

note

note inc.

March 31, 2026

note Launches "AI Context Network," a New Infrastructure Where Fan Voices Drive Sales Starting with 7,000 KADOKAWA Titles and Seeking New Partners



ファンの声が売上を動かす

AIコンテキストネットワーク
第一弾は、KADOKAWAの7000作品

note will launch "AI Context Network" on March 31, a new feature designed to convert reviews and impressions posted on note into product purchases and media views.

The AI Context Network uses AI to automatically collect and organize official information on products and creative works available worldwide, generating dedicated pages on note for each item. This system aggregates related fan reviews and impressions, guiding users toward actions such as purchasing, pre-ordering, or viewing. For example, a user visiting a novel's dedicated page can read both official information and fan reviews at a glance before proceeding directly to purchase. These collected reviews and official data serve as high-quality reference sources for both human readers and AI-generated responses. note aims to build an information hub for products and works that reaches both people and AI.

The system is designed to support all genres, including books, video content, music, cosmetics, games, and events. As a first step, note has partnered with KADOKAWA CORPORATION to enhance official information for approximately 7,000 of its titles. note is now widely seeking partners across various industries.

Example page: <https://note.com/hashtag/人間標本>

Background: Why sharing "likes" leads to sales for creators

As a vast amount of new content and products are released daily, the burden on companies to disseminate information continues to grow. For instance, every time a cosmetics manufacturer launches a new product, updating information across its own website, social media, and various platforms—while tracking fan reactions—requires significant effort.

Meanwhile, fans share their impressions daily on social media and note. By connecting fans who want to support what they love with creators who want to reach interested audiences, a greater impact can be achieved. The trend of consumers making purchase decisions based on trusted word-of-mouth is strengthening every year. However, these reviews are currently scattered across various platforms, making them difficult to find when needed.

AI is now solving this challenge. Since AI cannot experience things or have opinions on its own, it generates answers by referencing first-hand information written by humans. The value of this first-hand information will only increase in the future.

note is home to a wealth of first-hand information filled with passion. Furthermore, note articles are not ephemeral; approximately 40% continue to be read even one year after posting (*1). The "AI Context Network" creates a mechanism where fan voices lead to sales by organizing corporate product information and aggregating reviews on dedicated pages. Because the collected information is also referenced via AI, it creates a virtuous cycle where traffic increases over time.

*1: Internal survey of approximately 17 million note articles posted in 2024 (announced March 2026).

<https://note.jp/n/n7917dc1cdf9>

What is the AI Context Network?

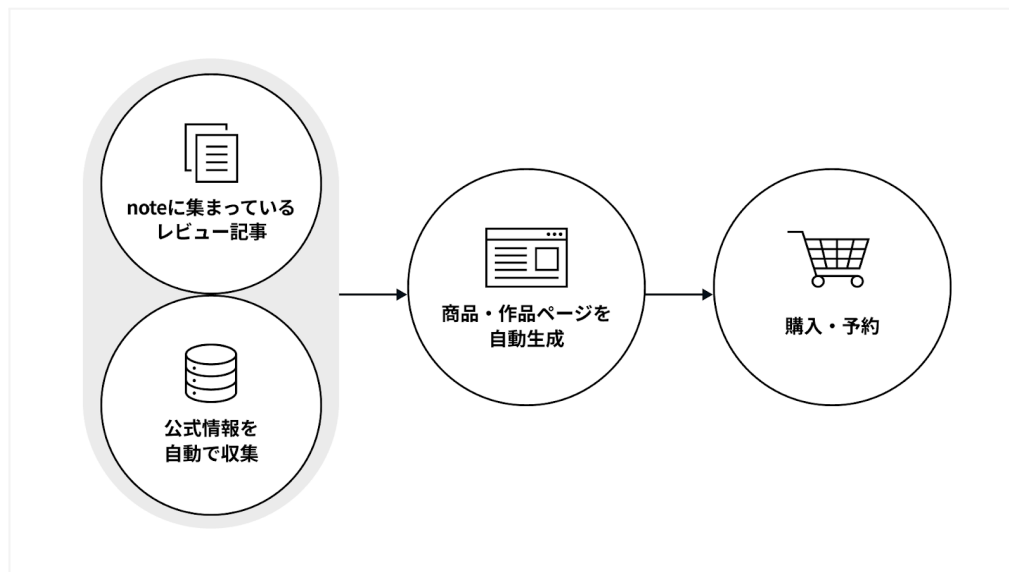
The name "AI Context Network" reflects two goals: using AI to organize information and making these pages a primary hub for first-hand information referenced by AI.

A massive number of reviews are posted on note. Total reviews and impression articles submitted to official note prompts—such as "#ItemsIBought," "#BookReview," "#MovieReview," "#InnsIStayedAt," and "#DeliciousRestaurants"—have exceeded 1.26 million. The number of posts in the most recent year has grown approximately 3.1 times compared to three years ago (*2). While many review sites focus on star ratings or short comments, note features deep, experience-based articles often reaching thousands of characters.

The AI Context Network aggregates these reviews by product or work and links them to purchases or viewing. For a movie page, users can view official information, purchase tickets, and read fan reviews all in one place. For a new cosmetic product, users can read reviews from creators who have actually used it and proceed directly to an e-commerce site. This experience will be realized across all categories. Official partner pages will offer even richer information and promotional features.

Currently, in addition to approximately 7,000 KADOKAWA titles, the system broadly covers popular books and video works available on Amazon. This feature is available on note's web browser and the latest versions of the iOS/Android apps.

*2 : Comparison between March 2025–February 2026 and March 2022–February 2023.



1. Automated Information Collection and Database Construction

The note system periodically and automatically collects information on public products and works to generate dedicated pages. Official partners can provide even more accurate and comprehensive pages based on their own site data. Since pages and hashtags are automatically created to coincide with new releases, companies can maximize promotion timing without the need for manual data entry or updates. This reduces operational costs to near zero, allowing companies to focus resources on their core business and marketing.

Pages display the following:

- Basic information (product name, price, release date, etc.)
- Descriptions and images
- Links to official websites and e-commerce sites
- List of related articles posted by creators (sorted by popularity/newest)

Upcoming features: AI-generated summaries of articles and links to related products or people.

2. Aggregating Fan Impressions to Drive Purchases and Bookings

Articles such as impressions, reviews, and analyses posted by creators are automatically aggregated on the relevant page. This visualizes fan enthusiasm and provides data on which products are generating the most engagement.

By placing direct links to official sites or e-commerce platforms like Amazon, note creates an environment where users can purchase or book immediately after being inspired by a review. As a centralized hub of detailed information and fan voices, these pages also function as reference sources for AI searches and assistants. Individual articles continue to be read over the long term, accumulating as promotional assets for companies.



Future Developments

note will build this new infrastructure, where fan voices move the economy, together with partner companies.

Expanding Categories and Partners:

note will sequentially expand partnerships across various genres, including video, music, cosmetics, and games.

Reporting and Sales Support:

note will provide partners with regular reports summarizing what is being supported, what improvements are requested, and which segments are responding at what timing. note will also support specific promotions, such as distributing limited coupons. These deep consumer insights, derived from real voices, are difficult to obtain through traditional advertising.

"Review Request" Notifications Based on Interest:

Based on past reading and writing trends, note will notify creators with relevant interests—such as suggesting new RPGs to RPG fans or new cosmetics to beauty enthusiasts—to encourage high-energy reviews around launch dates.

Creator Rewards and Opportunities:

note is considering mechanisms to reward creators whose review articles help spread works. note also aims to create opportunities for active creators to be recognized by partner companies for collaborations and campaigns, ensuring that sharing what they love benefits the writers themselves.

For inquiries regarding participation in this initiative:

<https://forms.gle/pUgFDCbo2UCtNHT39>

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 69.56 million works have been created. The number of members has reached 11.14 million (as of November 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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【For inquiries regarding this press release】

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