“Heat” of Entertainment

More attractive and diverse content is required to propose cultural and fulfilling lifestyles to consumers beyond the boundaries of online and offline (stores). We recognize that proposals for not only tangible goods, as in the past, but also intangible goods will differentiate ourselves.

Since its establishment, Parco has actively introduced new cultural offerings in the fields of theater, music and art through its Entertainment Business. We produce varied, highly appealing content from the standpoints of theater, music, movies and publishing. We also produce multimedia across field boundaries by creating DVD and book versions of this content and organizing collaborations to offer entertainment with real emotion and discovery.

In this business, by incorporating digital technologies and the awareness of SDGs and communicating information on trends and creating added value, we will realize the creation of synergy and the improvement of our corporate brand.