**Nijisanji**

**What made Nijisanji?**

Created in the early **2000’s Japan**, the first VTuber model was used by a weathering news agency, that was aired to the public. Due to the anime looking style of the character the 2D animated character quickly rose to popularity and finding its way to platforms such as twitch and YouTube.

Nijisanij aired its first wave of Japanese VTubers to the public in **2018.** However, the company found that their growth was minimal even after releasing more waves.

In **2019 Nijisanji** debuted their first English talents **Lazulight.**

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Their debut was teased on a new English twitter account (**NijisanjiEN**) along with a countdown live stream.

For the first time western viewers were introduced to a new form of media, and Nijisanjii were able to reach much larger audiences out of Japan