



Sanrio Games' First Smartphone Title, Sanrio Kawaii Me Live!, Set for Release in 2027

*A super-kawaii dance and rhythm game where players can customize
Sanrio character outfits and stage designs*

Sanrio Kawaii Me Live! Official Website: <https://www.sanrio-games.jp/en-us/games/sanrio-kawaii-me-live/>

Tokyo, Japan – June 28, 2026 – Sanrio Co., Ltd. today announced that *Sanrio Kawaii Me Live!*, a new dance and rhythm game under its Sanrio Games brand, is scheduled for release in 2027.

Information about the title was first revealed on June 28, 2026, during the results announcement stage for the 2026 Sanrio character ranking at Sanrio Fes 2026 in Minato Mirai. As the first smartphone title from Sanrio Games, the game is planned for release in both Japan and international markets.

Featuring songs inspired by Sanrio characters, *Sanrio Kawaii Me Live!* delivers a "super-kawaii" dance and rhythm game experience. Players can choose from two gameplay modes to suit their preferred play style. The game also offers extensive customization features, including character outfit coordination and stage design customization.



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Sanrio Kawaii Me Live!

Sanrio Kawaii Me Live! is a mobile rhythm game where players can enjoy songs inspired by Sanrio characters together with their favorite Sanrio characters. By customizing character outfits and stage designs, players can create their own one-of-a-kind "super-kawaii" stage and enjoy unforgettable performances alongside Sanrio characters. The game is scheduled for release worldwide in 2027.



Players can choose between two gameplay modes to suit their preferred play style. Performance Mode offers simple controls that make it easy to enjoy the characters' "super-kawaii" dance performances, while Technical Mode delivers a more authentic rhythm game challenge with difficult songs designed for experienced players.



Performance Mode



Technical Mode



Character Costume



Stage Design

*Designs shown are currently under development and may differ from those in the final released version.

Title Overview

- **Title:** Sanrio Kawaii Me Live!
- **Release Date:** Scheduled for 2027
- **Price:** Free-to-play (includes optional in-app purchases)
- **Genre:** Dance & Rhythm Game
- **Platforms:** App Store / Google Play

For more information, please visit the official website.

- **Official Website:** <https://www.sanrio-games.jp/en-us/games/sanrio-kawaii-me-live/>
- **Official X Account:** https://x.com/SanrioKML_GL

Reference: About Sanrio Games

Sanrio Games is a game brand established by Sanrio to create new touchpoints that connect its character IPs with fans around the world.

Going beyond entertainment through games alone, the brand aims to create uniquely Sanrio integrated experiences by linking games with the company's existing assets, including merchandise, theme parks, and other offerings.



Official Sanrio Games X Accounts

Global: https://x.com/SanrioGames_GL | Japan: https://x.com/SanrioGames_JP

Official Sanrio Games YouTube Channels

Global: https://www.youtube.com/@SanrioGames_Global | Japan:
https://www.youtube.com/@SanrioGames_JP

**Screenshots shown are from a version currently in development.*

**Game content and specifications are subject to change without notice.*

Media contact:

sanriopr@sanrio.co.jp

For more information, visit <https://corporate.sanrio.co.jp/en/>