

May 15, 2024

TOEI x TV Asahi

Building a “partnership” for the creation of new entertainment



TOEI COMPANY, LTD.



TOEI COMPANY, LTD. (“TOEI”) and TV Asahi Corporation (“TV Asahi”) , with the view of delivering dreams and hope to the world through visual content, have entered into agreement regarding the establishment of a partnership that responds to the new age such as the advancement of digital online distribution.

■ Background regarding the establishment of partnership

TOEI and TV Asahi have thus far produced numerous entertaining content. Especially, in the drama genre, detective series such as *Hagure Keiji Junjoha* (1988 - 2009), *AIBOU: Tokyo Detective Duo* (2000 -), *The Woman of S.R.I.* (1999 -), period dramas such as *Abarenbou Shogun* (1978 – 2002) and live-action hero series such as *Kamen Rider* and *Super Sentai* have played a large role in the programming at TV Asahi. Moreover, numerous drama series such as *AIBOU: Tokyo Detective Duo* and *Kamen Rider* have been produced and released as theatrical films which have contributed largely to TOEI’s movie business. The demand for content is all the more increasing due to the diversification of viewing styles such as using digital online platforms, and as such, the creation of content that encompasses new values beyond the traditional bounds of broadcasting and theatrical releases is imperative.

TOEI and TV Asahi shall further strengthen its existing partnership and build a partnership aimed for the creation of new entertainment. The two companies shall also actively seek global business opportunities in the age of global content distribution.

■ Summary of partnership

Content Production

○ TV drama series joint production project

Based on the current joint production drama slots between TOEI and TV Asahi, the title development and production system shall be managed as projects in order to produce strong content on par with *AIBOU: Tokyo Detective Duo* series that promises to deliver higher viewer ratings and strong performance in online distribution.

○ Large-scale theatrical movies joint production project

Large-scale theatrical movies based on drama series such as *AIBOU: Tokyo Detective Duo* series shall be developed. Theatrical-based slot(s) shall be established so that releases of theatrical

movies are taken into account from the drama development and production stage. A strong production system embracing actors, script writers, directors, etc. shall be built and the project shall aim for the multi-dimensional success of the drama series and theatrical movie.

- New IP development project

A joint project to produce strong IP productions such as anime content shall be formed. In particular, with the backdrop of increasing demand for anime content, IP business shall be accelerated through establishing and sharing a “future plan” to strengthen the anime production system.

- Period drama development project

A joint production project to develop the “hit new period drama” genre, such as *Kimi to Yukite Saku: Shinsengumi Seishunroku* (April 2024 -) that is currently broadcast, shall be established. Subsequent to the broadcast of the drama series and theatrical release, collaborated events of the series shall be offered at TOEI Kyoto Studio Park and TV Asahi’s Tokyo Dream Park.

- Joint research/development of visual technology

Utilizing production methods such as visual technology exemplified by virtual production and the metaverse, both companies shall challenge to produce movies and dramas for the new age and aim to make efficient use of production costs.

Global Business

- Building content production system with aim of global online distribution

Through strengthening mutual cooperation exemplified by exchanging information on the global market, a global business scheme for large markets with promising growth such as India shall be formulated.

Media City/Real Entertainment

- Mutual sales cooperation between TOEI Kyoto Studio Park and Tokyo Dream Park

The TOEI Kyoto Studio Park that is scheduled for total renewal in 2028, and Tokyo Dream Park that is scheduled to be completed in 2026 are the focal establishments for TOEI and TV Asahi’s real entertainment businesses. Mutual cooperation at various levels shall be carried out in order to make the real entertainment businesses at both companies successful. In order to raise recognition and increase the draw of visitors and revenue, information cameras shall be permanently installed at both establishments and endeavors such as broadcasting live *Kamen Rider* events, etc., and weather forecasts from the establishments shall be carried out.



(TOEI Kyoto Studio Park Renewal Project)



(Tokyo Dream Park)

Personnel Interactions

- Mutual interaction of management-level personnel
A tighter production system and content development system shall be built by mutually exchanging management level personnel including producers.
- Mutual interaction/personnel exchanges of young personnel
Young personnel at both companies shall be exchanged for a given period of time in order to develop and enhance theatrical and drama production staff.

■ Structure of pursuing partnership

With aim of pursuing the endeavors above, TOEI and TV Asahi shall establish a steering committee. The permanent members are as below and other members shall be appointed according to the aim of the operation and project.

<TOEI>

Fumio Yoshimura	President & Chief Executive Officer
Yuji Kojima	Managing Director, General Manager, Kyoto Studios, Corporate Advisor, Motion Picture, Tokyo & Kyoto Studios, Uzumasa Area

<TV Asahi>

Gengo Sunami	Executive Vice President (Corporate Strategy Division, Finance Division, SDGs Management Department)
Arata Nishi	Executive Director (Sports Division, Content Programming Division, Business Solution Headquarters)