

PRESS RELEASE

September 30, 2021

Sony Music Entertainment (Japan) Inc.

Sony Music Entertainment (Japan) Inc. to launch “B-side” project, to provide mental and physical support for artists and creators

Sony Music Entertainment (Japan) Inc. (“SMEJ”) today announced the launch of a new project “B-side,” which aims to provide mental and physical support for artists and creators in the entertainment industry.

B-side

Through the B-side project, SMEJ and its group companies (collectively “Sony Music Group (Japan)”) will seek to support the mental and physical health of artists and creators who are under exclusive management contracts and help provide an environment where they can thrive. The project name has a double meaning: to take care not only of your public self (“A-side”) but also of your personal self (“B-side”); and also that Sony Music Group (Japan) personnel are always there to stand “Beside” artists and creators.

Initially, the following support will be offered free of charge through the B-side project:

Online Medical Counseling Service

Access to “first call”*, a 24/7 online medical counseling service for mental and physical wellness concerns under anonymity, will be provided to artists, actors, entertainers, songwriters and also creators engaged in the character business who are under exclusive management contracts with Sony Music Group (Japan), together with personnel working directly with these creators.

(*“first call” is a service operated by Mediplat Inc.)

Regular Checkups

Voluntary regular mental and physical checkups will be provided to artists, actors, entertainers and songwriters under exclusive management contracts with Sony Music Group (Japan).

Professional Counseling

Counseling sessions by certified clinical psychologists, certified public psychologists or other professionals will be available for artists, actors, entertainers and songwriters under exclusive management contracts with Sony Music Group (Japan), together with personnel working directly with these creators.

Internal Workshops

Workshops focused on mental wellness, self-care and other related topics will be held internally for all Sony Music Group (Japan) personnel with the aim of further improving creator support and enhancing awareness.

Shunsuke Muramatsu, President and CEO, Representative Director (of the Board), Sony Music Entertainment (Japan) Inc., said,

“The global pandemic has presented many challenges to people’s physical and mental health. It has also restricted our activities, not only within the entertainment industry but across society as a whole. While the use of social networking services has become increasingly common in connecting people and as a means of creative activity, they have also come to influence the state of mind of many, regardless of whether they are celebrities or leading everyday lives.

Artists, actors, entertainers, songwriters, and creators engaged with the anime and character business, who create compelling works and content, are able to touch people’s hearts and bring energy to the world. As our society continues to undergo fundamental changes that were unthinkable even just a few years ago, it has become imperative for us to help provide an environment where creators can inspire audiences and generate emotion, free from concerns regarding their mental and physical well-being.

We at Sony Music Group (Japan) will continue to provide multi-faceted support for creators so that they can continue to energize people throughout society.”

For inquiries on this release

Corporate Communications & CSR Dept., Sony Music Entertainment (Japan)

<https://www.sme.co.jp/s/SMEen/>