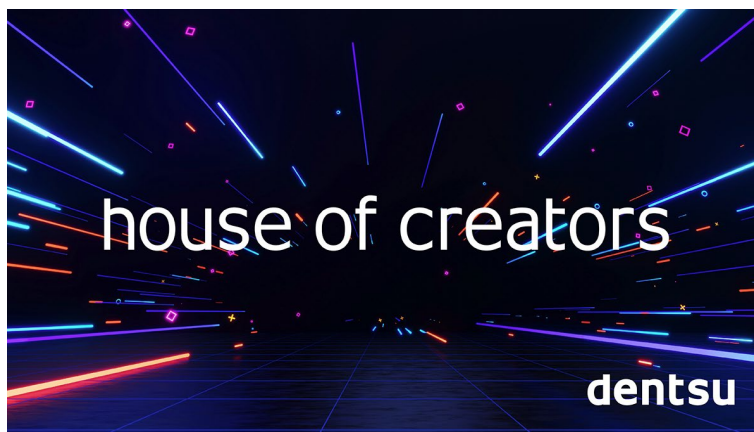


September 11, 2024

**Dentsu Launches “House of Creators”  
to Inspire Excitement Worldwide  
by Supporting Next Generation Content Creators**  
— The initiative will debut on Roblox, a leading immersive platform  
with a global community of millions of creators —

Dentsu Group Inc. (Headquarters: Dentsu Group Inc.; Head Office: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi; hereinafter referred to as “the Company”) today announced it is launching “House of Creators” to support next generation creators who make and share content on online social platforms around the world. The first phase of the initiative launches on Roblox, a leading immersive platform with a global community of millions of next-generation creators.



In the background of this initiative are the changes currently taking place in virtual content production and distribution. The rapid pace of technological advancement has accelerated the democratization of content production and distribution, with games and videos, etc. shared via online games and the metaverse. This is a shift from the past, when only companies with large capital could produce and distribute content, to a new era in which individuals with creative ideas can produce and distribute on their own. Furthermore, in a society where people's values and preferences are becoming more fragmented and diverse, it is challenging for marketers to find content that will generate enthusiasm (strong engagement) from users.

“House of Creators” will aim to support promising creators around the world who create content that inspires excitement in users and, in a broader sense, will lead the way in solving marketing issues while pioneering the trends of modern society.

The initiative consists of the following four programs, which follow the process from the discovery of content creators to business expansion. Roblox is the first platform selected for this initiative, with the below four functions to be provided to its creators with the support of Roblox.

## 1. Creator Acceleration

Identification of promising creators, support for content development costs, creative business mentoring

## 2. IP Integration

Matching of existing IP with creators and holding creative contests

## 3. Partnership & Acceleration

Investment in existing games and matching of promising creators and brands

## 4. IP Expansion

Support for the secondary development of the content business by extending content formats, with creators as a starting point

Examples of specific initiatives within the program:

- As part of the IP Integration/IP Expansion program, a manga contest will be held for Roblox creators, who will enter their original worlds to the contest to support their development, in collaboration with KODANSHA LTD.\*2 (Head Office: Bunkyo-ku, Tokyo; Representative Director and President: Yoshinobu Noma; hereinafter referred to as "Kodansha"). The winning creator's content will be further developed and made available to readers around the world as an off-platform IP with the help of Kodansha's Creators' Lab editors and the Company's knowhow.
- The Creator Acceleration Program will launch an acceleration program for creators who are particularly active on Roblox (approximately 30 creators by the end of 2024). The initiative will provide financial support and mentorship to promising creators to help them advance their game design skills.

In working with the support of Roblox, the Company will deepen its knowledge of methods to support the next generation of creators, develop its team, and accelerate its upgraded offering by collaborating with various creator platforms and content holders. In addition, through the "House of Creators," the Company will enable even more next-generation creators around the world to inspire excitement in society.



Comment by Hiroshi Igarashi, President & Global CEO, dentsu:

"Dentsu's House of Creators is a groundbreaking initiative that pioneers social change while building on dentsu's 120-year tradition of innovation. We will provide opportunities for the next generation of content creators from around the world to fully express their creativity and bring great content to users. We believe this is an extremely valuable initiative for our clients and for society and are very pleased to be able to launch this initiative with the support of Roblox, a company that is highly regarded by the next generation of content creators."

Comment by Roblox co-founder and CEO David Baszucki:

"As we've seen our global creator community on Roblox grow and evolve, we are continually amazed by their creativity and growing influence on digital culture and content. We build the tools and platform, but our creators are the real engine for new and compelling experiences, powering the future of immersive content creation. It's inspiring to see recognition of their unmatched creativity and influence, including in our key countries like Japan."

\*1 Dentsu has partnered with Roblox. Please refer the the following news release:

<https://www.group.dentsu.com/en/news/release/000983.html>

\*2 Kodansha and Roblox are currently running the "Roblox Original Experience Production Contest" with the theme of the manga series "Attack on Titan."

<https://creatorslab.kodansha.co.jp/en/topics/2162/>

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