

Background

"SAMURAI" & "NINJA" boasts overwhelming recognition and popularity around the world. Not only is "SAMURAI & NINJA" an attractive action icon, its tales of humility and strong-will will warm your heart. Therefore, period dramas featuring the icons "SAMURAI & NINJA" have the potential to provide value for people around the world, and enrich the daily lives of people around the world. The two companies believe that their mission is to deliver "SAMURAI & NINJA" to fans around the world from the birthplace of "SAMURAI & NINJA" and allow them to enjoy the unique charm and history of period dramas. To accomplish that, we also gathered forces with Japanese talents that sympathize with our mission. The icon illustration of "SAMURAI & NINJA" was made by Takashi Okazaki, who became worldwide famous for his work in "Afro Samurai". Our promotional video was produced by Kamikaze Douga, that was also responsible for "Batman Ninja" (which also had Takashi Okazaki in charge of the character design).

As our first initiative, we opened our official YouTube channel (<https://www.youtube.com/@samuraivsninja>) on August 26, 2022, where shows such as the "Zatoichi" series starring Shintaro Katsu and the "Zankuro" series starring Ken Watanabe were made available to the public free of charge so that they could be widely viewed by people around the world. Supported by enthusiastic fans, the channel has recorded more than 8.6 million views and 2 million hours of viewing time as of March 2023.