Lost Judgement May Close The Series, Due To Agency Disputes

Disagreements between SEGA and Johnny's Entertainment, the agency representing *Lost Judgment's* lead Takuya Kimura, over a Steam port may end the franchise entirely.



According to an insider report from Japanese site <u>Nikkan Taishu</u>, the negotiations between SEGA and Johnny's Entertainment, whose agency represents the lead actor of *Lost Judgement* Takuya Kimura, have come to a head over a proposed Steam port of *Lost Judgment*. Moreover, this disagreement is said to be the final nail in the franchise's coffin.

"Unfortunately, it seems that the series will end with the second work *Lost Judgment*." said the insider. "It is said that the game maker side [SEGA] and Johnny's side [Kimura's Agency] couldn't come to terms with each other over the platform for releasing the game."

Some, like gaming insider Nibel, believe Johnny's obstinance to a Steam release may revolve around the open nature of PC games and the risk modding may bring to their client's image.



Tweet embed code: <blockquote class="twitter-tweet">That is my read on it; protecting the images of their actors has a high priority and due to the open nature of the PC platform they perceive it as risky
br>
Completely outdated view but not shocking— Nibel (@Nibellion) July 12, 2021
/blockguote> <script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>

Another Twitter user pointed out that digital publications featuring Johnny's artists were frequently scrubbed of their client's portrait.



Replying to @Nibellion

The agency to which Kimura belongs is known to be strict about portrait rights.

Until a few years ago, they prohibited images of their singers and actors from appearing on the Internet. If a magazine with them on the cover is sold online, this is the image that will be used.



5:27 AM · Jul 12, 2021 · Twitter for iPhone

Tweet embed code: <blockquote class="twitter-tweet" data-conversation="none">The agency to which Kimura belongs is known to be strict about portrait rights.
draw prohibited images of their singers and actors from appearing on the Internet.
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href="https://t.co/QE7LBbnhof">pic.twitter.com/QE7LBbnhof— 産まれたてヤリマンボウ (@M lanceolatus) July 12, 2021</blockquote> <script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>

Although this specific photo ban was lifted in 2018 according to Japanese news media site <u>Modelpress</u>, it had been described by <u>NeoTokyo2099</u>, a Japanese entertainment news & pop culture site, as "One of the strictest bans in the world on entertainment photographs."

One of the strictest bans in the world on entertainment photographs is from Johnny's Jimusho, the agency responsible for decades of Japan's popular boy bands such as SMAP, TOKIO, V6, KinKi Kids, Arashi, Kanjani 8, Hikaru Genji, to name a few.

The Johnny's image rules are so strict in Japan that even Amazon or online music shops can't post a single, an album or a magazine cover if a member's face is seen.

While *Lost Judgment* is slated for a September 24th release date on Xbox & Playstation consoles, no announcement of a Steam port has been made. For SEGA however, producing a series with no future on Steam means giving up numerous potential sales.



Video embed code: <iframe width="560" height="315" src="https://www.youtube.com/embed/JyvGQLs9ZfU" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

Steam's user base has exploded since the COVID19 pandemic, growing its peak concurrent users of 19.11 million in February of 2020 to 26.4 million in February of 2021, according to business data platform <u>Statista</u>.

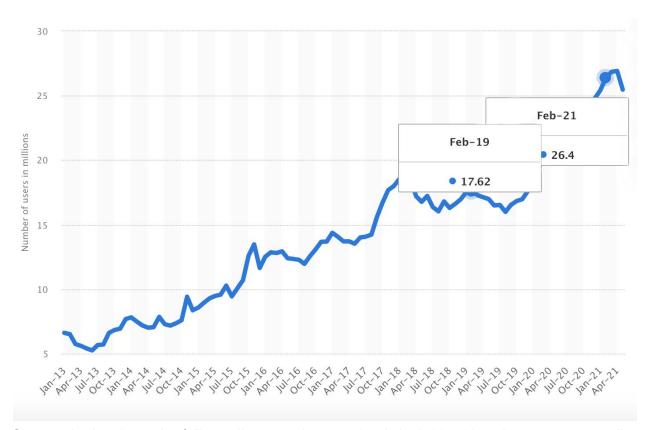


Chart embed code:
Find more statistics at Statista

Not only that, but SEGA has explored porting the franchise before. In an April 2019 interview conducted by <u>IGN Japan</u> with *Judgement* producer Kazuki Hosokawa, he discussed wanting to port *Judgement* to Steam to "increase the player base". Hosokawa said at the time "At present, [Judgment] has not been decided yet, but it is considered as one of the options. We are in the process of considering the possibilities not only for Steam but also for other formats."

At that time SEGA had begun bringing it's *Yakuza* franchise, which *Judgement* was spun off from, to Steam with *Yakuza 0*'s 2018 release, *Yakuza Kiwami*'s February 2019 release, and *Yakuza Kiwami* 2's announcement of a May 2019 release date. In the years since SEGA would go on to bring the rest of the *Yakuza* franchise to PC.

And it appears SEGA has no plans to slow down on their PC presence, as upcoming titles like Demon Slayer -Kimetsu no Yaiba- The Hinokami Chronicles and the newly teased "New Sonic Team Game" will both launch on PC/Steam.



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