NETFLIX

WITH JAPAN

Building the future of the content industry, **together.**

Supporting the Japanese government's goal of **expanding overseas sales** of Japanese content to ¥20 trillion by 2033, Netflix is launching the Content Co-Creation Initiative, **WITH JAPAN.**

Through three pillars, Netflix will continue to create titles with Japanese creators, bring them to audiences worldwide, and develop the next generation of talent.



Growing with **Japan**

Making titles across Japan, together.

Netflix works with Japanese creators, production companies, and local partners to make diverse titles across Japan.

Going Global with **Japan**

Bringing Japanese stories to the world.

Through Netflix's global network, we are expanding opportunities for Japanese stories to connect with audiences around the world.

Skilling with **Japan**

Building the future with the next generation of creators.

Netflix supports the development of the next generation of creators and production talent who can succeed globally, while advancing production skills and technologies.

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Key Initiatives to Date (Reference Data)

more than 2x growth in Netflix's content **investment in Japan** over the past four years.

nearly 50% of Netflix members **watched anime** in the past 12 months, as of September 2026.

12 billion hours **Japanese-language content** watched in 2025, a record high, up 36% from 2023.

150 Japanese titles in the **Weekly Global Top 10** (Non-English), as of September 2026.

2,000+ participants In Netflix-led **talent development programs** (2021–2025).

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Growing with Japan

Netflix continues to create diverse titles with Japanese creators, production companies, and local partners. Through filming and production across Japan, we bring the unique character of each region into our stories, creating titles in Japan that reach audiences around the world.

2x+

Content investment in Japan has more than doubled over the past four years.

100+

cities & towns

Where Netflix productions have filmed in Japan (2016–2025).

225+

titles

Produced or co-produced in Japan (2016–2025).



¥450 billion+

Contribution to Japan's GDP

from Netflix's investments and productions (2019–2024).

We will continue to **invest in Japanese content** and expand our production efforts.

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Growing with Japan



Netflix Series

Last Samurai Standing

A large-scale set was built in Fukushima Prefecture, with filming taking place across **19 prefectures.**



Netflix Series

Straight to Hell

A large-scale set recreating postwar Tokyo and the streets of Ginza was built in Chiba Prefecture, with filming taking place across **6 prefectures.**



Netflix Reality Series

The Boyfriend Season 2

Set against the breathtaking landscapes of Hokkaido, the series brings its signature shared-living experience to a new setting.



Netflix Reality Series

Badly in Love Season 2

Set in Okinawa, the series weaves the island's unique character and encounters with local people into its unfolding story.

Together with Japan's creators and partners, we're building a future where Japanese stories are loved around the world like never before.

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Going Global with Japan

Stories created in Japan are reaching audiences around the world, crossing language and cultural boundaries. Netflix continues to expand its efforts to bring Japanese titles to even more audiences worldwide.



No. 2

Japanese content is the second most-watched non-English content globally on Netflix.

12 billion hours

Total global viewing hours of Japanese content (2025).

36% growth



Increase in global viewing hours of Japanese content (2023–2025).

up to 34 languages

Subtitles & dubbing available.

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Going Global with Japan

over 80%

Share of viewing for widely-watched anime titles, such as **SAKAMOTO DAYS** and **DAN DA DAN**, that came from subtitles and dubbing.

over 70%

Share of viewing for **Last Samurai Standing**, a widely-watched live-action title, that came from dubbing.

TOP 10 subtitle consuming market

South Korea, Philippines, United States, Indonesia, Taiwan, Malaysia, India, Brazil, Thailand, Mexico

TOP 10 dubbing consuming market

United States, Brazil, Mexico, France, Germany, Thailand, Argentina, Spain, Colombia, United Kingdom



Localization brings Japanese stories to the world.

Localization matters just as much as the title itself in reaching audiences around the world.

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Going Global with Japan

Bringing Japanese anime to the world.

Japanese anime continues to captivate audiences around the world, with its popularity growing across countries and regions.

Top 5

Anime

"Anime" is in the Top 5 most-searched terms on Netflix.

3X

Anime viewing has roughly tripled over the past five years (2019–2024).

nearly 50%

of Netflix members have watched anime, as of September 2026.

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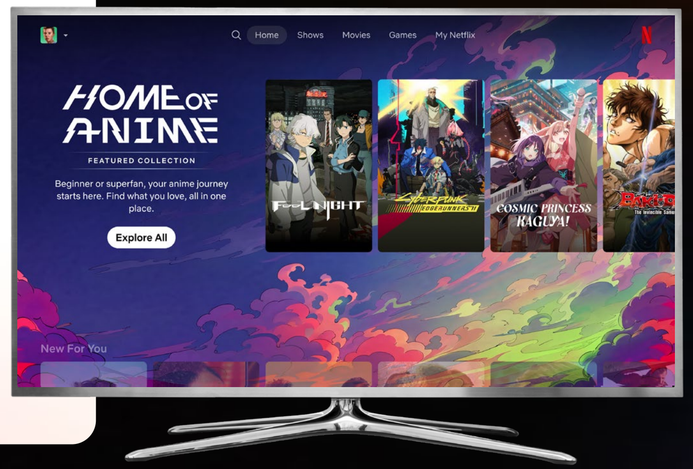
Going Global with Japan

To meet growing global demand for anime, Netflix is introducing new initiatives to help more audiences discover and enjoy Japanese anime.

1 Expanding Home of Anime globally.

First launched in Japan in August 2026, Netflix is now rolling out **Home of Anime** globally. This marks the first time a product hub originating in Japan has been expanded worldwide. The rollout will create more opportunities for Japanese anime to be discovered by **Netflix's more than 300 million members around the world.**



2 Piloting a new initiative to showcase global anime viewing trends.

Netflix is introducing a **Netflix Monthly Anime Global Top 10** featuring Japanese anime titles. By highlighting the Top 10 series and films each month, the initiative will showcase the growing global reach of Japanese anime.

3 Further supporting the global expansion of Japanese content.

Netflix will continue working with the Ministry of Economy, Trade and Industry (METI) and industry stakeholders to discuss the effective use of data and share Netflix's expertise in areas such as localization. Through these efforts, we aim to deepen understanding of global markets and help Japanese content resonate with audiences in each region. In collaboration with relevant organizations, we will explore new initiatives to bring Japanese stories to audiences around the world.

Going Global with Japan



150 titles

Anime 60% + Live Action 40%

Japanese titles that entered Netflix's Weekly Global Top 10 (Non-English) as of September 2026.

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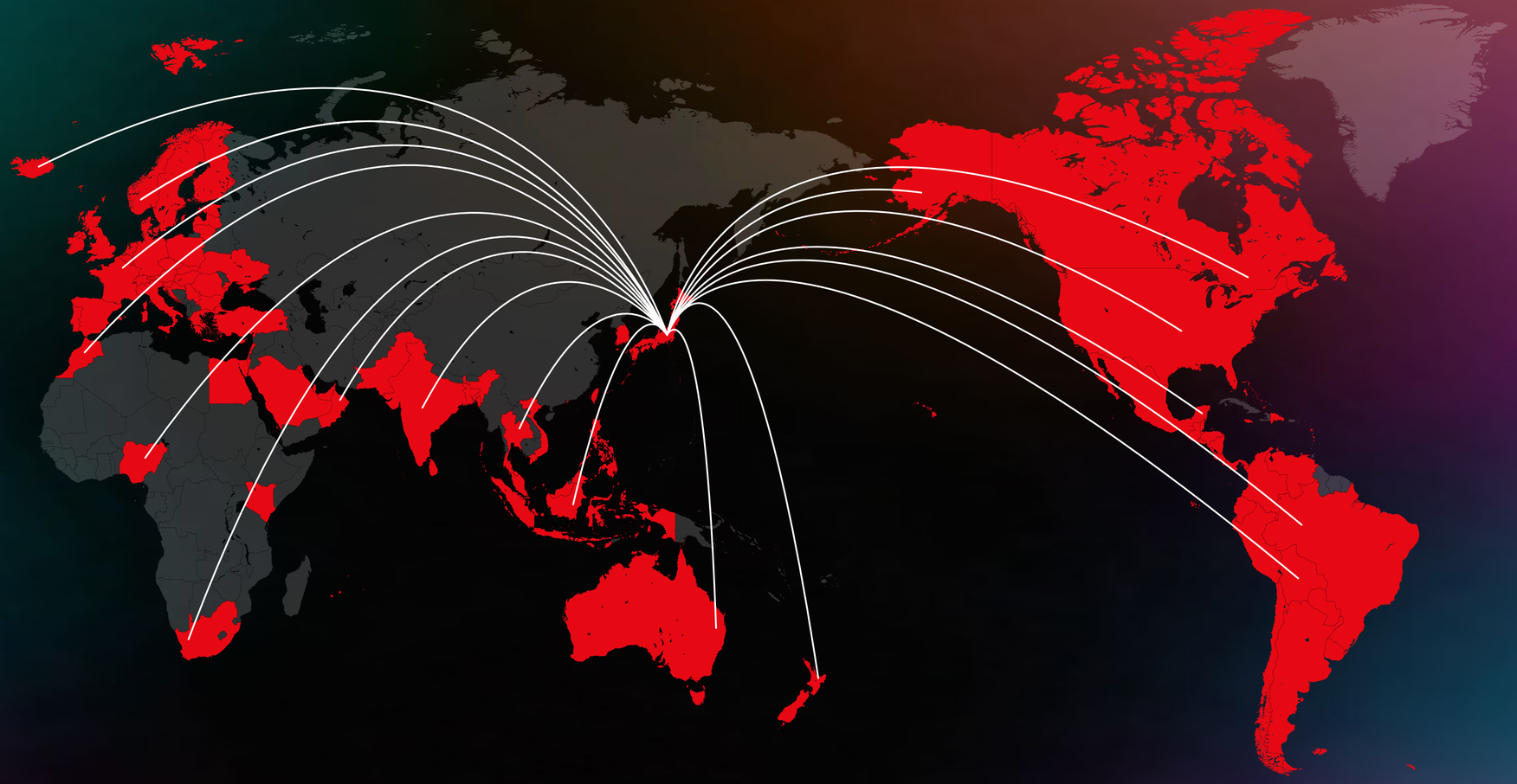
Going Global with Japan



93

countries

where Japanese titles have appeared in the **weekly country Top 10.**

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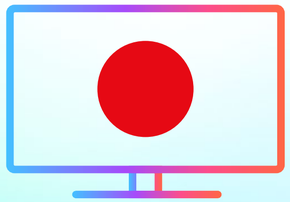
Skilling with Japan

To sustainably bring Japanese content to audiences around the world, **investing in the next generation of creators is just as important as investing in great stories.**

Netflix has delivered a range of talent development programs, including **Respect Training** to foster respectful production environments and specialized training in the technical skills needed for live-action production.

2,000+
participants

In Netflix-led talent development programs (2021–2025).



¥200
million+

Invested in creator development (2024–2026).



Over the next three years, Netflix plans to invest at the same level, with **a focus on anime, VFX and AI.**

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Japanese stories to the world. Building the future, **together.**



Stories created by Japanese creators have the power to move audiences around the world, transcending language and cultural boundaries.

Netflix will continue to create titles with Japanese creators and partners, bring them to audiences worldwide, **and nurture the next generation of talent.**