

Demonstrating How IP and AI Can Coexist

* Patent pending

IP License Management Platform "Kagami Gate" "Captain Tsubasa" x PixVerse Proof-of-Concept (PoC) Results Announced



KAGAMIAI Holdings Co., Ltd. conducted its first Proof-of-Concept (PoC) toward building an IP-AI Co-Creation Infrastructure. The PoC combined "Captain Tsubasa," a globally recognized sports IP, with the image and video generation AI "PixVerse." PoC Period: 45 days (June 12 - July 26, 2026)

329,314

Total AI generations

Every generation recorded over 45 days

126,360

Participating creators

From more than 195 countries and regions

451

Guideline violations detected and removed

Approx. 0.14% of all generations

KAGAMIAI Holdings

Japanese IP, admired worldwide.

Aiming to become the global standard infrastructure that supports its future.

Three Capabilities Demonstrated by the PoC

This PoC went beyond simply measuring AI generations.

It demonstrated that the integrity and brand identity of an IP can be protected while meeting creative demand from around the world.

329,314

Total AI Generations using
officially licensed IP

June 12 - July 26, 2026

126,360

More than 195 countries and
regions represented

Strong demand outside Japan

451

Guideline violations detected and
removed

Approx. 0.14% of all generations

01

Turning Fans Worldwide into "Co-Creators" of Official IP

Using officially licensed "Captain Tsubasa" assets, approximately 126,000 people created their own works with AI. AI transforms the fan experience from simply watching, reading, and consuming into actively creating and sharing.

02

Providing Rights Holders with a Complete Record of AI-Based IP Usage

Through Kagami Gate, every instance of usage was recorded: which region, which template, and how often. Creative demand on AI platforms - previously difficult to measure - is now visible. Rights holders gain data to support future business development and licensing strategies.

03

Managing AI Content Generation in Line with the Rights Holder's Rules

Usage conditions are defined before generation, and official templates indicate the permitted scope of creation. After generation, the system records who used the IP, where, and how. Content that violates the standards is reviewed and removed. Kagami Gate enables rights holders to safely make their IP available for AI content generation.



Kagami Gate (Patent pending)

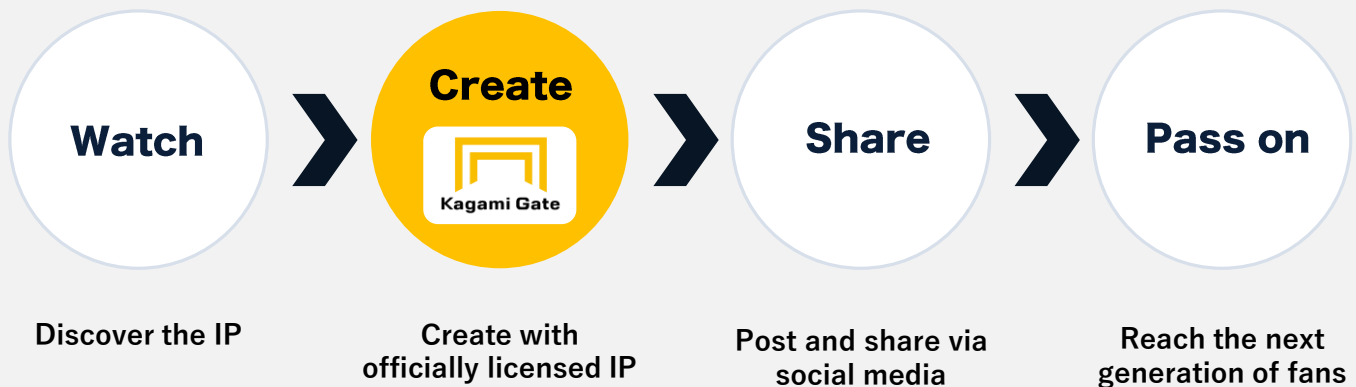
Kagami Gate: a platform that enables rights holders to safely make their IP available for AI content generation while protecting its integrity.

In this PoC, more than 120,000 fans worldwide engaged with officially licensed IP, and every instance of IP usage was recorded. Based on data from approximately 330,000 AI generations, the PoC demonstrated that AI content generation can be managed in accordance with the rules established by the rights holder.

AI can become a new growth platform that helps Japanese IP reach global audiences while creating new value together with fans.

“Co-Creators” of Officially Licensed IP Are Emerging Around the World

Fans no longer simply watch, read, and buy. Once fans begin creating with officially licensed IP, they continue creating. Generative AI transforms fans from passive consumers into active creators.



126,360

Participating
Creators

Creators from more than 195 countries and regions

Approx. 10

Average generations per
creator (core segment)

**Approx.
68%**

Share of total AI generations
produced by the core segment

Over the 45 days from June 12 to July 26, 2026, 329,314 AI generations were recorded through official templates supervised by the rights holder. Among all participants, 22,223 generated content at least twice.

This core segment accounted for approximately 68% of all AI generations (225,177), averaging about 10 generations per creator.

Officially licensed IP inspired creators around the world to continue creating beyond their first experience.

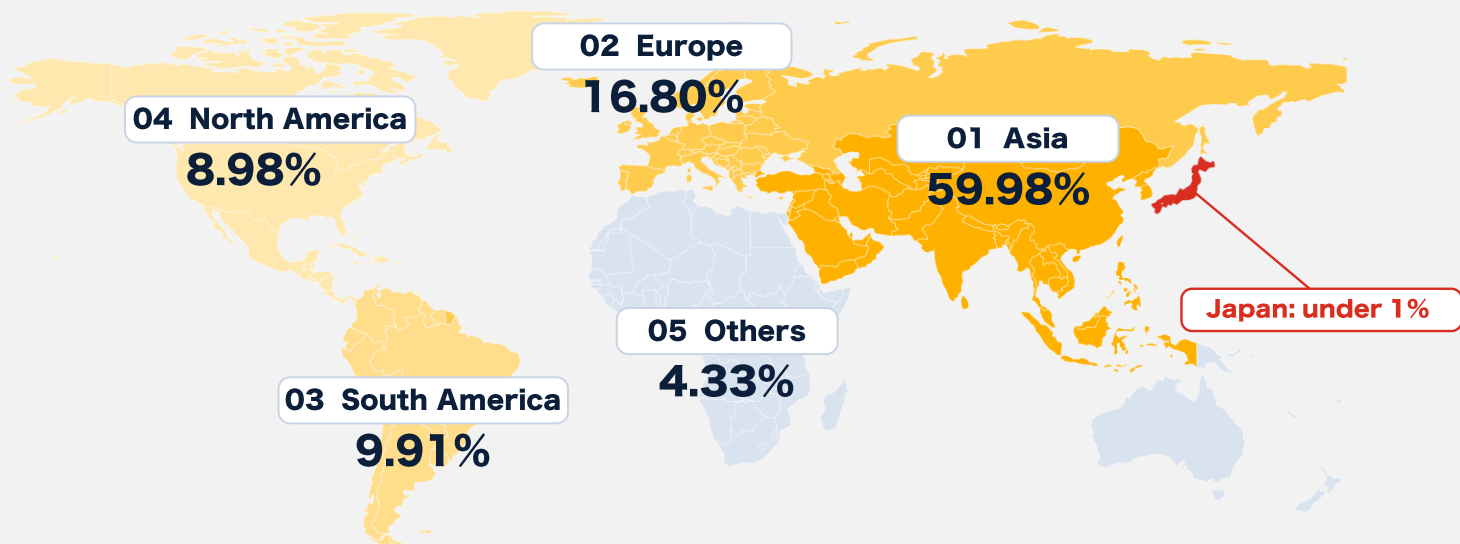
Turning fan passion into new creative power for official IP.

More Than 99% of Creative Demand Came from Outside Japan

By region, Asia accounted for the largest share of creative demand at approximately 60%, followed by Europe, South America, and North America. Japan accounted for less than 1% of total AI generations. The results show that demand for Japanese IP extends far beyond its existing core markets.

Share of Generations by Region

* Regional distribution of AI generations during the PoC



Overseas
More than 99%
Less than 1% within Japan

Creative demand is primarily overseas.

Usage Data Reveals New Market Opportunities

- Identify demand beyond existing sales markets
- Understand creative behavior by country and region
- Prioritize new markets and initiatives based on data
- Continuously monitor global demand for each IP

The potential of Japanese IP cannot be measured by existing sales markets alone.

Creative activity data across AI platforms can reveal previously unseen demand around the world.

Validating a Platform That Safely Enables and Manages AI Use of IP

Kagami Gate is not a mechanism for keeping IP away from AI.

It is a platform for safely enabling and managing the use of IP in AI content generation, in accordance with the usage conditions defined by the rights holder.

Four Foundations

01

The Rights Holder Defines the Usage Rules

Define in advance the permitted scope of expression, along with prohibited content and usage conditions.

02

Provide an Official Gateway for Content Creation

Deliver a creative experience that preserves the integrity of the original work through official templates supervised by the rights holder.

03

Record Every Instance of AI-Based IP Usage

Track which templates were used, where they were used and how often.

04

Detect and Remove Guideline Violations

Review generated content to detect and remove content that violates the defined standards.

451

Guideline violations detected and removed

0.14%

Removal rate of all AI generations

In Kagami Gate, the permitted and prohibited scopes were documented in advance together with the rights holder and implemented as official templates designed to preserve the integrity of the original work. Every instance of use was recorded, including where, by whom, which templates were used, and how often. The results confirm that an operating model combining predefined rules with post-generation review and removal remains effective even at a scale of approximately 330,000 AI generations.

Six Ways to Unlock the Global Potential of IP

Kagami Gate is not merely a mechanism for protecting IP.

It is a platform that allows rights holders to use AI with confidence and create new value together with fans worldwide.

01 Enable AI While Preserving IP Integrity

Rights holders can define usage rules and permitted creative scope, and design creative experiences that preserve the integrity of the original work.

02 Reveal Global Creative Demand

Usage data by country, region, and template reveals new patterns of fan demand across the globe.

03 Turn Fans into Creators

Fans go beyond consuming content to create and share with officially licensed IP.

04 Record and Manage AI-Based IP Usage

Record where and how IP is used, gaining clear visibility into actual usage.

05 Standardize IP Integration Across AI Services

Establishing a common framework linking IP holders and AI companies creates an environment where IP can be used across multiple AI services.

06 Reach the Next Generation and New Markets

Through new creative experiences, connect beloved IP with younger generations and new fans around the world.

Rather than treating AI as a threat to IP, KAGAMIAI aims to build a platform that safely enables AI use of IP under the rules defined by rights holders and fosters co-creation with creators worldwide. We will continue building a new distribution infrastructure for the AI era - one that protects Japanese IP while expanding its global reach.

VOICES

This PoC was conducted jointly by the IP rights holder, the AI platform, and KAGAMIAI. From their respective perspectives, the PoC demonstrated the potential to meet global creative demand while protecting IP.

IP



"Honestly, even as a test, we had concerns about making *Captain Tsubasa* — a work loved by fans for more than 40 years — available for AI content generation. Would the integrity of the work be preserved? Would its brand value be affected?

Through this PoC, however, those concerns gave way to optimism. More than 120,000 creators around the world experienced the work in a new way and enjoyed creating with it while its integrity and brand identity were protected.

AI can preserve the value of IP while also expanding its global reach. This PoC gave me a real sense of that potential."

Yoshihiro Iwamoto

Representative Director, TSUBASA Co., Ltd.

AI



"Bringing *Captain Tsubasa* to PixVerse means a great deal to us—not only as a company, but also as lifelong fans. We hope this marks the beginning of a new relationship between AI and storytelling, where today's fans can experience the worlds they grew up with in new ways while introducing the next generation to the IPs we loved as children."

Jaden Xie

Co-Founder and President, PixVerse

System



"This PoC demonstrated far more than the success of a single IP—*Captain Tsubasa*. Approximately 330,000 AI generations showed that, in the AI era, IP can be protected while expanding its global reach.

Our vision is a world where rights holders can confidently make their works available for AI, AI companies can use properly licensed IP, and creators around the world can create new value together.

AI is not something that takes value away from IP. It can become a new engine for expanding the global reach of the Japanese IP the world loves.

KAGAMIAI aims to build the global standard infrastructure that will make this future possible."

Takami Kondo

Chairman, KAGAMIAI Holdings Co., Ltd.

OUR VISION

KAGAMIAI  TM

Fair Use to "Fair Pay".

Fair Use to “Fair Pay”

The Legal Gateway for IP × AI

The infrastructure connecting intellectual property and AI.

Redefining Creativity for the AI Era.

KAGAMIAI Holdings



Kagami Gate (* Patent pending)

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