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note inc.
November 18, 2026

note to Compensate Creators for Content Referenced in AI Answers

Payments from a Major AI Company to Be Distributed Based on How Content Was Referenced



note will receive compensation from a major AI company for AI referencing of content, and will begin returning compensation to creators.

note has long been negotiating with AI companies to create a system in which compensation for AI training and referencing is returned to creators. We are now able to receive compensation from a major AI company for AI referencing over a certain period (*The use in this case is "referencing" by AI, not "training").

The difference between AI "training" and "referencing"

There are two different mechanisms by which AI uses content: "training" and "referencing."

"Training" means using data such as articles as training material to develop and improve generative AI models. "Referencing," on the other hand, means that AI uses content as a citation or source material when it searches websites to create an answer to a user's question.



This initiative covers this "referencing." We will return the compensation we receive to creators based on records of AI referencing articles published on note when it creates answers in response to users' questions.

Why we are doing this

While generative AI has the potential to greatly support creative activities, systems for returning compensation to creators when their content is used by AI are not yet fully in place.

note has been working to build systems for returning compensation received from AI companies, through the AI Training Compensation Program and other initiatives.

As creators' content is used in various ways, such as for AI training and for referencing in answers, note wants to create a system in which compensation in line with that use is returned to creators. This return of compensation is also one of our efforts toward that goal.

About the return of compensation

- Eligible creators

    - Creators whose published articles have a record of being referenced in AI answers during the eligible period (April to July 2026). Eligibility does not depend on participation in the AI Training Compensation Program or on whether the "Indicate intent to opt out of generative AI training" setting is turned on. No application is required, and we will notify eligible creators individually.
- Approach to distribution
    - We will distribute the compensation received from a major AI company, less note's operating fee, based on records of content referenced in AI services and other factors.
- Payment method
    - Bank transfer or Amazon Gift Card
- Payment timing
    - Mid-December 2026
- Eligible content
    - Text that anyone can view is eligible. The paid portions of paid articles, membership benefits, images, audio, and video are not eligible.

This return of compensation is carried out under a contract with the AI company. Whether it will be carried out after the current contract period ends will be decided through future discussions.

Eligible content and permission

Content published on the web may be referenced as reference information when AI answers users' questions. Because "referencing" by AI is a different mechanism from "training," content may be referenced even if the creator has indicated an intent to opt out of training.

This initiative does not provide creators' content as data for AI training. The current settings for both "Indicate intent to opt out of generative AI training" and "Participate in the AI Training Compensation Program" will remain unchanged. In addition, creators are eligible for this return of compensation regardless of whether they participate in the "AI Training Compensation Program."

Creators who do not wish to receive the return of compensation can decline it. We will send details by email to eligible creators.

Please see the following page for details.
URL: https://www.help-note.com/hc/ja/articles/64400638217753

note

note is a media platform where creators post text, images, audio, and video, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy creating and keep going. Individuals and companies mix together, opening up more chances to find things you love and meet interesting people. The service launched in April 2014, and about 89.93 million works have been created. The number of members has reached 13.13 million (as of the end of August 2026).

- URL: https://note.com/
- iOS App: https://apps.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 "Start, and Keep on Creating." We build systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators publish content in their own way, receive support from fans and peers through Membership, shop and brand owners introduce products through Store, and companies and organizations share information using note pro.

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Founder & CEO: Sadaaki Kato
Corporate Website: https://note.jp

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