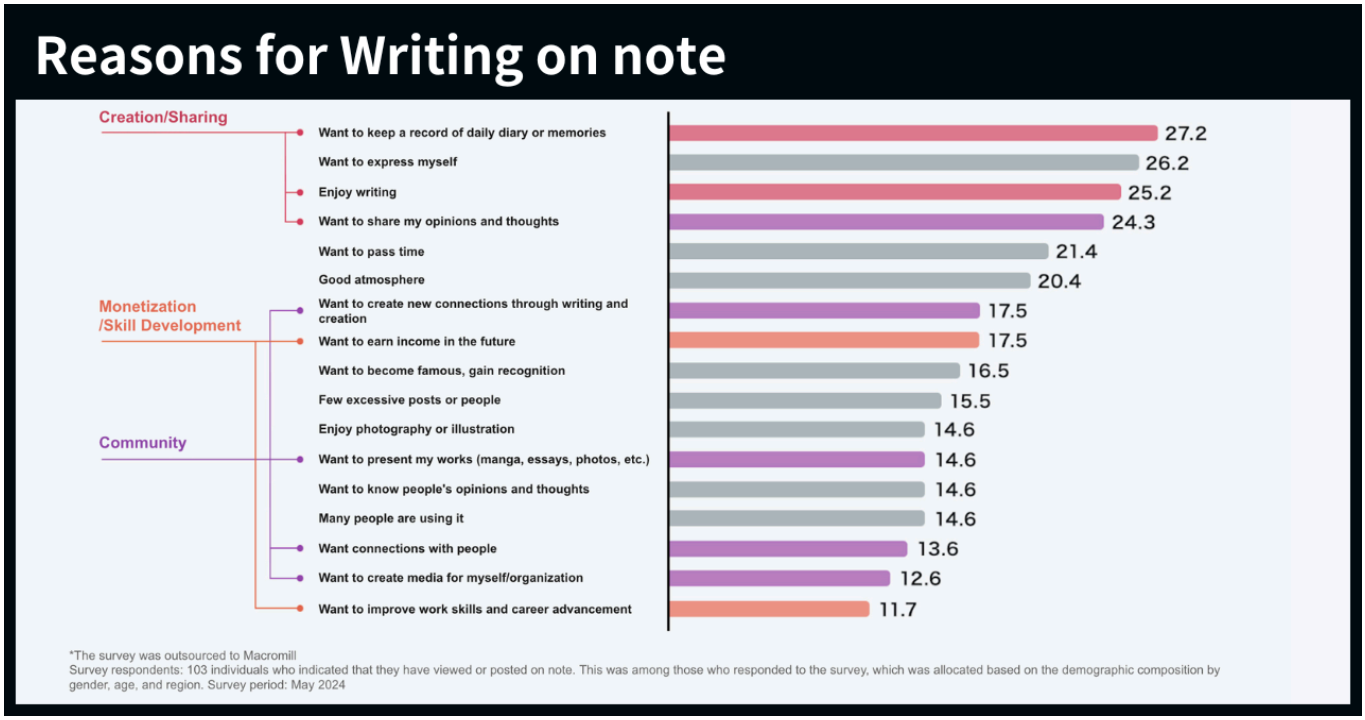
What people want to do in this town varies from person to person. Empathy and comments from readers, new encounters, the joy of organizing one's thoughts. note will continue to add features and implement projects to ensure that everyone can enjoy and continue creating.

*2: Average amount from April 2024 - March 2025

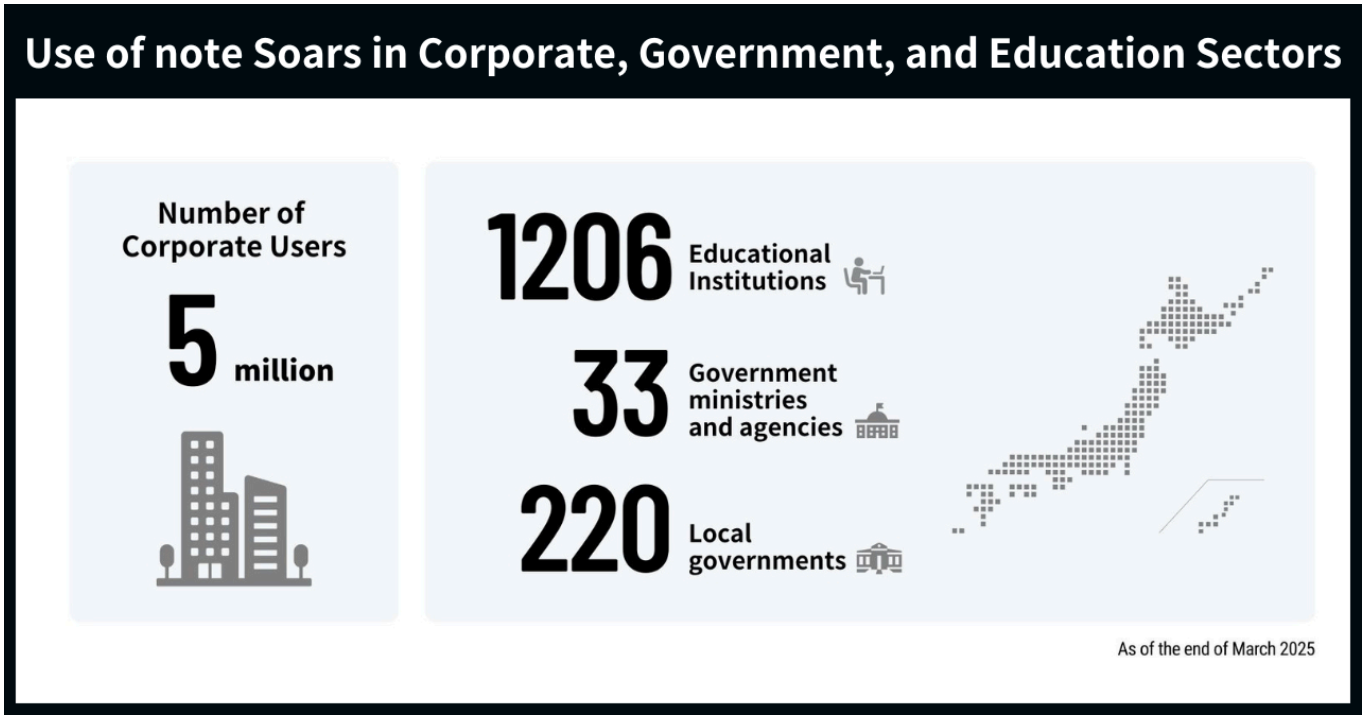
Established as a Social Infrastructure

The reasons people choose note are evident from our user survey (conducted in January 2024). The top two reasons for reading were "there is information here that can't be found elsewhere" and "there is information useful for daily life," while the top two reasons for writing were "I want to keep a daily record" and "I want a change of pace." Posts that began from these personal motivations accumulate as firsthand experiences and expert knowledge, ultimately becoming valuable information sources that benefit many people.





It was precisely because of this foundation that note grew significantly when people's lives shifted online during the COVID-19 pandemic. The doubling of registered users in the past three years since then is due to a wide range of organizations, including not only individuals but also companies, educational institutions, and local governments, utilizing note.



The use by public institutions is also rapidly expanding. The number of new accounts opened in fiscal year 2024 increased 4.4 times year-on-year, reaching 6.4 times for educational institutions in particular. Schools utilize it for student activity records and presentations on inquiry-based learning, while local governments use it for building relationships with residents and for initiatives to increase the "related population" that the government aims for.

Corporate accounts have increased fivefold to over 50,000 in the past three years (as of May 2025). note is not merely a place for product introductions. It functions as a platform to convey the "human side" of companies, such as development stories, the thoughts of employees, and initiatives addressing social issues. Through such communication, the distance between companies and consumers is shortened, and it also proves effective in recruitment activities. Today, note is becoming ingrained in society as an infrastructure for information dissemination.

【References】
・List of local government / ministry accounts: https://note.com/topic/local/p/account
・List of school official account articles: https://note.com/note_education/m/m0fec1606f066
・List of note pro accounts: https://note.com/topic/noteprolist
・According to research by Stanford University, information in story form is approximately 22 times more memorable than factual information alone, and is said to influence brand recognition and purchasing (Source: Stanford Graduate School of Business "Stories vs. Statistics: Why we are wired for storytelling").

Initiatives to Support Creators with AI

With the advent of the AI era, the nature of creative activities is undergoing significant changes. note has leveraged these new technologies to empower creators. Immediately after the appearance of ChatGPT in February 2022, we were pioneers in the industry, releasing an AI assistant feature. This lowered the barrier to content creation by supporting areas where creators struggled. In January 2025, we partnered with Google, and have significantly improved the AI Assistant by incorporating Gemini, making it available to all members for free.

AI is not only evolving creative support but also how users discover content. With over 60 million accumulated posts, the improved accuracy of article recommendations has led to a more than 7-point increase year-on-year in the like rate per article. We are continuously making improvements to ensure that creators' articles are not buried but reach the appropriate readers.

On the other hand, mechanisms for AI learning data consent and creator compensation are not yet fully established. From August 2025, note will introduce a program that allows creators to receive compensation when AI utilizes their content as learning data. While this is an unprecedented field globally, note will work on creating new mechanisms for AI and creator rights.

Holding a Thank-You Campaign

To express our gratitude to the creators who have been long-time users, we will be holding various campaigns. Through these initiatives, we hope that creative activities will become even more fulfilling and reach many readers. Please check each page for campaign details.

(1) Commemorative Content Gifts for Existing Members:
https://note.com/creator_redirect?path=/events/10million_thanks
(2) "#GoodThingsAboutNote" Submission Campaign: https://note.com/info/n/n642298576692
(3) 10 Million Points Share Festival: https://note.com/info/n/ncceb4a6506fc

(4) note pro High-Functionality Plan for Corporations: Up to 3 Months Free & 30 AI-Generated Article Ideas Free Campaign: https://note.com/notepro/n/n4c15677cc18c

note

note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 60 million works have been created. The number of members has reached 10 million (as of June 2025).

●URL：https://note.com/
●iOS App：https://itunes.apple.com/jp/app/note-noto/id906581110
●Android App：https://play.google.com/store/apps/details?id=mu.note

note inc.

Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, stores can introduce products by shops and brand owners, and corporations and organizations can use note pro to disseminate information.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Date of Establishment: December 8, 2011
Representative Director and CEO: Sadaaki Kato
Corporate Website: https://note.jp

【Inquiries regarding this matter】
note inc. IR inquiry desk: https://ir.note.jp/inquiry