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## “WAY TOO KAWAII!” SET FOR ASIAN WORLD PREMIERE AT MIPCOM

FASHION-SET MILLENNIAL DRAMA FROM NIPPON TV



**Paris, 20 August 2018** – “Way Too Kawaii!”, the brand-new fashion-set millennial drama from Nippon TV, will feature as the Asian World Premiere TV Screening at MIPCOM 2018. The star of the series, Yudai Chiba, and Arisa Mori, Nippon TV’s Producer, will attend the screening.

The world’s entertainment content market, MIPCOM takes place in Cannes, France from 15-18 October. The Asian World Premiere TV Screening will take place in the Palais des Festivals, Auditorium A, on Tuesday 16 October at 11:30am.

“Way Too Kawaii!” is based on Kozue Osaki’s novel “Pretty Ga Osugiru”, and runs to ten 30-minute episodes. The series is written by Shuko Arai and Mako Watanabe, directed by Mitsuru Kubota, and produced by Arisa Mori. Filming was completed in the spring, and the series is scheduled to be broadcast in October in Japan on Nippon TV’s weekly Thursday night drama slot, as well as on Hulu Japan, which boasts the largest SVOD subscriber base in the country. The series is also slated to air and stream in several countries in Asia almost at the same time as the Japanese broadcast.

Nankichi works for a mega-publishing company and is the star of the literary department, when he finds himself unexpectedly transferred to a fashion magazine. From now on, it's all 20-denier tights, frilly skirts, rainbow spaghetti, and bubble tea, as he struggles to find his way in this new world dominated by strong-willed women. But as he witnesses the professionalism of the models and stylists, he gradually becomes inspired by his new job, and even romance blossoms. The series' aesthetic is driven by *kawaii*, the candy-coloured cuteness that characterises the youth culture of so-called Harajuku girls – all seen through the eyes of a man discovering this for the first time.

"It is a great honour to screen this drama of ours at MIPCOM. From the beginning, our target has been overseas viewers. Nippon TV as a company has never embarked on a project as challenging as this one. We decided to set ourselves apart by focusing on *kawaii* culture that is uniquely Japanese, and the result is a distinct programme overflowing with originality. I am excited to stage our world premiere in Cannes, and I hope the event will pique the interest of buyers the world over," said Arisa Mori, Producer, Nippon TV.

"It is such a great honour and opportunity for me that this drama will be screened in Cannes. I am also interested to see how a work of this kind will be received globally," said Yudai Chiba, who stars as Nankichi.

For Laurine Garaude, Director of Reed MIDEM's Television Division, "The World Premiere TV Screening of "Way Too Kawaii!" confirms the diversity of international sources for ambitious drama series and MIPCOM's commitment to providing delegates with access to such excellent new programmes."

**About Reed MIDEM** - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.

**About Reed Exhibitions** - Reed Exhibitions is the world's leading events organiser, with over 500 events in over 39 countries. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)

**About Nippon TV** - Nippon TV is recognized as Japan's viewer ratings champion having topped all timeslot categories for four consecutive years and garnering the largest profits in the country's broadcasting industry. One of the biggest successes for the nation's finest producer of all genres of programming is "Dragons' Den", a globally successful business show format that has more than 35 versions in territories across all continents of the world. The Emmy award winning version, "Shark Tank", airs in the US. Following closely is the success of "Mother," a scripted format that has become a mega hit in Turkey and has sold into 29 territories around the world, and "Woman-My life for my children" which became an even bigger hit in Turkey and currently sold to 11 territories. With well-established companies that deal in a broad range of businesses from eSports, android and digital mixed reality creation, animation, movies, events, to fitness clubs, Nippon TV is leveraging its coveted platform to revolutionize digital media in an ever-changing industry. Launching a channel in Southeast Asia named GEM through a joint venture with Sony Pictures Television Networks, and leading the digital content market through Hulu Japan---a subsidiary that boasts the largest SVOD subscriber base in the country, Nippon TV is steadily solidifying its presence and brand as a global media powerhouse. <http://www.ntv.co.jp/english/>

**REED MIDEM PRESS CONTACTS:**

Jane GARTON, Entertainment Press Director: +33 1 79 71 94 39 > [jane.garton@reedmidem.com](mailto:jane.garton@reedmidem.com)

Philippe LE GALL, Press Manager: +33 1 79 71 96 48 > [philippe.legall@reedmidem.com](mailto:philippe.legall@reedmidem.com)

Yassia FEKIR, PR: +33 1 79 71 95 82 > [yassia.fekir@reedmidem.com](mailto:yassia.fekir@reedmidem.com)

Edith YAHIAOUI, Press Officer: +33 1 79 71 94 34 > [edith.yahiaoui@reedmidem.com](mailto:edith.yahiaoui@reedmidem.com)