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Notice regarding Grand Prize Win at PRIX JEUNESSE 2026 for Original Kids Content

U-NEXT HOLDINGS Co., Ltd. hereby announces that “MOTIONCRAFTS: Hajimemashite,” the first original production from “U-NEXT Kids”—the kids’ category of its content distribution service U-NEXT—won the Grand Prize in the “7-10 NON-FICTION” category at PRIX JEUNESSE 2026, an international festival for children’s television. The program notably achieved the highest score among all nominated works across all categories.



Released by U-NEXT Kids in September 2025, “MOTIONCRAFTS” is a groundbreaking craft program where everything “moves.” Unique to a digital platform like U-NEXT, the show aims to encourage children to explore new forms of expression through a hands-on experience in collaboration with digital technology.

(<https://program.ugokosaku.jp/>)

PRIX JEUNESSE, held biennially in Munich, Germany, is a historic international festival for children’s television that began in 1964. Often referred to as the “Academy Awards of children’s programming,” it has long been recognized as the highest honor in the field of children’s media, with past winners including prestigious productions from the BBC, Sesami Street, and NHK. This year’s festival took place from May 29 to June 3, 2026, featuring screenings of 66 finalist works from 23 countries. Winners were selected based on votes from international experts who personally viewed every nominated title. As a result, “MOTIONCRAFTS” not only won the Grand Prize in the “7-10 NON-FICTION” category but also achieved a score of 8.9, the highest rating across all nominated works in the 2026 competition.

(<https://prixjeunesse.de/wp-content/uploads/2026/06/Preistraegerbroschuere.pdf>)

At the venue, the program received widespread acclaim for its numerous ideas that make “moving crafts” both simple and fun. Experts specifically praised the use of familiar, everyday materials, the instant playability via smartphones, and the deliberate pacing that carefully demonstrates the crafting process. Additionally, the music quality was highly rated, with some participants heard humming the theme song of “Ani-Kosaku,” a segment within the program.

Currently, “MOTIONCRAFTS” is available on YouTube for a limited time. In addition, a new multi-episode series is scheduled for release on U-NEXT Kids this summer, along with plans for workshops featuring various segments from the program.

(<https://youtu.be/byzjMOB29sI>)

Going forward, we remain dedicated to ensuring that the time children spend enjoying videos and e-books is a wonderful and meaningful experience. We will continue to strive toward realizing the core concept of U-NEXT Kids: “Watch, Read, Learn. U-NEXT for Kids.”



観る、読む、学ぶ。
子どものための、U-NEXT。

 **U-NEXT** **k!ds**

Service Overview

June, 2026



=U-NEXT's comprehensive category for kid's content.

Official Website : <https://kids.unext.co.jp/>

The “Kids Team” collaborates with various internal departments to carry out the following:

- Content distribution
- Unlimited access to kid's titles (children's book)
- Original production (IP and publications)
- Branding and social media communications
- Family-oriented marketing





The U-NEXT Kids Concept



“Watch, Read, Learn. U-NEXT for Kids”

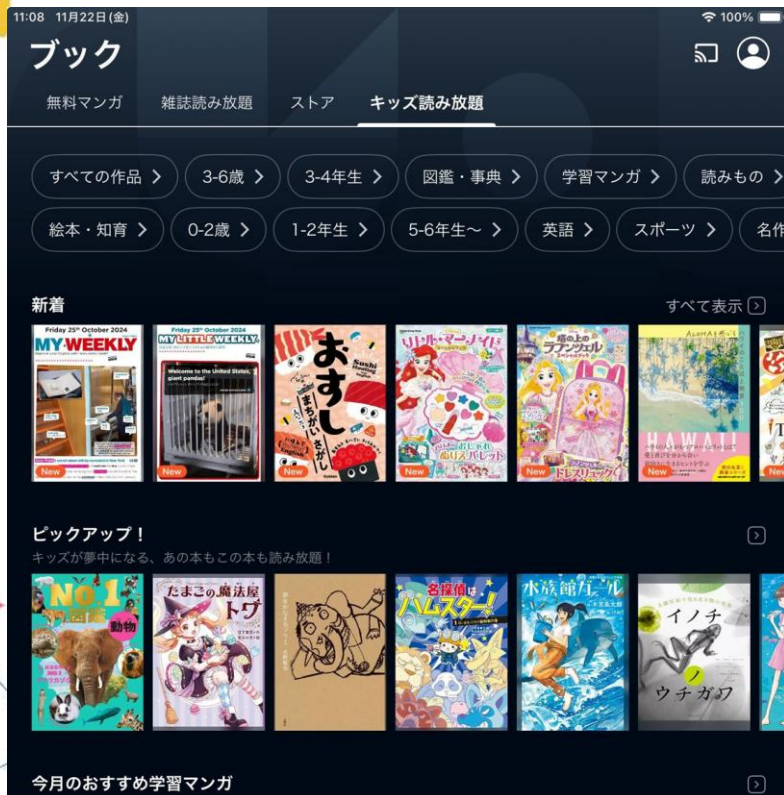
Letting children watch videos on a smartphone or TV while busy with housework or when they are fussy—for many parents, this can bring a small sense of guilt. What if that time could be transformed into an opportunity for children to learn and grow? Wouldn't that be wonderful?

The U-NEXT Kids team works tirelessly every day to ensure U-NEXT is a service that supports children's desire to “watch, read, and learn,” while also meeting parents' wishes to provide “safe and secure opportunities for growth.”

We remain dedicated to ensuring that the time children spend enjoying videos and e-books is a wonderful and meaningful experience. We invite you to look forward to the future of the U-NEXT Kids team.



Initiative 1 : Unlimited access to kid's titles



Unlimited access to approximately 4,300 children's books at no additional cost.

23 participating publishers (As of June 2026).

Gakken	ポプラ社	Discover	世界文化社
実業之日本社	西東社 seitosh	文響社	PHP
JTBパブリッシング	フレーベル館	偕成社	ASAHI 朝日新聞出版
KADOKAWA	汐文社 しやうぶん社		Koelshuppan
中央公論新社	金の星社	朝日小学生新聞	集英社
白泉社	平凡社	playBac PRESSE	



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Initiative 2 : Creation of Original IP



Streaming 62 episodes of the picture book narration program “Nemuruma Ehon.”

Features narration by 14 celebrities; a collection of stories provided by 30 publishers designed for parents and children to enjoy together before bedtime.



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(New multi-episode series to be released in Summer 2026)



Initiative 3 : Workshop Expansion

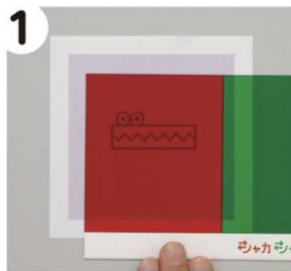


Multi-faceted expansion by transforming “MOTIONCRAFTS” segments into interactive workshops.

We are adapting craft segments from the program into workshops and hosting events in collaboration with partner companies.

The “Ugo-Kosaku Engine No. 1” workshop was a major success at the Hibiya Music Festival in May 2026, attracting long queues.

We plan to roll out multiple workshops in the future and are considering dedicated workshop events under the “MOTIONCRAFTS” brand.



Initiative 4 : Investment in Family Movies



Investment in “Tabekko Animals: THE MOVIE” (May 2025 release) and acquisition of the publishing window.

We are moving forward with the production of publications related to the “Tabekko Animals” movie through our investment. Rather than keeping this exclusive to U-NEXT, we are collaborating with multiple publishers to coordinate a comprehensive publishing plan timed with the movie’s release.



“U-NEXT Kids’ First Publication”



Initiative 5 : Bookstore Collaborations and Event Participation



Creating direct engagement through events like “Ehon-Haku” and initiatives at MUJI BOOKS.

We featured a “Nemuruma Ehon” corner at Ehon-Haku, held at Daikanyama Tsutaya Books on November 2-3. Additionally, in collaboration with MUJI BOOKS, we launched in-store displays for the new picture book “Santa no Ko.” We plan to continue partnering with major bookstore chains to create new touchpoints with families that were previously unavailable.



Initiative 6 : Permanent Displays at AEON



In April 2026, the second permanent U-NEXT Kids area was launched at AEON Morioka.

Following the first location at AEON Morioka Shibutami in April 2025, a new permanent U-NEXT Kids area will open within the food court of AEON Morioka.

These areas feature dedicated U-NEXT monitors and brochures, with plans to host workshops and events.

We intend to further expand our presence in more stores in the future.

