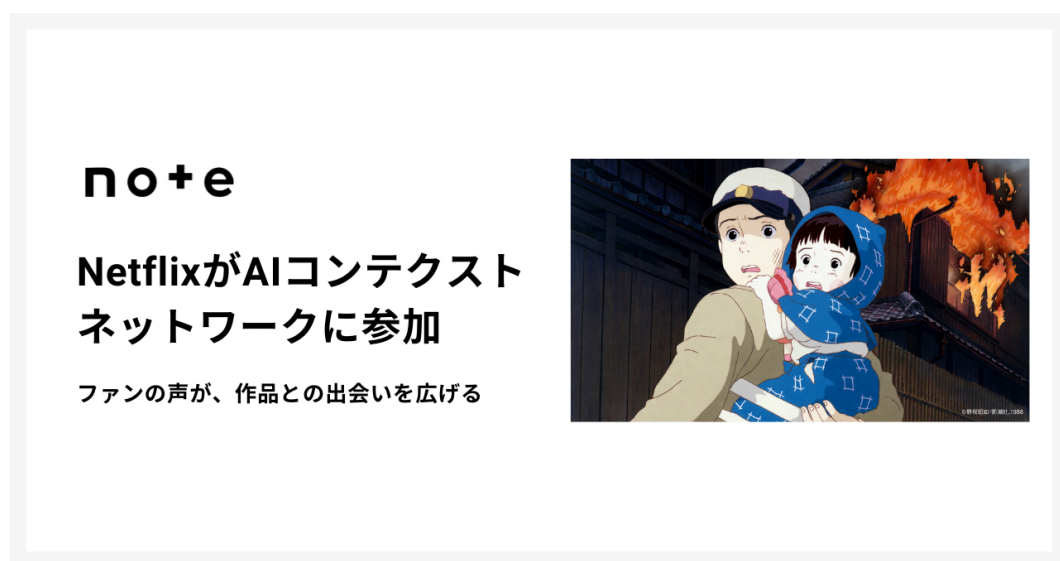


note

note inc.
July 15, 2026

Netflix Joins note's "AI Context Network" to Consolidate Fan Reviews and Official Information Launches Review Campaign for "Grave of the Fireflies"



Netflix has joined note's "AI Context Network." This system aggregates fan reviews and official information for each title. The following five titles are participating in this network:

- "Grave of the Fireflies" — Netflix exclusive streaming begins July 15
- "Gas Ningen"
- "Soulmate"
- "Kujo no Taizai"
- "Cho Kaguyahime!"

note has regularly conducted review campaigns with Netflix. Approximately 13,000 review and analysis articles have already been collected. A culture where readers write reviews and analyses in their own words has firmly taken root. For example, in the spring 2026 drama rankings (*), "Kujo no Taizai" became the first original streaming title to enter the top three. The trend of fans writing reviews for Netflix titles continues to expand. These authentic voices convey the multifaceted appeal of the titles. Interested readers can then proceed directly to watch them on Netflix.

Title Pages

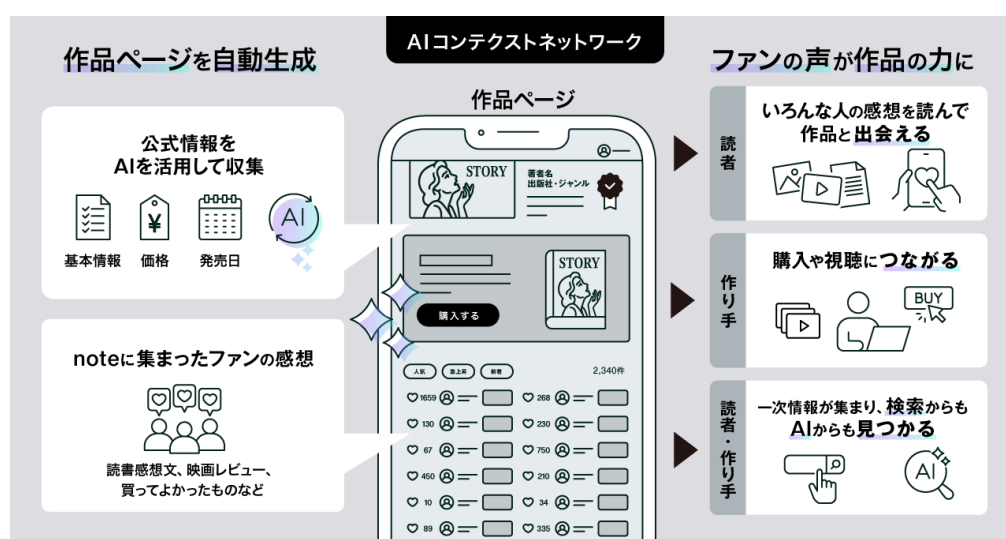
- Grave of the Fireflies: <https://note.com/hashtag/火垂るの墓>

- Gas Ningen: <https://note.com/hashtag/ガス人間>
- Soulmate: <https://note.com/hashtag/ソウルメイト>
- Kujo no Taizai: <https://note.com/hashtag/九条の大罪>
- Cho Kaguyahime!: <https://note.com/hashtag/超かぐや姫>

*Ranking details: <https://note.jp/n/neb989386c315>

What is the AI Context Network?

This system uses AI to automatically generate pages that consolidate fan reviews and official information for each title and product. Currently, it supports books and video works. There are plans to expand this to all categories in the future. note has conducted about 150 official posting campaigns, including "#MovieReview" and "#DramaReview." The cumulative number of submitted review articles has reached approximately 2 million.



Readers who visit the title pages can read various reviews and discover new works. For creators, fan voices encourage purchases and viewing. By gathering primary information, titles become easier to find through both searches and AI. Fan voices empower the works. The AI Context Network is a system designed to create this positive cycle.

"Grave of the Fireflies" Review Campaign

Starting July 15, Netflix will launch a posting campaign called "#NetflixReview" on note. This campaign encourages users to share their emotions and insights after watching "Grave of the Fireflies." Official images will be provided in note's "Everyone's Photo Gallery." Anyone can use these images as header images for their articles. Participants can post in free formats, including text, photos, manga, and illustrations.

■ Application Guidelines

When posting an article on note, please include two hashtags: #火垂るの墓 (Grave of the Fireflies) and #Netflix感想文 (Netflix Review).

■ Campaign Period: July 15 to August 31, 2026

Five participants will be selected by lottery to receive Netflix merchandise and the book "Isao

Takahata and 'Grave of the Fireflies': Deciphering the 'Phantom Script' and 'Seven Concept Notebooks'" (written by Yoko Terakoshi, published by Shinchosha).

Details of the posting campaign: <https://note.com/netflix/n/nd4dc30af4534>

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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 82.09 million works have been created. The number of members has reached 12.48 million (as of May 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.

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