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.
September 3, 2025

Netflix and note Launch Collaborative Submission Contest

Calling for Reviews and Memories to Commemorate
the 10th Anniversary of Netflix's Launch in Japan



note inc. is pleased to announce the launch of a collaborative submission contest, "#Netflix感想文" (#NetflixReviews), with Netflix, starting Wednesday, September 3rd. Commemorating the 10th anniversary of Netflix's service launch in Japan, the contest invites users to share their reviews and memories of their favorite and most impactful works. Submissions are welcome in various formats, including text, photos, manga, and illustrations.

note will continue to partner with various media and companies to create a space where creators can freely discuss and share the appeal of the works they love.

Submission Contest "#NetflixReviews" Overview

Unforgettable lines, scenes rewatched countless times, a movie that changed your life, memories of watching with someone special—this contest calls for your reviews and memories of works available on Netflix. Submissions are welcome in any format, from text to photos, manga, and illustrations.

Since April 2025, note has featured an embedding function for Netflix content. This allows trailers (previews) to be played directly within an article, enabling creators to convey the appeal of a work more effectively. We encourage all participants to utilize this feature.

Details: https://note.jp/n/n5968060bc3ef (Japanese only)

Schedule

Wednesday, September 3, 2025, 11:00 AM - Tuesday, September 30, 2025, 11:59 PM (JST)

How to Enter

1. Create or log in to your note account.
2. Follow the official Netflix Japan note account.
3. Post an article with the hashtag "#Netflix感想文".

Eligible Works

All genres of works available for viewing on Netflix (anime, films, dramas, documentaries, variety shows, etc.).

Prizes

Five winners, selected by lottery from all participants, will receive a JPY 10,000 gift card and a Netflix merchandise set.

For detailed application instructions and terms, please visit the page below.
https://note.com/info/n/nfebf2288651a

Netflix Initiatives Utilizing note

Work Promotions Using the "Everyone's Photo Gallery" Feature

For the film “Shinkansen Daibakuhatsu” (released April 23, 2025), Netflix utilized the "Everyone's Photo Gallery" feature (*1). The official Netflix account provided several official photos, making it easier for fans to write their reviews.
https://note.com/netflix/n/ne9a6c223c534

(*1) A feature that allows users to use images provided by other creators to the "Everyone's Photo Gallery" as header images for their own articles.

How to contribute images to the "Everyone's Photo Gallery":
https://www.help-note.com/hc/ja/articles/900003455886

Advertising Campaign Featuring Creator Voices

In Netflix's Fall 2020 Korean drama campaign, "I Can't Stop These Feelings Anymore," comments quoted from articles by note creators were featured in transit advertisements.
https://note.com/info/n/n100b55d62261

For businesses considering using note for film or drama promotions, please contact us below.
Contact: https://share.hsforms.com/1ZdHwapLmT5OZ00CmghKJ4Q47gua

Why People Are Inspired to Write Film and TV Drama Reviews

Reviews of films and dramas are one of the most popular content categories on note. In 2024, the number of people who posted reviews with the hashtag "#Spoilers" increased by approximately 3.3 times compared to the previous year (*2). The page views for articles with note's official prompts (*3), "#MovieReviews" and "#TVDramaReviews," have also grown significantly.

One reason for this surge in popularity is that carefully reflecting on a work and expressing it in one's own words enriches the viewing experience itself. It helps clarify the lingering, unformed emotions and impressions left after watching, leading to new insights. The time spent writing a review is a precious time to re-engage with the work.

A key characteristic of note is that creators do not receive advertising revenue based on page views. This fosters a community where many posts are driven by a pure desire to talk about the works they have seen. Readers can enjoy different interpretations through others' reviews, analyses, and sometimes expert commentary, and find peers who share their excitement. By not just "watching" but also "discussing" films and dramas, a community centered around these works is born. note has become a place where such a new culture is nurtured.

(*2) Comparison between the period from January 1, 2023, to December 31, 2023, and January 1, 2024, to December 31, 2024.
(*3) "Official prompts" are submission themes provided by note's operational team to give creators ideas for their articles.

About Netflix's 10th Anniversary

This year, Netflix marks the 10th anniversary milestone since its service launch in Japan in September 2015. In the first half of 2024 (January-June), the number of subscribing households in Japan surpassed 10 million, with a wide audience enjoying the service. Japanese titles are the second most-watched globally, excluding English-language content, and international interest in Japanese creativity is growing each year. Netflix will continue to create stories that captivate, move, and excite audiences. For the next decade, we will continue to create stories from Japan that shake the world, innovations that redefine entertainment, and the "next episodes" that no one has yet seen.

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

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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, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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