From print publisher…

…to modern media and marketing organization
A little bit about me…

My name: Yuko Tanaka

Date of birth: February 22, 1967

Where I was born: Osaka, Japan

Where I grew up: Nara, Kyoto, Montreal

What I do now: I handle all global affairs of Nikkei BP from partnerships to ad sales and content rights
And a little bit about my company

Company name: Nikkei Business Publications, Inc.

Date of incorporation: April 5, 1969

Headquarters: Tokyo, Japan

Global offices: New York, Silicon Valley, London, Shanghai, Hong Kong, Taipei, Istanbul

What we do now: Deliver the latest information to businesspeople useful both for their business and private lives through various media platforms, such as magazines, books, PCs, smartphones and tablets, seminars, and exhibitions
See the picture

- **Magazines** 38
  Delivers leading edge information on management, technology and lifestyle

- **Books** 500+
  From longsellers to timely topics

- **Websites** 8+ satellite sites
  Effective delivery of information to users with strong influence

- **Memberships**
  - EcoManagement Forum (170 companies)
  - Nikkei Top Leader Platinum Members (3,000), etc.

- **Seminars and expos** 1000+
  Highly targeted face-to-face media

- **Research and consulting**
  - Brand consulting, web consulting, business consulting, etc.
Where it started all

Just one monthly magazine, Nikkei Business, for the top and middle management of Japan’s big businesses
In a half century

- 200,000 paid readers of the print edition
- 40,000 paid readers of the digital replica edition
- 2.14 million registered users of the website
“Apologies in advance. We may not be able to approve your subscription application.”
Expansion of brands (just a few)

1969  Incorporated / Nikkei Business
1971  Nikkei Electronics
1972  Nikkei Medical
1976  Nikkei Architecture
1979  Nikkei Monozukuri
1981  Nikkei Computer
1985  Nikkei Communications
1989  Nikkei Construction
1992  Nikkei Information Strategy
1993  Nikkei Systems
1994  Joint Venture with National Geographic Society / Nikkei Technology Online
2000  Nikkei Network / ITpro
2004  Nikkei Automotive
2006  Nikkei Medical Online
2007  Nikkei Digital Marketing
2013  Partnership with IDG
2014  Acquisition of MDG (Turkey)
2015  Nikkei Energy Next / Telecom Inside / Nikkei Robotics
2016  Nikkei FinTech / Nikkei Cloud First

© 2016 Nikkei Business Publications, Inc.
Online brands
Event brands

From large scale expos to specialized seminars and study groups

... and more
How we have developed

Until around year 2000

Growth with print magazines
From print to digital

Until around year 2013

Growth with digital

Nikkei Technology Online Website

Electronics technology
Nikkei Electronics

Automotive technology
Nikkei Automotive

Manufacturing technology
Nikkei Monozukuri

© 2016 Nikkei Business Publications, Inc.
Beyond print & digital

Since year 2014

Growth with new businesses

Nikkei Technology Online Website

FPD Beijing (event)  
Nikkei Digital Health (web media)
New!

Developers’ workshop (event)
Nikkei Robotics (B2B media)
New!

FACTORY (sponsored event)
Nikkei Energy Next (B2B media)
New!

Manufacturing technology
Nikkei Monozukuri
New!

Electronics technology
Nikkei Electronics
New!

Automotive technology
Nikkei Automotive
New!

Mega Solar (web media)

© 2016 Nikkei Business Publications, Inc.
Smaller target group = higher revenues

- Technology Information
  - B2B tech magazines / events
  - Theme sites / Magazine specials
  - Conferences / Expensive special reports
  - Research institutes
- Nikkei Business Online
  - B2B tech sites
  - B2C magazines
    - Mooks / Books
  - Nikkei Business
    - Business & management information

<Number of users>

- 10 million
- 1 million
- 100,000
- 10,000
- 1,000
- 100
Revenue source comparison

2010

- BtoB 56%
- BtoBtoC 30%
- BtoC 18%

- BtoB 52%
- Subscription 52%
- Advertisement 43%
- Others 5%

- Digital 13%
- Event&Others 3%
- Print 84%

2014

- BtoBtoC 29%
- BtoC 15%
- BtoB 56%

- BtoBtoC 30%
- Subscription 52%
- Advertisement 41%
- Others 7%

- Digital 20%
- Event&Others 14%
- Print 66%
Where is Nikkei BP heading?

- Global
- Research and analysis
- Education
Nikkei BP’s global operations
23 events in 14 cities

<Agendas>
- Manufacturing
- ICT
- Displays
- Social innovation
- Game networking
- Real estate
- Economy
- Business investment
- Design

© 2016 Nikkei Business Publications, Inc.
Foreign rights business

- Over 500 books published by the Nikkei BP Group have crossed borders since 2002.
- Our main licensing markets are China, Taiwan, Korea, Thailand, Indonesia and Vietnam.

- The more popular titles are business and self-help books in addition to architecture, medicine, restaurant management and design related books targeting professionals in their respective fields.
- Increasingly popular are our health & beauty related “bookazines” mainly for the female readership.
Nikkei BP Intelligence Group

On September 1, 2015, Nikkei Business Publications established Nikkei BP Intelligence Group. Capitalizing on Nikkei BP’s expertise and ability to communicate information effectively as a media house, we help companies and public organizations in finding solutions to specific challenges, marketing campaigns, branding and technology innovation.

Over the past years, Nikkei BP’s six specialized institutes have individually worked together with our clients who highly evaluated our support services. Nikkei BP Intelligence Group will serve as a central institution integrating the abilities of these six research units to provide one-stop services for the success of your business project.

Nikkei BP ICT Innovation Research Institute

Director

Tomio Kikyoubara

Targeting all fields of ICT, the Institute provides a wide range of services including surveys/consulting, organizing study groups and assisting marketing initiatives.

Nikkei BP Institute of Infrastructure

Director

Isao Adachi

Covering the fields of architecture, civil engineering, housing and real estate, the Institute uses its wide networks to support information strategies of client companies and government organizations.
Nikkei BP Intelligence Group

Nikkei BP CleanTech Institute

Director
Yosuke Mochizuki

Targeting the fields of new technology and energy, our support services include surveys and analyses, strategic planning, policy suggestions and customer development.

Nikkei BP Visionary Management Institute

Director
Masamori Takayanagi

Targeting corporate managers with visions for sustainable business growth, the Institute provides solutions in the critical fields of corporate management.

Nikkei BP Institute of Consumer Trends

Director
Sachiko Fumoto

Capturing new consumer trends, the Institute provides a wide range of services to support new product development, marketing campaigns, team empowerment and human resource development.

Nikkei BP Mirai Institute

Director
Tomohiro Nakamori

We draw out the future vision for industries and society, and based on that vision, help companies with mid-term business planning, new business creation and market development.

© 2016 Nikkei Business Publications, Inc.
700+ Education courses

Training for leaders and specialists by theme and by level

- Top Leaders
- Middle Managers
- Team Leaders
- Young staff

Themes:
- Management
- Organization
- Marketing
- IT
- Expert skills

© 2016 Nikkei Business Publications, Inc.
Media will continue to be our core business and we will accelerate our capabilities to offer the best solutions for our customers.

- Shift from comprehensive to specialist content

- Media: 50%→30%
- Flagship media: 50%→30%
- Newsletter: 10%→20%
- Research: 10%→20%

Higher the specialty, Higher the revenue
Thank you!