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note

note inc.

January 13, 2026

note Launches Global Content Expansion

Delivering Information from Japan to the World via Automated Multilingual Support

日本語コンテンツを、そのまま世界へ



note has launched a trial operation for automated multilingual support to deliver content written in Japanese to readers around the world. By leveraging Google's generative AI and other technologies, content will be automatically translated into multiple languages, beginning with English.

This initiative increases opportunities for discovery via international search engines and social media, ensuring that content from creators reaches a wider global audience.

For example, this expands possibilities for creators active in Japan to reach overseas fans directly, for articles on traditional crafts to reach international buyers, and for corporate product stories to gain attention in global markets. Creators will be able to deliver their work to readers worldwide without relying on overseas platforms or external translation services.

note has consistently advanced product development and business operations through capital and business alliances with global partners such as Google and NAVER. The company prioritizes maintaining a platform that remains highly compatible with search engines and AI. According to a joint survey (*1) conducted with VALUES, Inc. in 2025, traffic to note via generative AI exceeded

the expected value predicted from search traffic by approximately four times. This multilingual support further expands the potential for creators' articles to reach global readers through search and AI channels.

Creators can freely choose whether to enable this feature for their content, and settings can be changed at any time. The scope currently covers text content posted on note; image, audio, and video content are excluded. Support will begin with English, with expansion to other languages under consideration.

The trial will initially involve free articles from select cooperating creators, with plans to expand the scope based on the results.

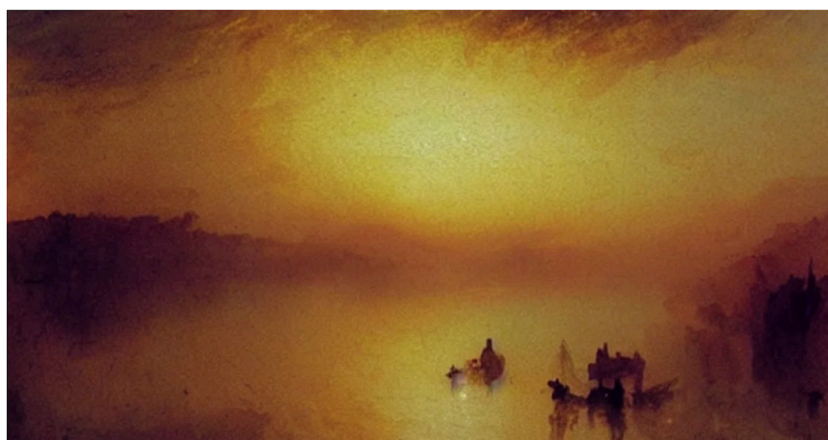
*1 Source: [VALUES x note Joint Survey, October 30, 2025](#)

Examples of Automatically Translated Articles

SYSTEM NOTICE

Auto translation by AI. Be sure, accuracy, nuances and authorial intent may not be fully reflected.

Show original



The Eve of World Transformation Was Quieter Than I Thought

♡ 6,878



深津 貴之 (fladdict)
2022年8月22日 02:30

The fundamental rules of the world are about to change... That kind of development often happens in manga and movies. It seems like it's about to happen in reality too.

<https://note.com/fladdict/n/nf4c104d4ed2b?hl=en>

<https://note.com/fladdict/n/ned53054ddc5b?hl=en>

<https://note.com/fladdict/n/n14d18afc14ed?hl=en>

<https://note.com/fladdict/n/n13c1413c40de?hl=en>

Why Work on Automated Multilingual Support?

Content originating from Japan is attracting significant global interest. According to the Ministry of Economy, Trade and Industry (METI), overseas sales of Japanese content reached approximately 5.8 trillion yen (*2) in 2023, surpassing the export value of steel and semiconductors. The government has set a target to expand this to 20 trillion yen by 2033 (*3) and is promoting a "New Cool Japan Strategy."

However, this growth is primarily driven by anime and manga. While there is high interest abroad in Japanese lifestyles, work styles, and values, text-based content conveying these topics has not fully reached audiences due to language barriers. note hosts over 70,000 diverse daily posts, including essays, novels, business knowledge, and corporate stories, all filled with unique experiences and thoughts.

Advancements in AI have lowered language barriers. note utilizes AI not to delegate the act of creation itself, but as a tool to support creators. In this instance, AI is being used to deliver creators' content to global readers. While automated translation may not always perfectly replicate the original text, the company is committed to continuous improvement to convey the charm of the works as naturally as possible.

*2 Source: METI "White Paper on International Economy and Trade 2025"

<https://www.meti.go.jp/report/tsuhaku2025/2025honbun/i2340000.html>

*3 Source: METI "Entertainment and Creative Industry Strategy" (June 2025)

https://www.meti.go.jp/shingikai/mono_info_service/entertainment_creative/pdf/20250624_1.pdf

Comment from Sadaaki Kato, CEO

"I believe the desire to share ideas and works widely is universal among creators. Note has implemented various measures to support this, and automated multilingual support is one such initiative.

I have frequently received requests from creators to have their works automatically translated for overseas readers. I am pleased that we are finally ready to begin this multilingual support.

Note's mission is to 'help everyone start and continue creating.' We hope that by enabling your works to reach people outside Japan, it will lead to new encounters and open up new worlds."

Future Schedule

This initiative will be implemented in phases to ensure a secure experience for creators.

February–March 2026: Trial Operation Begins for Select Articles

We will verify the accuracy of automated multilingual support, display formats, and overseas access trends using works from select cooperating creators. We have established a quota for early access to automated multilingual support. Creators or corporate representatives interested

in this initiative are invited to register via the form below.

<https://forms.gle/Zfari7awiYTcZDh98>

Spring 2026: Expansion of Scope and Support for Paid Content

We plan to expand the scope to allow multilingual deployment for more content. We will also proceed with phased support for paid articles and membership benefit articles to reach overseas readers. Through these steps, we aim to deliver creators' works to readers worldwide while expanding supported languages and making continuous improvements.

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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 64.07 million works have been created. The number of members has reached 10.52 million (as of August 2025).

- 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.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan

Date of Establishment: December 8, 2011

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

【For inquiries regarding this press release】

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>