

The Livestream That Turned Into a Public Execution

On the 11th of March 2025, Airiri Sato, a 22-year-old Japanese influencer popularly known as Ai Mogami, was brutally stabbed multiple times while her viewers listened to her desperate cry for help over the stream. The attack took place at 9:50 am, around the Takadanobaba station area in Shinjuku, Tokyo, and in clear view of passersby.

Airi was a popular streamer on WhoWatch, popularly called Fuwatch by Japanese users. Her streams involved interactive chats with her audience and occasional creative challenges. This particular stream was titled "Walking a Full Loop of the Yamanote Line," and it was basically Airi taking her chat along on a walk around the Takadanobaba station.

The stream was going as planned, and neither Airi nor her audience sensed the horror about to unfold. But by 9:50 a.m. and with over 6,000 people watching live, she was chatting animatedly into her camera when a masked man stepped in and attacked her.

At first, the audience didn't know what was going on, but they immediately sensed that she was in danger when they heard her scream for help. Things took a darker turn when Airi fell to the ground, out of the camera's view. Her viewers could still hear her whimpering in pain as she was struck repeatedly. Even more frightening, a man's voice was heard muttering, "are you dead yet?" By now, her audience was in a frenzy, hoping that Airi was okay and wishing they could catch a glimpse of her to be sure. But instead of Airi, an unfamiliar face covered in a face cap and a nose mask appeared on camera, and moments later, the screen went blank.

The assailant's face was covered, so everyone assumed that he would flee immediately after the attack. But to their surprise, he remained standing beside Airi's motionless body until about 10 minutes later, when the police arrived following multiple calls from witnesses. One witness later said that, from the way the man was standing beside Airi, [he assumed he was trying to help her. It wasn't until the police asked who was responsible and the man admitted it was him that the witness realized he had been looking at the attacker the entire time.](#)

Immediately after that, he was arrested on suspicion of attempted murder, a charge that was later upgraded to murder after Airi was confirmed dead at the hospital. He then followed the officers into the police vehicle without protest, as though he had spent those ten minutes preparing himself to face the consequences of his crime.



The assailant was later discovered to be Kenichi Takano, a 42-year-old man who had once been a devoted fan of Airi's stream and who, at one point, had strong feelings for her. But the story isn't as simple as it sounds. This isn't a case of an obsessive fan who went off the rails after building a toxic parasocial relationship with a streamer, nor is it a case of a misogynist who takes pleasure in seeing women suffer. And Kenichi wasn't out of his mind either, because a psychological test was conducted and revealed that he was mentally stable and in control of his actions at the time of the attack.

So why then did he take her life so brutally in broad daylight, with people passing by and thousands tuned in online? He wasn't scared of being caught and even handed himself over to the police. How much do you have to hate someone to stab them repeatedly until you've punctured their upper body over 30 times with a 13cm survival knife?

To answer this question, we have to go back to 2021, to the start of the ill-fated relationship between Airi Sato and Kenichi.

Kenichi started watching Airi's stream in December 2021, but he didn't just stop at watching; he started donating to her streams as well. Now, Kenichi wasn't your typical WhoWatch viewer who occasionally donated a few hundred yen here and there. Passive donations weren't enough for him. He wanted to get the streamer's attention, which is common among viewers on the app. And to do this, giving casual tips was obviously not going to work, so he gave out virtual tosses or Nagesen, as they're called on the app.

Item Name	Individual (Web)	Bulk Pack (Web)	Item Function & Context
Nice! / Balloons	¥10 (100 for ¥120)	¥500 (500 pcs)	General: Used as a greeting when entering the stream.
Hearts / Stamps	¥25 (10 for ¥250)	¥1,050 (50 pcs)	Support: Constant small-scale appreciation.
Gara-gara Kuji	¥500	¥4,900 (10 pcs)	Interactive: A "Lottery" gift that gives random bonuses.
Fireworks (Hanabi)	¥1,100	¥9,100 (10 pcs)	High Tier: Standard gift for "Top Fans" to trigger animations.
Great Fireworks	¥2,000	¥17,800 (10 pcs)	Elite: Dominates the screen; used for serious ranking goals.
Limited Event Item (eg birthdays, anniversaries, ranking events, seasonal campaigns)	¥3,500	¥30,000 (10 pcs)	Ultra (Ranking/Special): (Seasonal or contest-only)

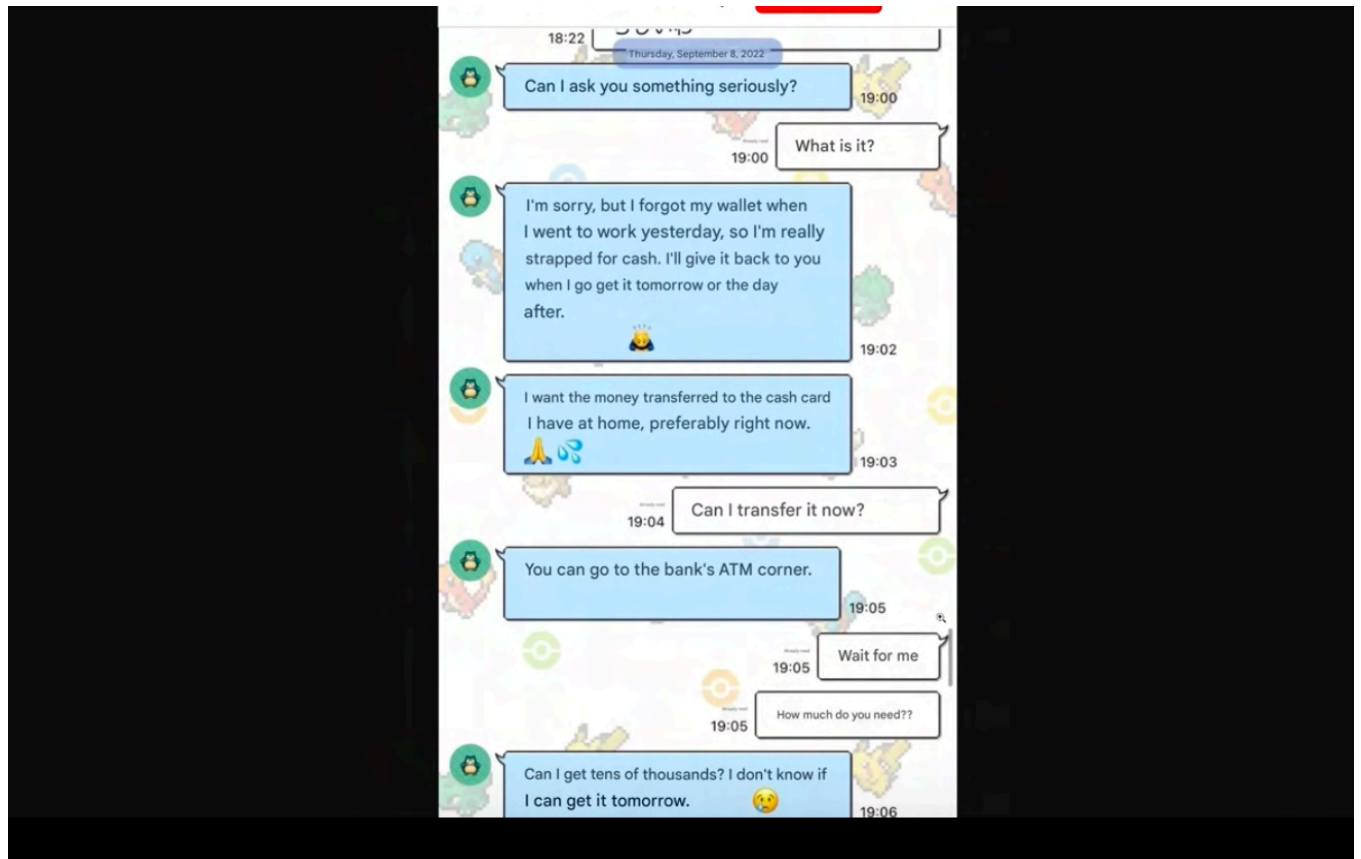
Nagesans are basically virtual gifts, and they come in different prices ranging from 10 yen to 3,500 yen. So, Kenichi gave out Nagesans that were sure to grab Airi's attention, averaging about 100,000 yen monthly or approximately \$800 at his peak. Now it's important to point out that 100,000 yen is no small amount for an average Japanese person, with some low-level jobs even paying less than that.

What makes this even more fascinating is that at this point Airi was still a small streamer with less than 800 followers. So when she noticed the constant high donations from Kenichi, she probably pegged him as some big shot with more money than he knew what to do with. And honestly, it isn't surprising that she came to that conclusion, considering how much money he was dishing out to a stranger. Well, to be fair to Kenichi, Airi wasn't really a stranger. And that right there is the danger of parasocial bonds and relationships because you get too involved in a stranger's life, and it creates an illusion of intimacy that doesn't exist in reality.

By September 2022, Kenichi was already a regular viewer and contributor to Airi's stream. He felt almost like he knew her personally, thanks to everything she shared on her streams. So when he got an unexpected direct message from Airi asking to borrow some money because she had forgotten her wallet at work and was short on cash, he didn't hesitate to help. In fact, from his response, it seemed like he was excited to be the one to help her out of her fix.

The conversations got leaked after the incident, and I'll be showing screenshots of their interactions. I apologize in advance for the wonky translation of some of the messages, but we'll work with what we have available because things get pretty crazy from here on, and these screenshots are super important to the story. So back to the first message, Airi tells Kenichi "I'm sorry, but I forgot my wallet when I went to work yesterday, so I'm really strapped for cash. I'll give it back to you when I get it tomorrow or the day after" she goes further to tell him that he should transfer the money directly to her bank account. So far, Kenichi had sent her money, or rather donations, via the streaming app, and a direct transfer would take their financial interactions to a more personal level.

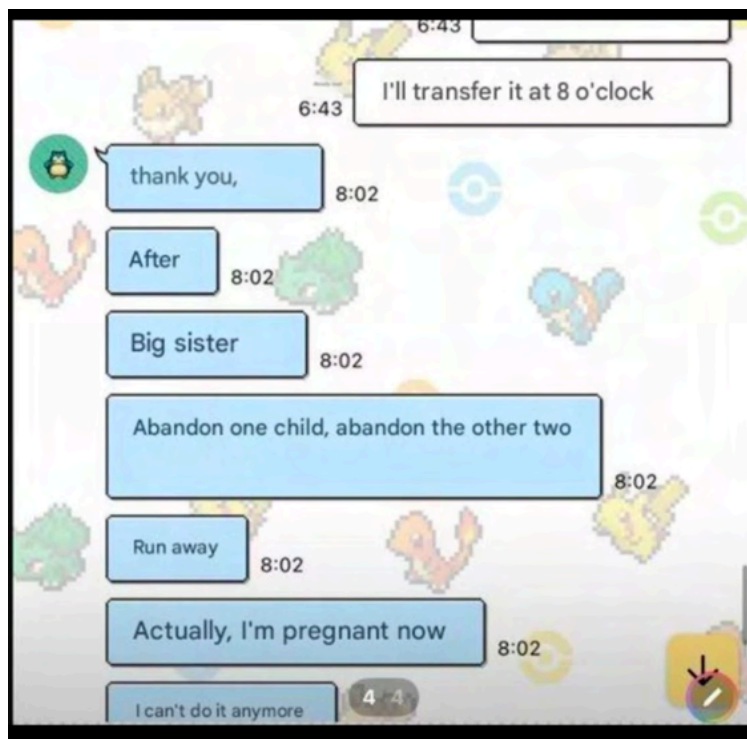
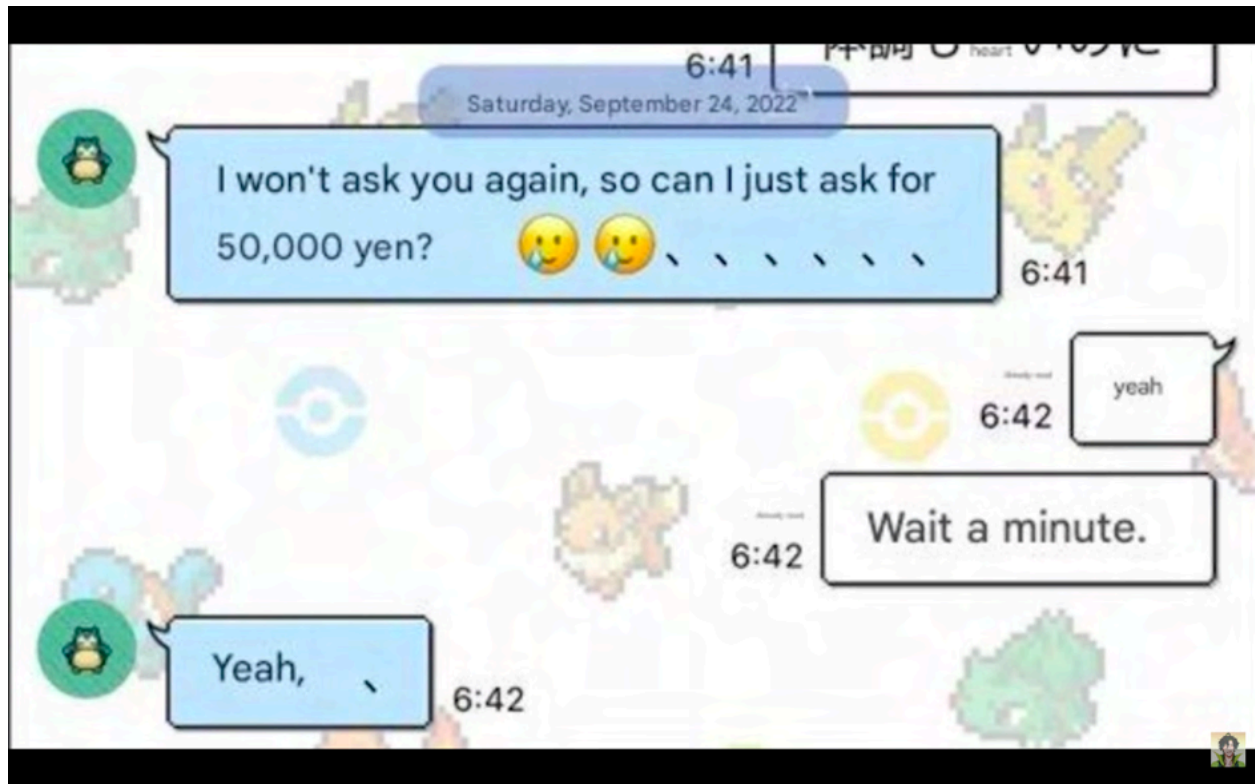
Not even two minutes after Airi sends the message, Kenichi replies with "can I transfer it now?" Bro wasn't wasting any time cos for the first time ever, Airi reached out directly to him for help. He even tells her to wait for him to make the transfer. Now Airi was asking for a loan and not a handout. The chats don't show the exact amount she asked for, just that she needed tens of thousands of yen. So it's possible that she didn't specify an exact amount and left Kenichi to decide how much to send. Before we move on, share your thoughts in the comments on where you think the story is heading. And if you've enjoyed the video so far, be sure to like and subscribe.



The agreement was that she would pay back the next day or the day after. But that never happened. Infact rather than paying him back, she returns about two days later with another request. This time, she needed 20,000 yen. No explanations on what she needed the money for or why she had yet to repay the previous loan. Just a sad face emoji and a request for more money. This time, a specific amount. But although Kenichi responded to her message almost immediately, he took a while to say anything about her request. In fact, it was only after Airi sent an “hello there” message that he responded. So far, Kenichi had come across as a man who had more money than he knew what to do with. But his next response proves otherwise because he asks Airi if she can make do with seven thousand yen and even goes on to apologize that he couldn’t give her the exact amount she requested.



If you notice, this time around, Airi doesn't say anything about when she would pay back. One thing that's clear from their chats is that Kenichi really liked Airi and genuinely wanted to help her. But his intentions didn't seem to matter, because Airi started treating him like her personal cash bank. And just 10 days after requesting 20,000 yen, which is approximately \$140 by the way, she came back to ask for more money. This time, she more than doubled the amount, asking for a whopping 50,000 yen, roughly \$350 at the time, and promised that she wouldn't bother him again. The translation gets sticky here. But she basically claimed that her sister was pregnant and couldn't afford to take care of the baby, so she needed the money to help her out. Crazy right? But at least she promised not to ask him for more money, so that's a good thing. Maybe now she'll start paying him back.

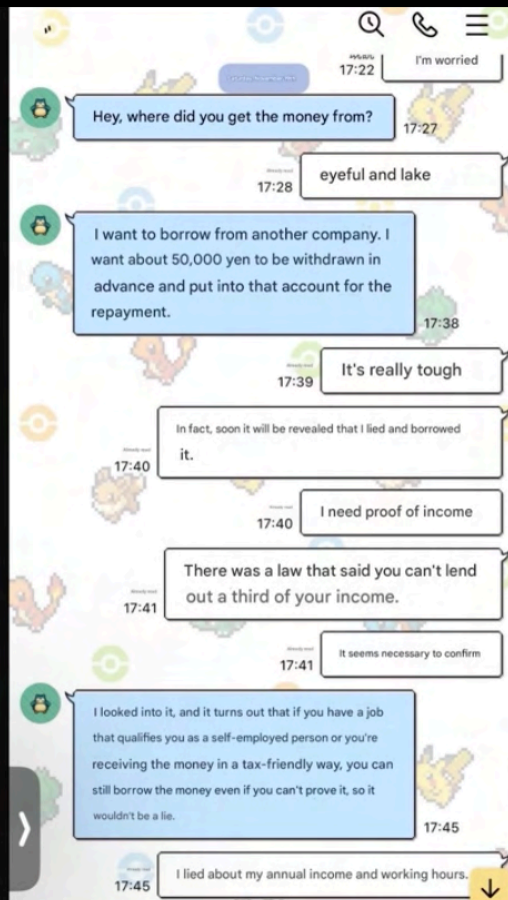


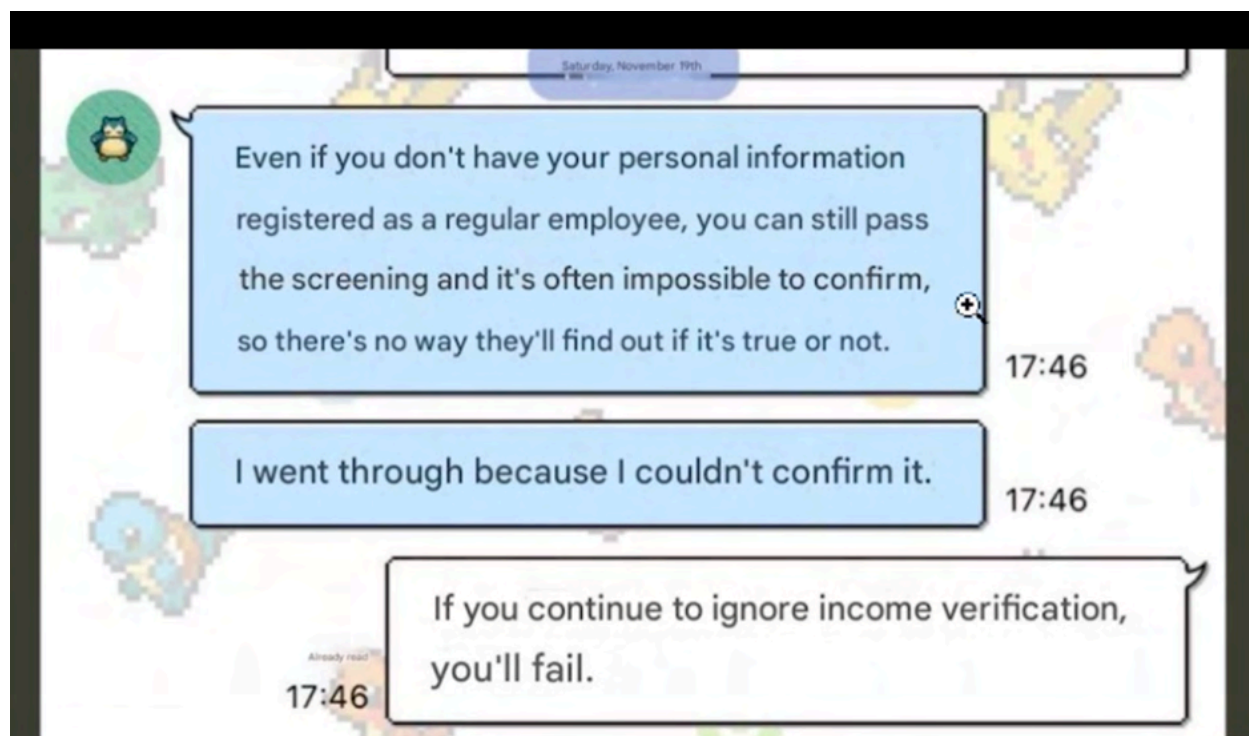
But that doesn't happen. To make matters worse, Kenichi wasn't close to being rich. In fact, Airi's constant demand for money made him bleed himself dry. And when he no longer had

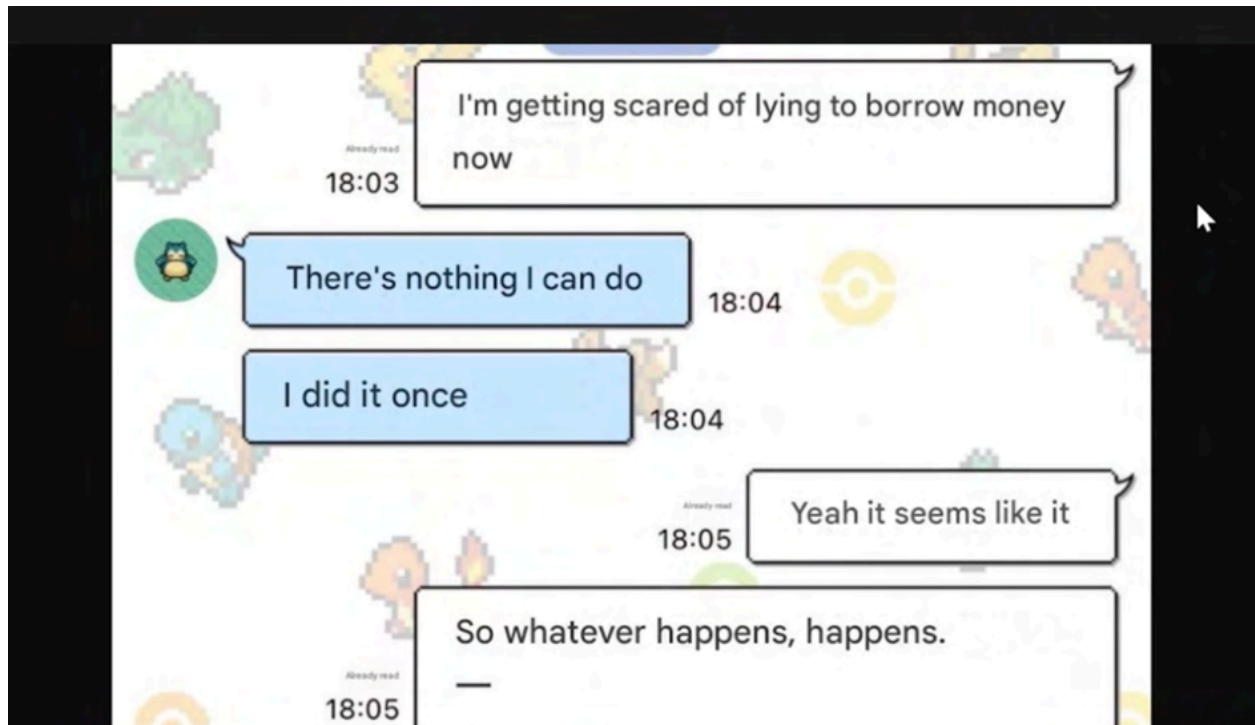
anything left to give, instead of turning her down, he took out loans from two different loan companies, Aiful and Lake. The loans came with interest rates ranging from 3% to 18%, along with penalty fees for late payments.

On November 19th, he sent her a message saying he was worried about the growing burden of his unpaid loans. You know, things like that make it difficult to sleep well at night. He likely sent this message hoping that it would move Airi to pay back some of the money he lent her. But rather than empathizing or, at the very least, stopping the burden from growing, she tells him to go borrow another 50,000 yen because, apparently, she needed the money for a loan repayment. And just like that, they went from Kenichi opening up about being weighed down by debt to Airi asking him to take out another loan and even giving him professional-grade advice on how to go about it.

Because he wasn't allowed to borrow more than a third of his income, Kenichi had lied about his salary and working hours to secure those loans. He committed fraud to please Airi, hoping she would pay him back before he got into trouble. But all that didn't matter to Airi. She didn't care about his financial woes or how deep in debt he was. She was even willing to provide the shovel that would bury him deeper in debt, as long as it meant that she got the money she needed. After a detailed loan-taking course from the loan guru, who, by the way, claimed she couldn't take out a loan herself because she failed the verification process, Kenichi went ahead to take out another loan just as Airi had instructed him.



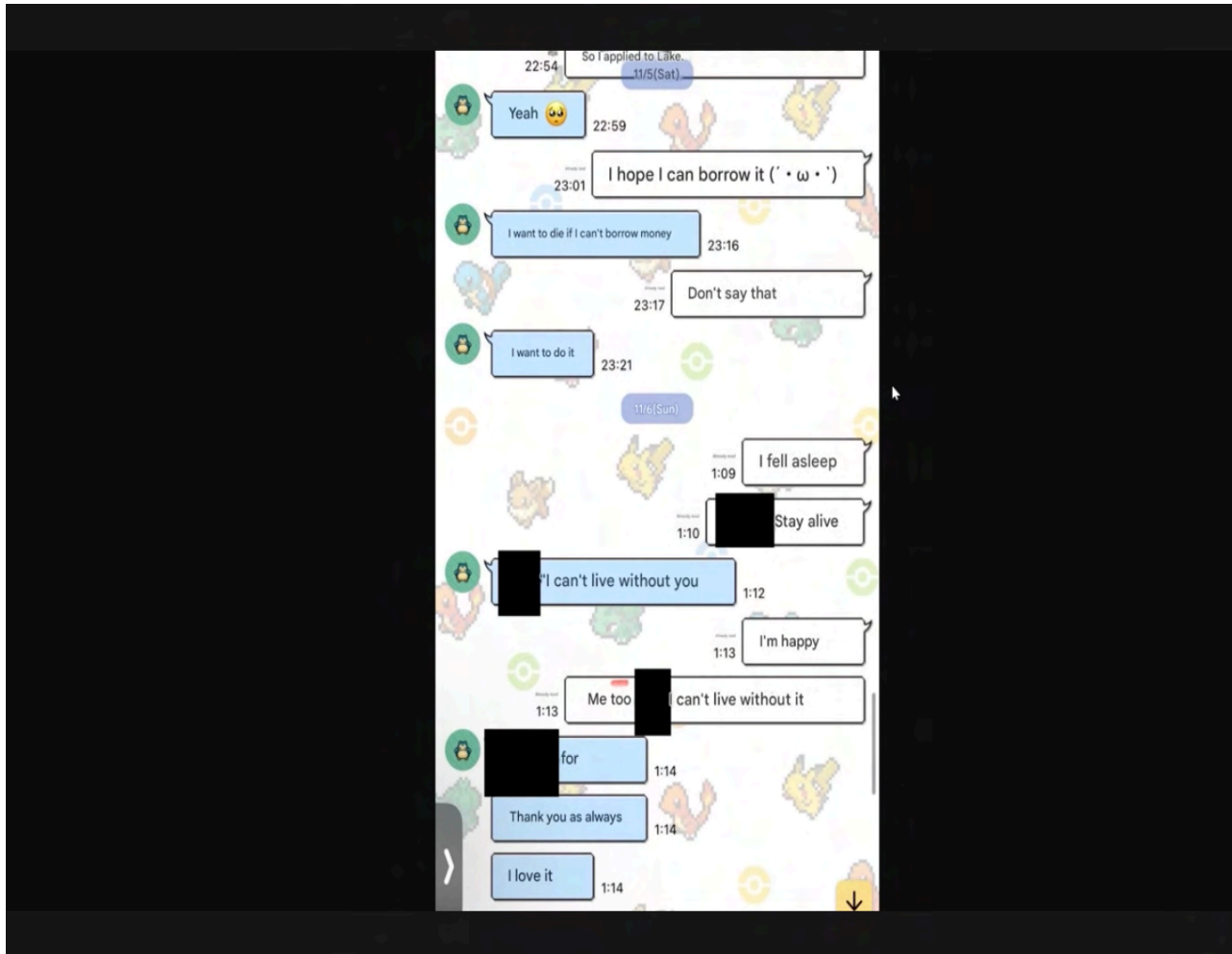




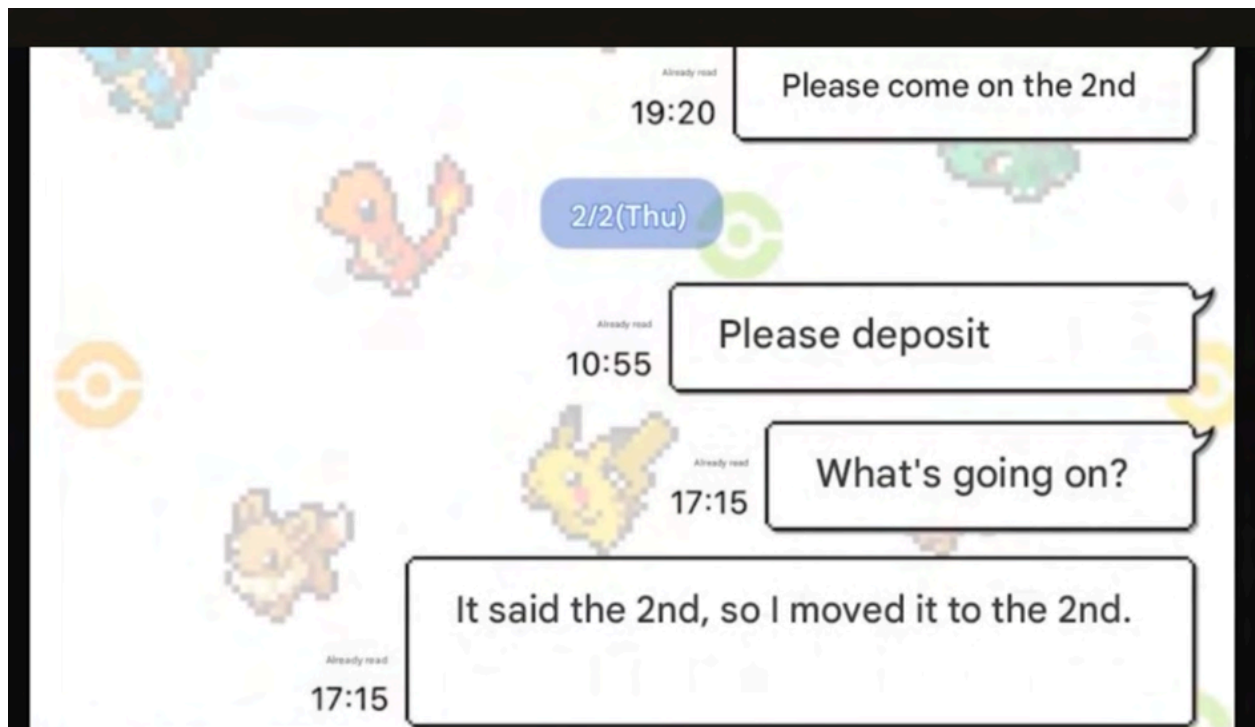
At this point, it's clear as day that Kenichi is shit-broke and struggling to keep his head above water. At some point in the conversation, he even opens up to her that he is getting scared of lying to borrow money. He had used his parents' address to get the loan and had so far been avoiding calls and contact from the loan agencies. And guess what Airi says, "There's nothing I can do... I did it once." She was basically saying ... bro, that's none of my business, just figure out how to get the money. And if you've been following their chats so far, you'd notice that there is nothing sexual or perverted about their relationship. It's mostly Airi demanding, and Kenichi doing everything he can to meet her demands, no matter how ridiculous they sound. And trust me, some of her financial emergencies sounded crazy ridiculous.

But there is one chat missing, a conversation they had on November 6th, about 13 days before she instructed him to take out another loan. In the chats, Kenichi tells Airi that he applied for a loan from Lake and hoped that it would get approved. And Airi, who seemed to be a pro at getting her way in situations like this, proceeds with emotional manipulation. She starts by telling him that she would die if she couldn't get the money, and Kenichi, who at this point was already a fool for her, tells her to stay alive cos obviously he believed every word she said.

And then something happens that makes you see their interactions in a completely different light. Airi, who had never used any form of endearment with Kenichi before, suddenly tells him she cannot live without him and that she loves him. Kenichi, who up to this point had a one-sided crush on Airi, replies that he's happy and cannot live without her either. From Kenichi's point of view, it seemed like his efforts were finally paying off and that Airi had finally developed feelings for him.



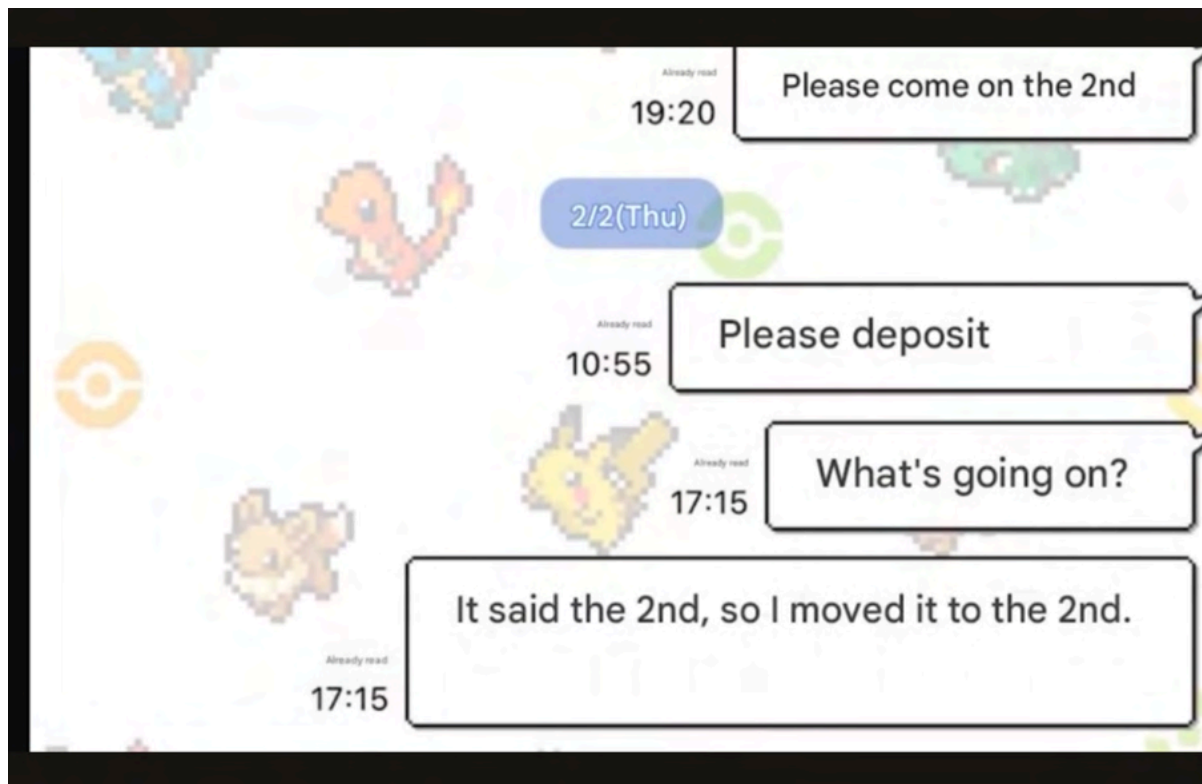
And just like that, 2022 gives way to 2023, and by January 30th, 2023, Kenichi is at his wits' end. He was drowning in debt and had no choice but to reach out to Airi to pay back what she owed him.

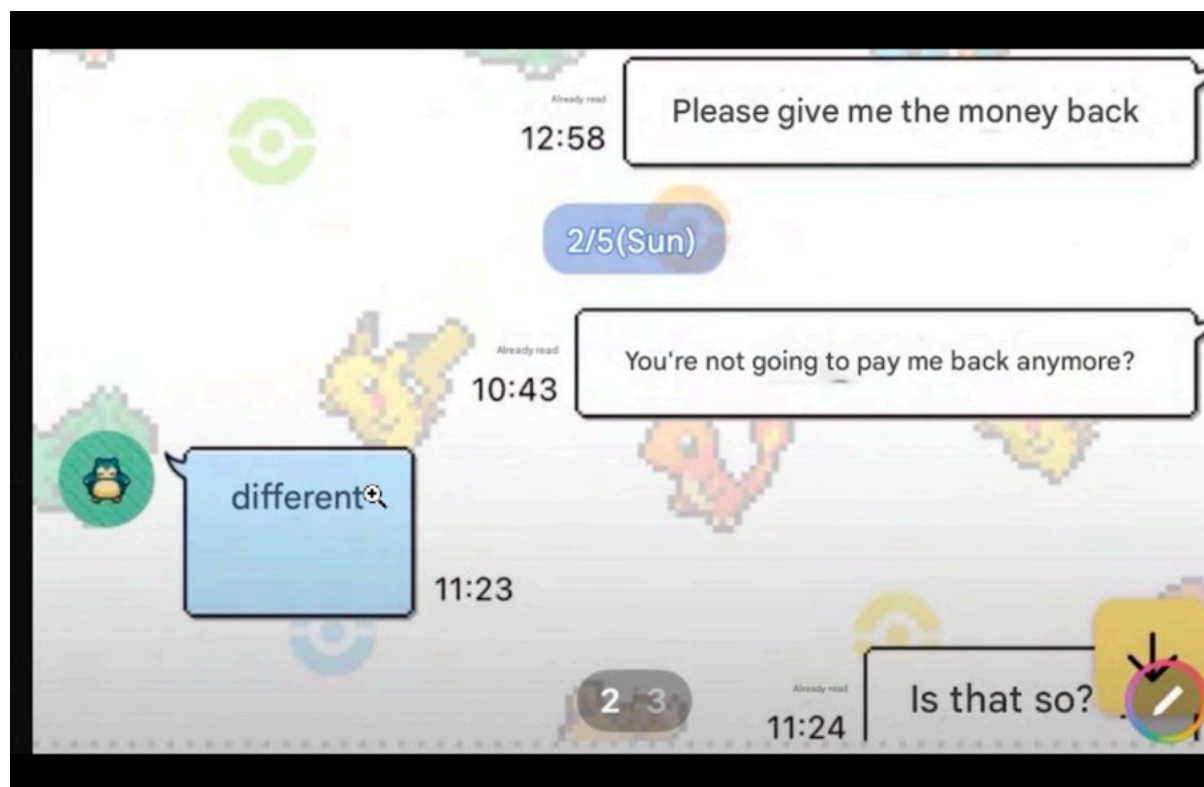


However, Airi asks for a three-day extension, which is understandable if she has to scurry around to get the money. But then February 2nd comes, and still nothing from Airi. She completely ignores his message, and when he sends another message on the 5th, reminding

her to pay up, she gives a curt response that she will pay him back. It's wrongly translated as different in the transcript. She doesn't even say when, so at this point, Kenichi gives a skeptical response, "is that so?" He probably needed some reassurance on when she would provide the money, but Airi stays radio silent.

Things take a darker turn after this. Despite her previous declaration that she loves him and cannot live without him, Airi completely ghosts Kenichi. On February 11th, he sends her a message saying he is barely making ends meet and desperately needs the money. And then on February 13th, he sends another message. At this point, it was starting to feel like a one-sided conversation, and Kenichi was probably beginning to realize that Airi had played him for a fool. On February 16th, he sends yet another message, asking, "Are you willing to refund the money?"





被

告

貸金等返還請求事件

訴訟物の価額

251万4800円

ちょう用印紙額

1万8000円 (訴訟救助申し立て中)

This should have been the end of the story. Airi pays Kenichi back, Kenichi repays the loan companies, and everybody goes on with their lives. But Airi doesn't pay Kenichi back. Instead, she completely ignores him and occasionally mentions the lawsuit in her stream as if it were a minor inconvenience, completely dismissing Kenichi's pain and financial struggles. With no stable job, things kept going downhill for Kenichi until he was barely surviving. Airi, on the other hand, seemed to be living her best life. By 2025, she was no longer a small creator; she had climbed the ranks on WhoWatch and was now on the platinum tier, the highest streamer grade on the app.

配信者グレード

配信者グレードとは、普段の配信内容やその盛り上がり度合いに応じて決定される指標です。配信者グレードはイベント参加の条件やグループ分けの基準に使用されます。配信者グレードはプロフィール画面でご確認いただけます。

■ ランク

- ホワイテ～プラチナ+の全10段階のグレードで構成されています。

ランク	シンボル	シンボル
高	プラチナ+	プラチナ+
	プラチナ	プラチナ
	ゴールド+	ゴールド+
	ゴールド	ゴールド
	シルバー+	シルバー+
	シルバー	シルバー
	ブロンズ+	ブロンズ+
	ブロンズ	ブロンズ
低	ホワイテ+	ホワイテ+
	ホワイテ	ホワイテ

■ 補足

- 配信終了時に配信者グレードが更新されます。
- 配信をされていない場合も1日1回配信者グレードの再計算が行われます。
- 配信者グレードの決定基準については、非公開とさせていただきます。

#配信グレード

いい人オシヤベリ

強化週間



プラチナ+

フォローする

最上あい

ふ:1010_

誕生日 10月24日

好きなもの おしゃべり

転生して復活しました。
せーの、びっくらぶ！

A platinum batch meant that Airi was making an average of 300,000-400,000 yen monthly from tips and donations. But that wasn't all. She had also gotten engaged and moved into a high-rise apartment with her fiancé. Clearly, she was doing well and could even afford to spend on poker games. You see, Airi loved playing poker and even had a Twitter account dedicated to it, and there, she posted a picture of herself holding a bag of poker chips worth 542,000 yen.



Kenichi could see all this and knew she was living large. He kept wondering why she wouldn't just pay back what she owed him, since it was obvious she could afford to if she wanted. He fell into a rabbit hole of depression, regret, fear, and anxiety. He could barely sleep, so he started taking pills, which sometimes knocked him out for an entire day.

He was probably getting hell from his family as well because he used his parents' address to get the loan. And yet he kept holding out, hoping that Airi would finally obey the court order and pay him back. But that day never came. So it finally dawned on him that she had no intention of ever returning his money.

On March 7th, 2025, four days before the incident, Kenichi could no longer afford even his basic expenses. So he reaches out to Airi for the last time. This time, he sends a DM to the joint social media account she shared with her fiancé since his attempts to reach out to her on other platforms had been ignored. In the message, he says, "please give me my money back. I'm in the negative because of consumer loans I borrowed to lend you, and I can't live. Can you somehow pay me back at least 10,000 yen." This message right here makes you wonder how dire his finances were. He wasn't even asking for too much. 10,000 yen wasn't even up to 1% of the money she owed him and was barely enough to buy a week's worth of groceries. But again, Airi ignores his plea.

After that, Kenichi withdrew into himself, drowning in regret for ever developing feelings for Airi and letting himself be used. Worse still, he couldn't stop noticing how Airi continued living her life completely unbothered.

It seemed like all was great in her world while his own life was falling apart because of her. So when he got the notification for an upcoming stream on March 10, a day before the incident, he came up with a plan. He was going to face Airi in person. But this time, there'd be no room for conversation.

His mind made up, he packed his bag, slipping in three survival knives, and left his house in Tochigi for the two-hour trip to Tokyo in the early hours of March 11.

The notification had said the stream would be a walk along the Yamanote Line. That was all the information he needed. Once he got there, finding Airi was easy. He simply followed her live stream in real time and then made his way towards her.



And there it is, the full breakdown of the case laid bare. Airi played Kenichi for a fool and didn't show a shred of sympathy, even when he pleaded for just 10,000 yen, something she could make from a single stream. Meanwhile, she still owed him 2.5 million yen and was even under a court injunction to repay it.

I know it's useless to dwell on what ifs, but I can't help but wonder if the horror could have been averted if she had obliged Kenichi's request for 10,000 yen, even if she had no intention of paying back the rest of the money. But now we'll never know.

After waiting endlessly for her to obey the court's mandate, Kenichi decided to take the law into his own hands and murdered Airi in cold blood, attacking her with relentless force even after she stopped screaming for help and lay still in a pool of her own blood. By the time he was done, her upper body was covered in over 30 stab wounds.

Kenichi is yet to receive his criminal sentence because murder cases, which by the way are extremely rare in Japan, take a while to go through the entire judicial process. However, the court of public opinion is divided on this case. On one hand, this wasn't a case of accidental murder. He didn't stab her once or twice; he stabbed her over 30 times. Do you know what that means? He kept going even though she was bleeding and screaming for help. And when he appeared briefly on the stream, his eyes showed zero emotion.

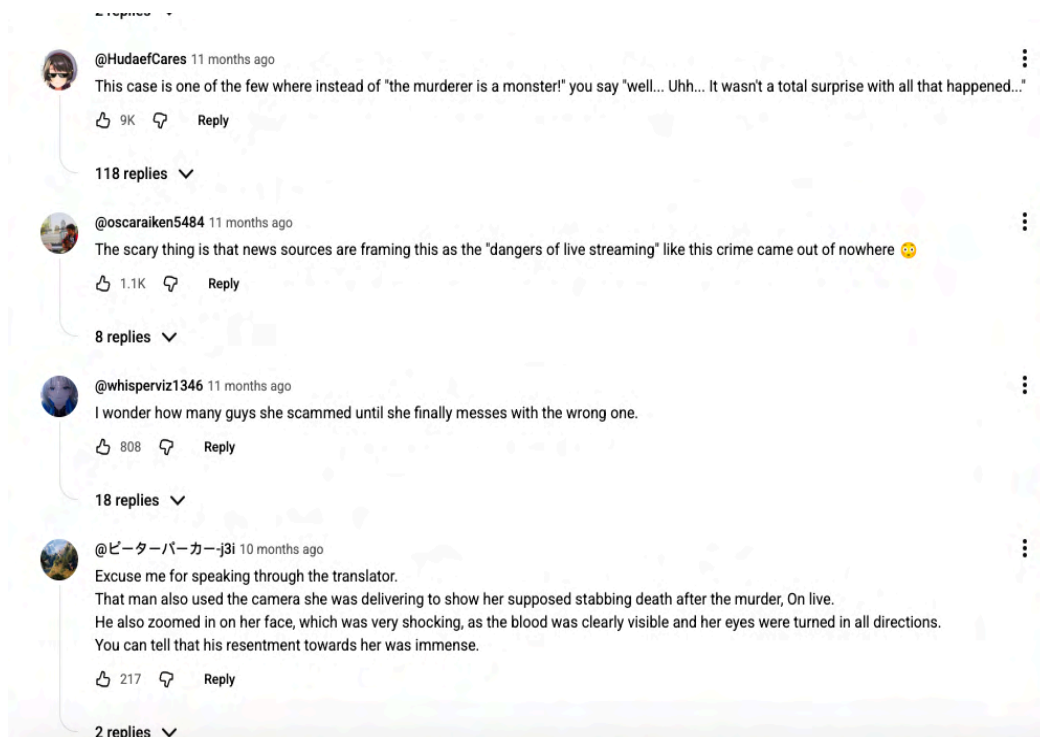
<https://youtu.be/KdnZC52HVrQ?t=781> That's the part that's truly horrifying. He either could commit murder without breaking a sweat, or he finally snapped and let his rage take over.

On the other hand, after their chats leaked to the public, a huge number of people ignored the saying that you shouldn't speak ill of the dead and declared that they felt no pity for Airi because she was evil and got what she deserved. Here are some of the comments from netizens. Here's a comment with 9k likes "this is one of the few where instead of "the murderer is a monster" you say "well... uhh... it wasn't a total surprise with all that happened." Here is another with over 4.6 thousand likes "On one hand she didn't deserve to die like that, on the other, holy... what a disgusting person. Guess she manipulated the wrong dude." And then this comment with over

4.4k likes says "It's one of those "I condemn the actions but I understand why it happened" situations.

[The hate wasn't limited to comments; some people even went as far as scattering the offerings at her memorial site.](#)

So what do you think? Are people being too harsh on Airi, or are her actions enough to justify Kenichi's cruel act? Share your thoughts in the comments, like the video, and subscribe for more true crime stories.





@sam8530

3 weeks ago

Can you provide more details about what got captured on the livestream. I'm curious but don't want to see gore





Reply



@dimsumboy22

1 month ago

she brought it onto herself.



19



Reply

Hide replies





@8qris

11 months ago

She gaslit a fan into crippling debt, he won a lawsuit, she didn't give the money back, law enforcement didn't do something after that and caused him to get into late stage depression. Possible outcomes in this situation:
Option Number One: Himself being dead
Option Number Two: A murder



2.9K



Reply

68 replies





@iLike_Jemons

11 months ago

On one hand, she didn't deserve to die like that, on the other, holy..., what a disgusting manipulative person. Guess she manipulated the wrong dude.



4.6K



Reply

82 replies







@itscarlosreally

11 months ago

It's one of those, "I condemn the action, but I understand why it happened" situations.



4.4K



Reply

38 replies





@LeLiuOfficial

10 months ago

A fool + A scammer + A court system that didn't enforce justice = Fatal disastrous consequences.



2.8K



Reply

19 replies





@gulmerton2758

10 months ago

Only 22 years old and already so mischievously manipulative ?!
This girl played with fire. She got burnt.



972



Reply

14 replies





@magnesium1616

11 months ago

A Japanese person once commented, "There is no reason to kill someone, but there are reasons to be killed."



2.2K



Reply

31 replies



