

note

note inc.

June 26, 2026

note Begins Proof of Concept for Development Platform to Support Adaptation of Story-based IP into Games Project Selected for METI's "IP360" to Verify AI-driven Production Workflows

note



Delivering Japanese Content to the World Selected for METI's "IP360"

note inc. (hereafter "note") will begin a proof of concept (PoC) for a development platform designed to adapt story-based intellectual property (IP) into games. This initiative has been selected for the Ministry of Economy, Trade and Industry's (METI) "IP360" project. The company expects to receive a government subsidy for a portion of the development costs.

In this PoC, note will combine its platform development and operation capabilities with the IP development and media-mix expertise of its subsidiary, Tales & Co. The goal is to verify the feasibility of expanding story-based IP into games. Specifically, the initiative aims to build a framework that supports processes required for game adaptation, such as planning, development, scenario design, asset production, and prototype development.

AI will not replace the creative process itself. Instead, it will be used as a technology to improve the efficiency of certain parts of production. This approach will make it easier to adapt story-based IP—such as novels and manga—into games, which was previously difficult due to high costs and development limitations. The company aims to deliver a wider variety of IP to the market quickly while maintaining high quality.

In this phase, verification will proceed using IP developed primarily by Tales & Co. as well as IP owned by external partners. The initial step will involve producing and selling titles through games.

Through this PoC, note will expand opportunities to release new IP and support the new utilization of existing IP. The company aims to build a new framework for delivering Japanese hit titles to the global market.

During this PoC, note will also promote collaboration with IP holders, publishers, production companies, creators, and development partners.

Verifying a New Production Model to Expand Opportunities for Story-based IP

In recent years, the production of content such as anime and games has grown larger in scale and longer in timeline. As a result, production costs have risen significantly. Under these circumstances, manga has played an important role in quickly generating new IP and nurturing it through feedback from readers and fans.

On the other hand, games have the potential to deliver stories and characters in a way that users can experience firsthand. This expands opportunities to launch new IP and creates new touchpoints for existing IP. However, high barriers regarding production costs and development structures make game adaptation difficult for many story-based IPs.

In this PoC, note will verify the design of a development platform that makes it easier to launch and expand story-based IP as games by incorporating AI-driven production workflows. The company will also integrate AI into various production processes to verify workflows that support the decision-making and expression of creators and production teams.

Background Behind note's Initiative

Japanese manga, anime, and games are highly regarded worldwide. The Japanese government has positioned the content industry as a core industry alongside semiconductors (*). With a national goal of achieving 20 trillion yen in overseas sales for Japanese content by 2033, METI launched the "IP360" project with a budget exceeding 35 billion yen. This initiative provides comprehensive support from IP creation to production, distribution, and international expansion.

Under its mission of "Empowering everyone to start and continue creating," note has developed and operated its media platform, "note." The company works to build a framework where works are created, delivered to readers, and supported by fans, leading to further creation.

Additionally, Tales & Co. engages in original IP development alongside multi-channel expansions across manga, video, games, audio, and merchandise. They have built a track record in areas such as game scenario production while continuously working on creative support using AI.

By combining note's platform development and operation capabilities, Tales & Co.'s IP development and production expertise, and their track record of AI utilization, this PoC will verify a new production model to help Japanese story-based IP expand into games.

(*) Ministry of Economy, Trade and Industry (METI), "Entertainment and Creative Industries Strategy: 5-Year Action Plan Toward 20 Trillion Yen in Overseas Sales for the Content Industry" (June 2025)

https://www.meti.go.jp/shingikai/mono_info_service/entertainment_creative/pdf/20250624_1.pdf

Overview of the Selection

This initiative was selected for the "Development Platform Construction Support" program under the Subsidy for Content Industry Growth Investment Support Project implemented by METI. We believe that the platform to be developed for supporting the adaptation of story-based IP into games will contribute significantly to enhancing our corporate value over the medium to long term.

Ministry of Economy, Trade and Industry (METI) "IP360 -Toward 20 Trillion Yen-" Content Industry Support Menu

https://www.meti.go.jp/policy/mono_info_service/contents/menu_contents.html

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, shops and brand owners can showcase products in their stores, 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>

Tales & Co. inc.

Established in May 2024 as a subsidiary of note inc. to expand the potential of stories and creators. The company acts as an agent for creators, produces original content, and undertakes planning for external companies, collaborating with publishers, film companies, and game developers. It has over 1,000 registered creators and co-operates the story posting site "TALES" with note inc.

Location: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083

Established: May 24, 2024

President and CEO: Takeshi Hagiwara

URL: <https://talesandco.com/>

【For inquiries regarding this press release】

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>