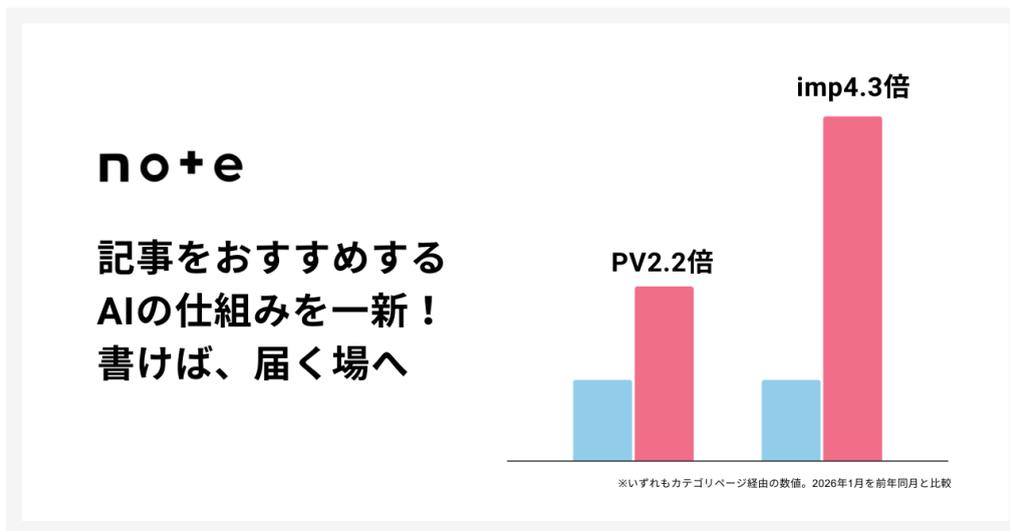


note Completely Renews Recommendation Engine to Increase Article Visibility: “If You Write, It Reaches”



note inc. completely renewed its AI-driven recommendation engine on February 12, 2026. This engine provides personalized article suggestions to each reader. After extensive testing since the summer of 2025, the system was first applied to "Category Pages." It will be rolled out sequentially to the home page and article recommendation sections.

note aims to be a platform where creators can focus on their content without being pressured by metrics. Instead of using rankings, note focuses on delivering the right content to the right reader. This renewal significantly improved performance. During the January 2026 testing phase, article impressions (imp) on category pages increased 4.3x year-on-year. Page views (PV) rose 2.2x, and internal navigation within note grew 1.5x. This strengthens note's ability to connect readers and content independently of external platforms.

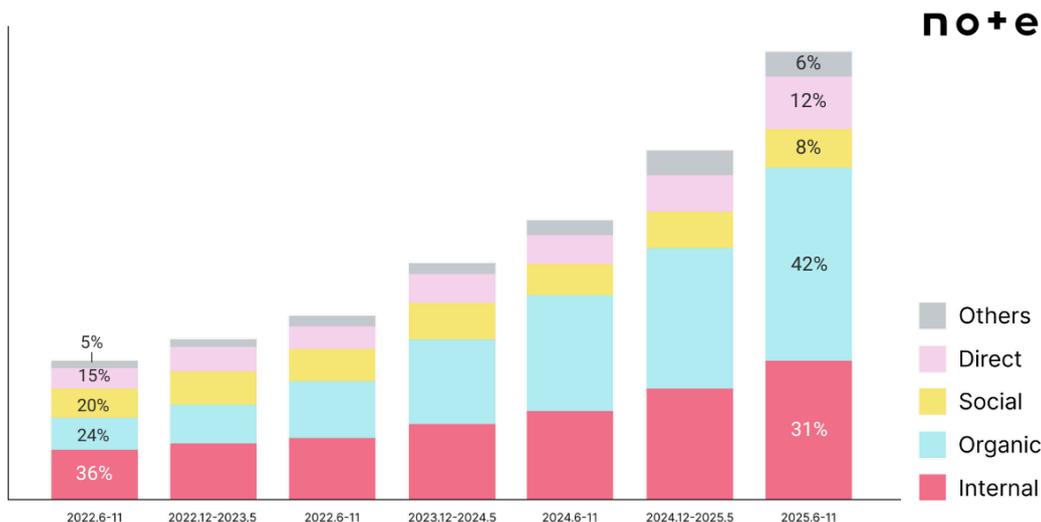
As AI-generated content grows rapidly, first-hand information based on unique personal experiences becomes increasingly valuable. This initiative addresses the industry-wide challenge of content distribution in the AI era.

Why note Renewed the Recommendation Engine Now

Generative AI is changing how people find information. Users increasingly ask AI for answers instead of using traditional search or social media. Traffic to note from generative AI is

approximately 4x higher than expectations based on search traffic (*1). This proves that note is a key source of unique, experience-based content.

Demand for human-written content is rising. Note's total PVs (*2) increased 3.2x over the past three years. Currently, 73% of traffic comes from internal navigation and search. Traffic from social media dropped from 20% to 8%, showing that articles now attract readers through their own quality. To accelerate this trend, note evolved its internal recommendation system.



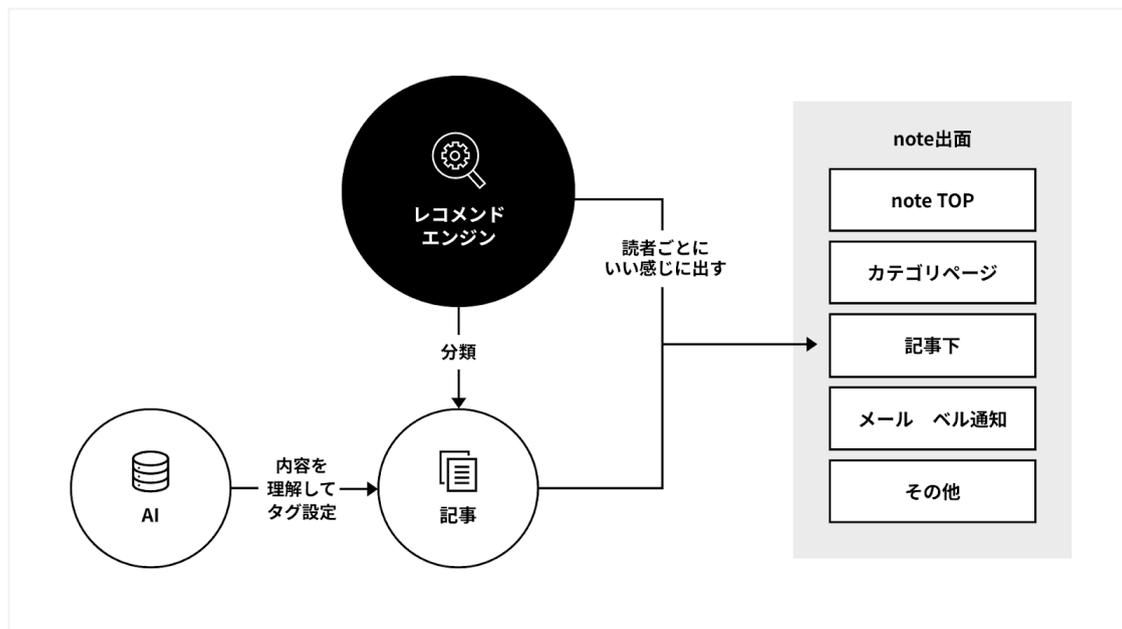
note's role as a platform is to accelerate the distribution of good articles to the people who need them. We will continue to strengthen this cycle.

*1 Source: [Joint survey by VALUES, Inc. and note inc., October 30, 2025.](#)

*2 Statistics represent note article PVs (combined Web and App) by referral source per half-year.

"Read Even with Zero Followers" — Three New Features

The renewal introduces new tagging technology using Large Language Models (LLM). It categorizes articles into precise topics (*3), significantly improving the accuracy of reaching interested readers.



*3 Articles are organized in a two-layer structure: Categories (e.g., Movies/Drama, Travel/Outing, Lifestyle) and specific Topics within them (e.g., under Movies/Drama: "Movie Reviews," "Netflix," "Toyotomi Brothers!").

Even creators with few followers can reach more readers if they write interesting articles. Increased views also expand opportunities for monetization on note, such as selling paid articles or increasing membership participants.

(1) Daily Lineup of Trending Topics: Drama, Politics/Economy, Parenting, Investment, and more

The category list (*4) has been significantly expanded. We added 22 new categories, such as "Housing/Living," "Social Issues/Current Affairs," and "Handmade," bringing the total to 53. Within each category, more specific topics are displayed and updated daily according to trends on note. For example, the "Parenting" category now features subdivided topics like "Putting Children to Sleep," "Common Parenting Situations," and "Lessons/Classes."

(2) "Trending on note" Section for Real-time Popularity

Up to five topics with rapidly increasing posts across the entire note platform are displayed daily as "Trending" on the top page. Readers can see at a glance what is currently being discussed on note.

(3) Personalized Discovery: The More You Read, the Better the Matches

The "Recommended" section (*4), which proposes topics tailored to each reader, has been renewed. Previously displayed in broad category units like "Food" or "Travel/Outing," it now shows specific topic units like "Japanese Food" or "Travel to Germany." This reflects interests more precisely, making it easier for readers to encounter the perfect articles for them as they use the service.



*4 Displayed in the left column on the PC version and at the top of the page on the smartphone version. Login is required to view the Recommended section.

Content note Supports — Prioritizing "First-hand Information"

note is a platform that does not treat PV as the most important metric. We prioritize delivering content that only that person can write, such as reports based on real-life experiences,

continuous records, and original works. For more details on our philosophy, please refer to the article by note CXO Takayuki Fukatsu, "About note's Recommendation Algorithm."

<https://note.com/fladdict/n/n5b78bb223b35>

Future Outlook — Turning Articles into Assets for Long-term Readership

While this rollout starts with category pages, we will expand the same technology to all reader touchpoints, including the entire note top page, the app, and email notifications. By strengthening independent navigation that connects readers and articles within note, we will create an environment where creators can focus on their work with peace of mind.

Articles posted on note are read over the long term through search engines and AI, not just as daily discoveries. This renewal of the recommendation engine supports an experience where written articles accumulate as assets and meet new readers across time.

Furthermore, the expertise gained here may be applicable to other media and platforms seeking to deliver high-quality content in the AI era. note will share such technology and knowledge with partner companies to contribute to the development of the content industry as a whole.

Start or Utilize note

For Creators

Starting note is free. This renewal makes it easier for interesting articles from new users with few followers to reach readers. You can also monetize your content through paid article sales or membership operations.

Create an Account (Free): <https://note.com/signup>

Monetization Guide: <https://note.com/monetization-guide>

For Corporations

note pro, our high-functionality plan for corporations, provides an ideal environment for corporate branding and recruitment PR. With this recommendation engine renewal, articles from note pro users will also reach more readers.

note pro Details / Information Request: <https://pro.lp-note.com/>

Event Announcement: Behind the Scenes of Recommendation Engine Development

The development team (Product Managers and Engineers) will host an event to discuss the background of the renewal, technical approaches using LLMs, and the verification process from prototype to full-category rollout.

Event Overview

- Date: Thursday, March 12, 2026
 - Main Program: 19:00–20:00 (Online streaming available)
 - Networking: 20:00–21:00 (Offline participants only)
- Format: Hybrid (Offline & Online streaming)
- Admission: Free

Recommended For

- PdMs and Engineers involved in Recommendation / Search / Discovery
- Software Engineers interested in Backend, ML, and Search Infrastructure
- Those interested in LLM utilization in products
- Those with experience in product development for content platforms

Application

<https://pieceofcake.connpass.com/event/383700/>

note

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 69.56 million works have been created. The number of members has reached 11.14 million (as of November 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>