

May 8, 2025

Sony Group Corporation, Bandai Namco Holdings, and Gaudiy Have Begun a Strategic Partnership to Invest and Cooperate in Building the Future of Entertainment

Sony Group Corporation and Bandai Namco Holdings to Invest a Total of Ten Billion Yen in Gaudiy

Sony Group Corporation
Bandai Namco Holdings Inc.
Gaudiy Inc.

Sony Group Corporation (hereafter referred to as Sony), Bandai Namco Holdings Inc. (hereafter referred to as BNHD), and Gaudiy Inc. (hereafter referred to as Gaudiy) have begun a strategic partnership in the fields of entertainment and technology. To promote this partnership, Sony and BNHD jointly invest ten billion yen in Gaudiy.



■ The Background Behind This Collaboration and Investment

As the global entertainment content industry continues to grow in strength, the importance of entertainment in Japan is rising even further. The international revenue of Japan's content industry has reached a scale that now rivals major export industries such as semiconductors, iron, and steel. *1 Also, of the global character IP (intellectual property) media mix revenue rankings, 10 out of the top 25 spots are held by Japanese IP. *2 Japan's entertainment content is recognized internationally.

Additionally, due to advancements in technology, the entertainment content industry has gained even stronger influence and it's expected that entertainment content will extend to other industries. Also, due to the rise of social media and user generated content, the relationship between IP and its fans doesn't end at "producer" and "consumer." Instead, fans themselves participate, support, and jointly develop the IP.

Each company in this partnership is devoted to the global development of Japanese IP and the creation of new experiences and ecosystems which leverage their technologies and strengths.

Gaudiy has heralded the vision of "Fan Nations" and created Gaudiy Fanlink, a community platform, offered to major entertainment companies, where fans can interact with their favorite IP. By using the latest technologies, such as blockchain and LLMs, Gaudiy gives fans new experiences. In 2025, Gaudiy acquires MyAnimeList ^{*3}, the world's largest anime and manga community site with 19.5 million registered users, 99% of whom are non-Japanese, thereby strengthening Gaudiy's connection to global fans.

In 2024, Sony introduced its "Creative Entertainment Vision," a long-term vision for where we want Sony to be in the future. The Company is committed to the creation and nurturing of attractive IP while deepening engagement with fans by expanding IP beyond boundaries, and maximizing IP value. Along with the development of entertainment, such as games, music, and pictures, Sony also plans, produces, streams, and distributes anime series. In 2021, Sony acquired the anime streaming service Crunchyroll and has delivered Japanese content to anime fans around the world.

BNHD has a Mid-term Plan for the next three years starting in April 2025 that aims to create continuous growth over a medium-to-long-term period on the basis of the group's Purpose, "Fun for All into the Future," and its Mid- to Long-term Vision of "Connect with Fans." By leveraging IP worldviews and providing the optimal products and services in the optimal regions at the optimal times, it will maximize the value of the IP as desired for an "IP axis strategy," and push the strengths of the global market even further.

Through this strategic partnership, these three companies aim to create a new ecosystem in the entertainment industry by combining their strengths and assets to offer newer and more fun next-generation entertainment experiences to IP fans around the world.

*1 Source: Ministry of Economy, Trade and Industry's "First Entertainment/Creative Industrial Policy Research" (in Japanese)
https://www.meti.go.jp/shingikai/mono_info_service/entertainment_creative/pdf/001_04_00.pdf

*2 Source: TitleMax "The 25 Highest-Grossing Media Franchises of All Time"
<https://www.titlemax.com/discovery-center/the-25-highest-grossing-media-franchises-of-all-time/>

*3 MyAnimeList: <https://myanimelist.net/>

■Important Themes of this Collaboration

The following five important themes will be tackled through this collaboration.

1. Global

It will promote initiatives to expand Japanese IP to the global market and maximize its value. By combining initiatives by Crunchyroll, a subsidiary of Sony, MyAnimeList, a subsidiary of Gaudiy, and for IP-related products and services offered worldwide by BNHD, it will accelerate the global expansion of Japanese IPs.

2. IP Creation and Nurturing Next-Generation Creators

Japan has produced IP that is beloved by people around the world. This collaboration intends to enrich IP creation, encourage continuous creation, and proactively discover and nurture next-generation creators.

3. Data Usage and Applications

By combining the data assets each company has, they can deepen the practical uses of the data in the entertainment field. Fan data tends to be divided into parts, so by mutually collaborating and combining the data, its analyses and use cases will be strengthened in order to offer even more moving and personalized entertainment experiences.

4. Blockchain

They aim to build a safe ecosystem where fans and creators can participate and operate using blockchain technology. By utilizing Soneium ^{*4}, a public blockchain developed by Sony, and Gaudiy's empirical research on tokenomics design ^{*5} and knowledge of auction design ^{*6}, they can implement a system where creators can be paid an equitable price.

5. Generative AI

BNHD and Gaudiy aim to create new entertainment experiences by propelling the research development and application of Generative AI. They have already begun concrete initiatives such as using Generative AI image technology within the official GUNPLA (Gundam model kits) community Builders' Note. ^{*7}

^{*4}: Soneium: <https://soneium.org/en/>

^{*5}: Trust Economy Bonding Curves - the token values change based on personal trust scores https://medium.com/@gaudy_inc/implement-trust-economy-bonding-curves-on-zilliqa-which-varies-token-price-depending-on-personal-fe84d771bcdd

*6: The Gaudi-Sakai method, a new-style of NFT auction that doesn't exhaust the fans (in Japanese)

<https://prtimes.jp/main/html/rd/p/000000018.000035719.html>

*7: GUNPLA Digirama Maker offered on the official GUNPLA community (in Japanese)

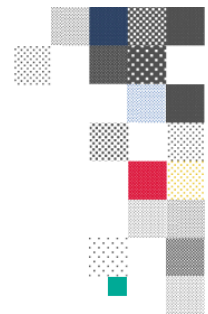
<https://www.gn-app.com/digital-diorama/lp/gunpla-digirama-maker>

■Comments from Each Company

**Toshimoto Mitomo, Chief Strategy Officer, Representative Corporate Executive Officer,
Sony Group Corporation**



SONY



It is extremely important to promote and share Japanese IP, like anime and manga, globally through the partnership of the three companies. Our Creative Entertainment Vision aims for a future where we can deliver limitless Kando (emotion) with creators and partners. We aim to use our strong ties with the anime fan community as well as the latest technology in order to spread attractive entertainment experiences to more fans around the globe.

Nobuhiko Momoi, Executive Vice President, Bandai Namco Holdings Inc.



BANDAI NAMCO

Fun for All into the Future



Bandai Namco Group will continue strengthening 360° connections with various fans (IP fans, business partners, shareholders, employees, and society at large) under our Mid- to Long-term Vision “Connect with Fans” as part of our Mid-term Plan starting in April 2025. One of the

initiatives we're undertaking to do so is to promote collaborations and alliances with outside partners, including growth investments, so we established a department called CW360 with the desire to connect with fans in 360° directions.

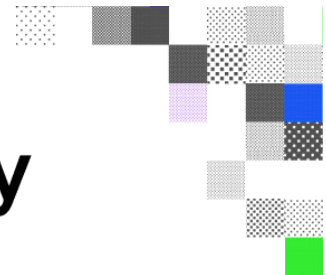
This partnership with Gaudiy and Sony is the first initiative we can announce after the creation of CW360. Through this partnership with them, we can connect MyAnimeList, a very influential community of non-Japanese fans of Japanese anime and manga, with Bandai Namco's IP axis strategy and build wider, broad, deep connections with IP fans around the world.

As everyone knows, Japanese anime and manga possess a charm that captivates fans around the world. We look forward to the great partnership between Gaudiy, Sony, and Bandai Namco.

Yuya Ishikawa, CEO, Gaudiy Inc.



Gaudiy



It's an honor to be able to develop a partnership with corporations that represent Japan like Sony and Bandai Namco. When I was a child, I played *GUNDAM BATTLE TACTICS* and *Ridge Racer* on the PSP obsessively with my friends, so this partnership is extremely moving for me.

Gaudiy has a vision of creating "Fan Nations" and continues to search for ways to develop value based on people's passions and create a smooth distribution of that value. I truly believe that entertainment has the power to change Japan and the world.

Through this partnership, we will combine the three companies' strengths to faithfully promote the global expansion of Japanese IPs like manga and anime to the world and combine them with the passion of fans and the latest technology.

■Company Overview

Company Name: Sony Group Corporation

Head Office: 1-7-1 Konan, Minato-ku, Tokyo, Japan

Representative: Hiroki Totoki, Director, President and CEO, Representative Corporate Executive Officer

Established: May 7, 1946

Company URL: <https://www.sony.com/en/>

Company Name: Bandai Namco Holdings Inc.

Head Office: Bandai Namco miraikenkyusho, 5-37-8 Shiba, Minato-ku, Tokyo, Japan

Representative: Yuji Asako, President and Representative Director CEO

Established: September 29, 2005

Company URL: <https://www.bandainamco.co.jp/en/>

Company Name: Gaudiy Inc.

Head Office: 6F, Daiwa Sasazuka Building, 1-64-8 Sasazuka, Shibuya-ku, Tokyo, Japan

Representative: Yuya Ishikawa, President and CEO

Established: May 2, 2018

Company URL: <https://gaudy.com/en/>