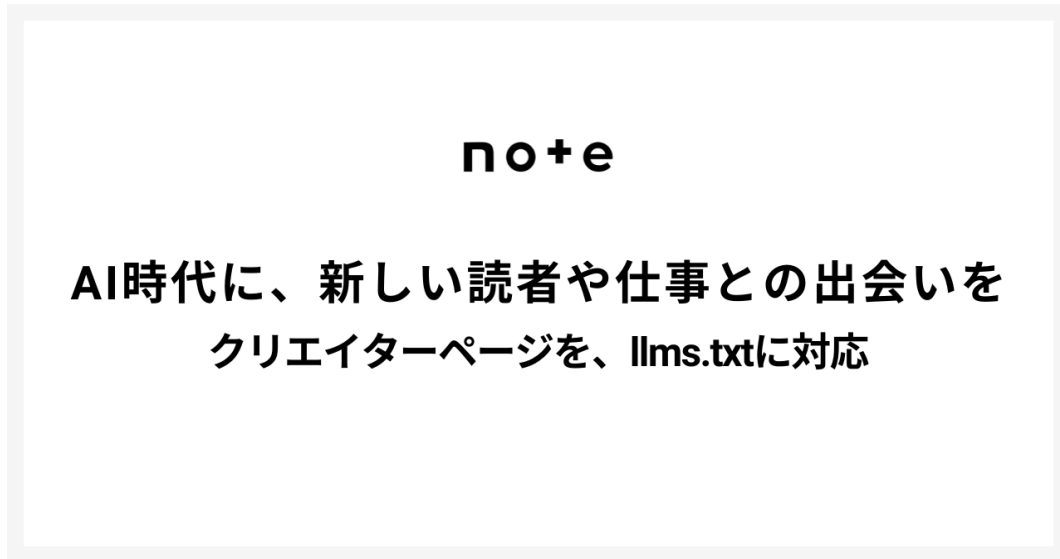


note Introduces "llms.txt" to Connect Creators with New Readers and Opportunities in the AI Era



note has implemented support for "llms.txt," a guide file designed to help generative AI read and interpret information.

As AI increasingly serves as a gateway for users to discover and learn about individuals and their activities, it has become essential to ensure that creators' work is accurately represented based on facts. Our goal is to help creators connect with new readers and professional opportunities by ensuring their activities are communicated correctly.

[What is llms.txt?] Think of llms.txt as a site guide for AI. It is a mechanism that structures page content to make it easily readable for generative AI, such as ChatGPT. By providing this guide, AI can access necessary information directly without navigating unnecessary HTML structures. This helps reduce AI "hallucinations" (the generation of factually incorrect information) and saves on processing data (tokens). It is designed to ensure AI references information accurately when answering questions, rather than for the purpose of AI training.

Why We Are Taking This Action

AI is rapidly becoming an entry point for discovering people, products, and works. As one of Japan's largest media platforms, note has established this mechanism to ensure that primary information directly from creators is delivered accurately to AI.

When users ask questions like "Who is an expert on fermented foods?" or "I want to discover interesting essayists," we want the activities creators have shared on note to be picked up accurately by AI. This helps creators find new readers and professional opportunities.

Accurate public information is the foundation for this. Without organized information, AI may generate inaccurate profiles of individuals.

According to Ahrefs (as of July 2, 2026), note is the second most cited domain in AI searches in Japan, following YouTube. Leveraging this strength and looking ahead to the era of AI agents, we are moving quickly to build a foundation that allows creators' activities to be interpreted more accurately. "llms.txt" is our first step toward this goal.

Scope of Support

note will structure information publicly available on creator pages—such as profiles and social media links—and provide it as an llms.txt file. This does not include the body text of articles. Please note that llms.txt is a mechanism for AI referencing, not for AI training. We respect the intentions of creators who have opted out of AI training, and we will not apply llms.txt support to their pages.

Reference: note added a feature to state preferences regarding AI training (announced February 2025)

Comment from Takayuki Fukatsu, CSO

"I believe that citations and recommendations by generative AI will become a crucial theme in media and marketing. As the gateway to information shifts from search engines to AI, it is vital that AI can reach the author's original information. note accumulates primary information and first-hand experiences from creators every day. Starting with this support for llms.txt, we will organize reliable author information and background context on works in a format that AI can easily reference.

In the future, while respecting the intentions of our creators, we hope to explore ways to appropriately convey verified identity information and details regarding expertise to AI. Precisely because this is an area where industry standards have yet to be established, note is taking the initiative to propose a better relationship between creators and information in the AI era."

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 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>

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.

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Date of Establishment: December 8, 2011

Representative Director and CEO: Sadaaki Kato Corporate Website: <https://note.jp>

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