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**Dentsu, GeekOut and KODANSHA Creators' Lab Collaborate to Launch New Label 'ROBMIX'**  
**- Supporting the discovery and development of the next generation of Roblox creators and IP creation -**

Dentsu Group Inc. (Headquarters: Dentsu Group Inc.; Head Office: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi; hereinafter Dentsu Group Inc. and its group companies are collectively referred to as "dentsu") today announced a joint collaboration with GeekOut Inc. (Head office: Minato-ku, Tokyo; Representative Director: Soichiro Tanaka; hereinafter "GeekOut")<sup>\*1</sup> and KODANSHA Creators' Lab (KODANSHA LTD.; Head Office: Bunkyo-ku, Tokyo; Representative Director and President: Yoshinobu Noma; hereinafter "KODANSHA")<sup>\*2</sup>. Under this joint project the three companies will establish and launch a new label\* 'ROBMIX (hereinafter "the label");' for the purpose of discovering and developing the next generation of creators on the immersive social platform Roblox, and developing new IP and contents and deploying new media mixes.

Dentsu Group Inc. last year launched "House of Creators"<sup>\*3</sup> to support next-generation creators who make and share content on online social platforms around the world. The first phase of that initiative was to partner with Roblox, and ROBMIX is one of the outcomes of this partnership.

\*Label refers to the name used to categorize the content handled by the three companies, and at the same time, it is a unique name given to business activities that combine the strengths of each company.



Image of media mixes that the label aims to realize, including Roblox × Comics.

Roblox has approximately 100 million daily active users around the world, who interact with friends and players globally in real-time through their avatars. These users also explore the vast array of virtual experiences available on Roblox and have fun playing games, going on adventures, learning, and more.

These diverse experiences are developed proactively by many millions of next-generation creators around the world, and it is the total freedom unique to Roblox that enables them to freely create games and virtual spaces that has driven continuous innovation and community growth.

The ROB MIX aims to take the lead in the next generation of entertainment, where anyone can become a creator, realizing co-creation of Japanese IP with the next generation of content creators who gather on Roblox. Dentsu including Dentsu Inc. that boasts wide-ranging networks and business production track record capitalizes on the capabilities and business assets of GeekOut and KODANSHA, and will engage in the following four key initiatives.

1. Development of new IP:  
Develop content and new IP (creations/characters/worldview/manga) on Roblox.
2. Deployment of existing IP on Roblox:  
Optimize existing IP content on Roblox and create new experiences.
3. Creator support:  
As a space for new activities by game creators who use platforms other than Roblox, provide opportunities and an environment for content development on Roblox.
4. Media mix deployment of Roblox experience:  
Diverse media mix deployment outside the platform, such as manga adaptations, picture books, and merchandise based on IP that is already popular on Roblox.

Through this project dentsu aims to contribute to the further development of the entertainment business and inspire as many next-generation content creators as possible to create even more excitement for people around the world. Through the realization of new expressions at the crossover between technology and creativity, we will continue to nurture and support talent that will lead the next generation.

\*1: About GeekOut

GeekOut Inc. collaborates with Roblox, the world's largest immersive social platform, and domestic and international development studios to promote immersive media development of IP and corporate brands and co-creation with the creator community.

URL: <https://geek-out.io/en/>

\*2: About KODANSHA Creators' lab

A new business R&D department established in June 2021. Under the slogan of "Everything we do is for creators," Creators' lab engages in the following activities:

- Operation of DAYS NEO and other posting sites
- Operation of Game Creators' Lab, a support project for indie game creators
- Operation of Cinema Creators' Lab, a support project for film creators
- Development of metaverse, XR, and NFT contents that expand the "worldview" of KODANSHA products
- Research and development to transform the "worldview (IP)" of KODANSHA into various forms of content, not limited to publishing

URL: <https://creatorslab.kodansha.co.jp/en/>

\*3: For details about the House of Creators, please see the following press release.

URL: <https://www.group.dentsu.com/en/news/release/001305.html>

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