

July 16, 2025

Dentsu to Launch “Global Fan Community Growth Solution”

– **Empowering IP holders to scale globally and co-create with fans, tying to the beta release of Roblox’s new “License Manager” and “Licenses” catalog** –

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”) is rolling out its integrated support model, the Global Fan Community Growth Solution, designed to help IP holders manage rights responsibly while expanding and energizing their fan communities on user-generated content (UGC) platforms.

Timed to coincide with the launch of Roblox Corporation’s (hereinafter “Roblox”) new “License Manager” and “Licenses” catalog on July 15, 2025, dentsu’s offering will be available to IP holders as an “innovation launchpad” to facilitate co-creation in the UGC era, maximizing each IP’s latent potential.

In preparation, dentsu has been working closely with Roblox and multiple IP holders, leveraging the “Global Content Planner” – an IP consulting tool that dentsu has been continuously enhancing – along with its proprietary global IP survey, extensive analytics, and our experts to map solution scope, clarify rights-holder challenges, and build out dedicated service lines that build on Roblox’s new Licensing Platform. Detailed information will be provided individually to interested companies, organizations, and rights holders upon request.

Ultimately, the initiative aims to create workflows for creators – having fully understood an IP’s world and guidelines – to ideate freely, sparking new forms of creativity that expand and evolve the IP universe in a catalyst for co-creation between IP holders and creators.

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