INTEGRATED REPORT 2022

MANAGEMENT STRATEGY

SC Business 02 Entertainment

The Heat Plays on Your Heart Strings

Greater role of entertainment
Parco that operates the entertainment business in the Group has actively introduced new cultural offerings in the fields of theater, music, and art since its establishment. Entertainment is one of the important factors that amplify the value of the real world. For example, it can be said that a sense of reconciling between players and audience in performing arts is powerful only in the real world.

In this business, we produce varied, highly appealing content in the fields of theater, music, movies, and publishing. We also produce multimedia across field boundaries by creating DVD and book versions of the content and organizing collaborations to offer entertainment with real emotion and discovery. These initiatives not only attract customers to and promote sales in each PARCO store but also contribute to branding and differentiation at the Group level.

Culture ahead of the times
Parco’s entertainment business always creates and provides new content by connecting to creators and artists on our own sites such as PARCO Theater and CLUB QUATTRO and bringing together industry’s information there. Recently, we have worked on the projects linked across genres including movies, publishing, and exhibitions and selling art works to the customers of Daimaru/Matsuzakaya in the Group to expand value offerings.

Furthermore, by incorporating digital technologies, we strive to communicate information on trends and create added value. The theater division streams each performance for a price and its digest for free on social media. The music division streams original content such as talk programs featuring artists. Thus, we provide experience beyond boundaries between online and offline.

We think Parco’s strength is the ability to find materials with potential, combine them with optimal infrastructure, and edit and produce unique projects. Going forward, we will further improve this strength and aim to enhance exclusive experience value while staying ahead of changing times.

Provide personal fulfillment to customers
We were deprived of normal life due to the COVID-19 pandemic and experienced unspeakable anxiety and inconvenience. Therefore, it can also be said that consumption and experience that provide excitement to daily life are expected more than ever in today’s society. Parco has worked to propose fulfilling lifestyles by introducing culture and it fits the current situation. Only because we are in the Group that has continued to look at the “present” and the “future” while catering to customers, we would like to enrich customers’ lives by introducing culture to help create Well-Being Life.