

note

note inc.
April 22, 2026

note Launches Full-Scale Automated Multilingual Support to Deliver Japanese Content Globally

5月27日(水)からスタート!



note will begin providing multilingual support for all creators starting Wednesday, May 27, 2026. This initiative aims to deliver Japanese content to readers worldwide. Among published articles, text-based content that meets specific criteria will be translated sequentially, starting with English, and released in stages. This also includes articles published through "note pro," the high-functionality plan for corporate users.

Creators have the autonomy to choose whether to translate their content. Those who do not wish to use automated translation can change their settings at any time. While the system officially begins on May 27, 2026, a preparation period starts today, April 22, to allow creators to adjust their settings in advance.

Translating articles into English will allow them to appear in overseas search results and social media feeds. This will gradually expand touchpoints that were previously difficult to create in Japanese alone, bringing creators' content to a wider global audience.

For example, creators in Japan can connect with international fans, traditional craft articles can reach overseas buyers, and corporate product stories can gain attention in global markets. Creators will be able to deliver their work to readers worldwide without using overseas platforms or third-party translation services.

note has been driving product development and business growth with global partners through capital and business alliances with Google and NAVER. In March 2026, the company concluded a capital and business alliance with KADOKAWA Corporation, beginning multifaceted collaborations in areas such as IP creation and AI data distribution. note prioritizes remaining a platform compatible with search engines and AI. A joint survey conducted with VALUES, Inc. in 2025 (*1) showed that traffic to note via generative AI exceeded expectations based on search traffic by approximately four times. By expanding multilingual support alongside these partnerships, the possibility of creators' articles reaching global readers via search and AI will increase further.

*1 Source: VALUES x note Joint Survey, October 30, 2025

Transition from Pilot to Full Launch: Why Now?

In March 2026, note conducted a pilot program involving approximately 20,000 articles from cooperating creators. After verifying translation accuracy, display quality, and overseas access trends, the service is transitioning to a full-scale launch.

Starting today, note has begun providing advance notices within the service, releasing setting screens and help pages, and announcing revisions to the Terms of Use.

This expansion is driven by the rising global demand for Japanese content. According to the Ministry of Economy, Trade and Industry (METI), overseas sales of Japanese content reached approximately 5.8 trillion yen in 2023 (*2). The government aims to expand this to 20 trillion yen by 2033 (*3). However, growth has primarily been driven by anime and manga. While there is high interest in Japanese lifestyles, work styles, and values, text-based content conveying these topics has often failed to reach global audiences due to language barriers.

As of 2025, over 70,000 diverse pieces of content are posted on note daily, including essays, fiction, business insights, and corporate stories. Each contains unique experiences and thoughts. The pilot program revealed that such text content has significant potential to reach overseas readers through automated translation.

note uses AI as a means to support creators and expand their reach, rather than delegating the act of creation itself to AI. Due to the nature of automated translation, expressions may not always match the original text perfectly. However, note will continue to make improvements to ensure the appeal of the works is conveyed as naturally as possible.

With the mission to "enable everyone to begin and continue creating," note is expanding the potential for creations to reach the world through multilingual support.

*2 Source: METI, "White Paper on International Economy and Trade 2025"

*3 Source: METI, "Strategy for Entertainment and Creative Industries" (June 2025)

Eligible Articles and Setup Process

By default, "Automated Article Translation" is turned ON. Creators can freely choose whether to include their content. In the management screen (Account Settings), creators can toggle multilingual support on or off for their entire account or for individual articles. Eligible content includes text-based posts; images, audio, and video content are excluded. Support will initially begin with English, with plans to consider other languages later. Support for paid articles and membership-only articles is also under consideration.

<Examples of Automatically Translated Articles>



The Eve of World Transformation Was Quieter Than I Thought

♡ 6,878

 深津 貴之 (fladdict)
2022年8月22日 02:30

The fundamental rules of the world are about to change... That kind of development often happens in manga and movies. It seems like it's about to happen in reality too.

<https://note.com/fladdict/n/n13c1413c40de?hl=en>

Title: Examples of Other Automatically Translated Articles

<https://note.com/fladdict/n/nf4c104d4ed2b?hl=en>

<https://note.com/fladdict/n/ned53054ddc5b?hl=en>

<https://note.com/fladdict/n/n14d18afc14ed?hl=en>

For detailed setup instructions and FAQs, please refer to the "About Automated Multilingual Support" help page. For details regarding the revised Terms of Use and Privacy Policy, please see the official announcements.

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note is a media platform where creators post text, images, audio, and video, and users enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. It provides opportunities for individuals and corporations alike to discover things they love and meet interesting people. Launched in April 2014, the platform has seen the creation of approximately 75.2 million works, with 11.78 million members as of the end of February 2026.

- 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 "enable everyone to begin and continue creating." We build systems for expression and creation. The media platform note supports all types of creative activities. Creators publish content, receive support from fans through memberships, store owners introduce products, and corporations and organizations share information using note pro.

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【For inquiries regarding this press release】

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