

FOR IMMEDIATE RELEASE

July 1, 2025

Dentsu Inc. Partners with CAMB.AI and Its Unique AI Translation Technologies to Support Overseas Expansion of Japanese Content

—Launch of original radio program on Nippon Cultural Broadcasting in multiple languages from July 3—

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo), announced today that on June 16 it concluded a partnership with CAMB.AI Inc. (CEO: Avneesh Prakash, Delaware, U.S.; hereinafter “CAMB.AI”), a company with its own unique real-time AI translation technologies headquartered in the U.S. with bases in Dubai and Europe, and has launched initiatives to support the overseas expansion of Japanese domestic content. From July 3, a radio program on Nippon Cultural Broadcasting Inc. (hereinafter “NCB”) will be streamed in original Japanese, together with AI-translated English and Chinese versions.



With its own proprietary AI model, CAMB.AI possesses the technology to translate and dub video, audio and written content in real time into over 150 languages for a diverse range of industries, from entertainment to sports, education, audiobooks and games. What is more, with the CAMB.AI technology it is possible to make a dubbed voice sound like the original speaker, helping to keep content appealing and fresh in any language. CAMB.AI has built a diverse global track record, including live AI commentary for Major League Soccer in the U.S., AI dubbing of Arabic movies into Chinese, the Australian Open, multilingual development for Eurovision Sports, the European Union’s sports streaming organization, and translation of VOD content. Through this new partnership, Dentsu Inc. will combine its wealth of expertise and knowledge in the overseas expansion of domestic Japanese content with the real time AI translation technologies that are CAMB.AI’s strength, to bring Japanese original content to a wider range of new fans around the world.

The inaugural project for this new partnership will air on NCB’s original streaming platform “QloveR”*, with an original radio program by popular voice actor Shinnosuke Tachibana titled *SHINNOSUKE TACHIBANA – BOKU-NO-KOE-DE, KIMI-NO-KOTOBA-DE*, to be streamed at 18:00 (JST), on July 3 (Thu), in the original Japanese, as well as AI-translated English and Chinese versions.

Logo of Nippon Cultural Broadcasting Inc.

It will be a ten-minute radio program in which Tachibana talks about Japanese culture, focusing on voice acting, anime and games. The show will appeal to radio fans around the world by focusing on a different theme each week, such as the work of voice actors, the latest popular anime in Japan, and recommended tourist destinations including popular sites associated with anime. Using dentsu's global network, there are also future plans to stream overseas content domestically in Japan in AI-translated Japanese.

Qlover Program URL: <https://qlover.jp/bokukoe>



Dentsu Inc., working in partnership with CAMB.AI, will stream diverse Japan-original content around the world, and in so doing contribute to content development and the growth of content holders.

* Original streaming platform operated by NCB. Seeking to deepen communication with listeners and fans, the platform also offers exclusive benefits to paid members, including radio program archives, original content, and the ability to interact with other fans through live streams. <https://qlover.jp/>

#####

Contacts

Media-related inquiries:

Branding Office, Dentsu Corporate One Inc.

Email: global.communications@dentsu.co.jp