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July 1, 2026

Shoeisha Joins note's GENIAC Project Verification Building a Content Distribution Infrastructure for the AI Era

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SHOEISHA

翔泳社がGENIAC事業の実証に参画

Shoeisha Co., Ltd. has joined note's GENIAC project as a new verification partner. This initiative has been selected for "GENIAC," a generative AI development project led by Japan's Ministry of Economy, Trade and Industry (METI) and the New Energy and Industrial Technology Development Organization (NEDO).

Shoeisha is a publisher that has long provided high-expertise, practical knowledge through its book publishing (covering IT, business, and design) and web media operations. We joined this project because we strongly agree with its vision of building an ecosystem where creators and media can deliver content with peace of mind, even in the AI era.

In this partnership, Shoeisha's high-precision factual data—centered on professional and practical books related to IT and business—will be used to verify a mechanism for secure referencing (browsing) via RAG (Retrieval-Augmented Generation, a technology where AI references external data when generating responses). Please note that this data is not used for training the generative AI; it is only temporarily referenced during the response process.

This project is building on an existing RAG database prototype, continuously verifying it using content from each partner to improve accuracy. By adding Shoeisha's specialized knowledge, we will further advance the verification toward creating a robust distribution infrastructure.

Regarding Shoeisha's Participation

Shoeisha will participate in the following areas of this verification:

- Provision of partial content data.
- Cooperation in verifying management functions for data holders (rights holders).
- Cooperation in developing legal and practical mechanisms (technical and practical verification) to ensure both the protection of published content rights and fair compensation.

About the GENIAC Project and the "RAG Data Ecosystem"

This project was selected as a "Survey project on the utilization of data and generative AI to accelerate generative AI development" under "GENIAC (Generative AI Accelerator Challenge)," a project led by METI and NEDO to strengthen Japan's generative AI development capabilities. The project will run for one year with a budget of up to 1.5 billion yen (*).

(*) If an extension of the survey period or an increase in the budget scale is separately approved, the project period can be extended to two years (up to December 2027) and the budget increased to a maximum of 2 billion yen.

This project utilizes RAG technology to build a database where AI can reference high-quality content from publishers, academic organizations, news outlets, and web media when generating answers.

Regarding content candidates, we limit the scope to factual information where accuracy and citation are valuable—such as "news," "dictionaries," "practical books," "new books," "economy/business," and "money/investment"—rather than areas like "fiction" that require special consideration from a copyright protection perspective. We will only use content for which rights processing has been appropriately handled.

List of Verification Partners (As of July 2026, listed are only publicly announced companies)

- KADOKAWA Corporation
- Diamond, Inc.
- Japan Academic Copyright Association
- Shoeisha Co., Ltd. (New partner)

This verification is being conducted with over a dozen companies and organizations, including those listed above. Additional organizations will be announced as they are decided. We are actively seeking further corporate and organizational participation. If you are interested, please contact us at:

E-mail: ai-biz@note.jp

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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 75.20 million works have been created. The number of members has reached 11.78 million (as 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>

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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.

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>

【For inquiries regarding this press release】

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