



ITmedia Inc.

Media & Services

Apr. 2019

ITmedia
NEWS

ITmedia
インフォプライズ

ITmedia
イグゼクティブ

ITmediaビジネス
O N L i N E

@ I T
a t m a r k i T

MONOist

EDN
Japan

EE Times
Japan

スマート  ジャパン
Smart Japan

BUILT
Building×IT

 **Tech**
Factory

ITmedia
Mobile

ITmedia
PCUSER_

ねとらぼ


TechTarget
Japan




















 **キーマンズネット**

ITmedia
マーケティング

 **発注ナビ**

Establishment:	December 29, 1999
Capital:	¥ 1.7B (as of March, 2018)
Representatives:	Toshiki Otsuki, President and CEO
Location:	Head Office: 12/13F Kioicho Building 3-12,Kioicho Chiyoda-ku, Tokyo 102-0094 Japan
Business lines:	Development and operation of Internet-only media providing information and services centered on Technology and Business field.
Number of employees:	211 (as of March, 2018)
Major shareholders:	SB Media Holdings Corp. Yahoo Japan Corporation, Others
Stock exchange listings:	TSE First Section (code 2148)

Media Positioning-Map

		Media Advertising			Lead Generation
Marketing needs					
Audience		Trend Awareness	Recognition of issues	Searching for Solutions	Select Solutions
Operations division	Management/ Business Responsibility	 <p>All ITmedia contents feed/portal</p>	 <p>Membership community for business leaders</p>		
	Management/ Business Planning	 <p>Social and IT news for business people</p>	 <p>For next generation leaders</p>		 <p>Introduce IT products for corporations</p>
	Finance / HR / General affairs	 <p>New models information and how to use mobiles</p>	 <p>Membership media with the forefront of B to B digital marketing</p>		 <p>Provide information of IT products/services helping members to decide their purchase</p>
	Sales department/ Marketing				
IT division	IT strategy and control	 <p>For desktop and portable computer users</p>	 <p>For the IT leaders who innovate business, focusing on Business and technology</p>	 <p>Provide problem solving methods for IT experts</p>	 <p>Matching service for development / production orders</p>
	Design/ Development/ Operation	 <p>Fun and interesting news from a variety of categories from net</p>			
R & D	Design / Development / Quality control / Production control	Manufacturing  <p>Information portal for Manufacturing Specialist</p>	Electronics  <p>Focusing on the electronics industry's business trends and emerging technologies</p>	 <p>How-to information to design and develop electronic products and new product information</p>	 <p>Provide information for engineers who consider selecting products or services</p>
		Energy  <p>Focusing on power savings, electricity storage, power generation and technologies/products that underlie Smart Society</p>	Architecture and construction  <p>Bringing innovation to the construction industry with IT and IoT</p>		

IT Industry



Electronics, Mechanics And Manufacturing Industries

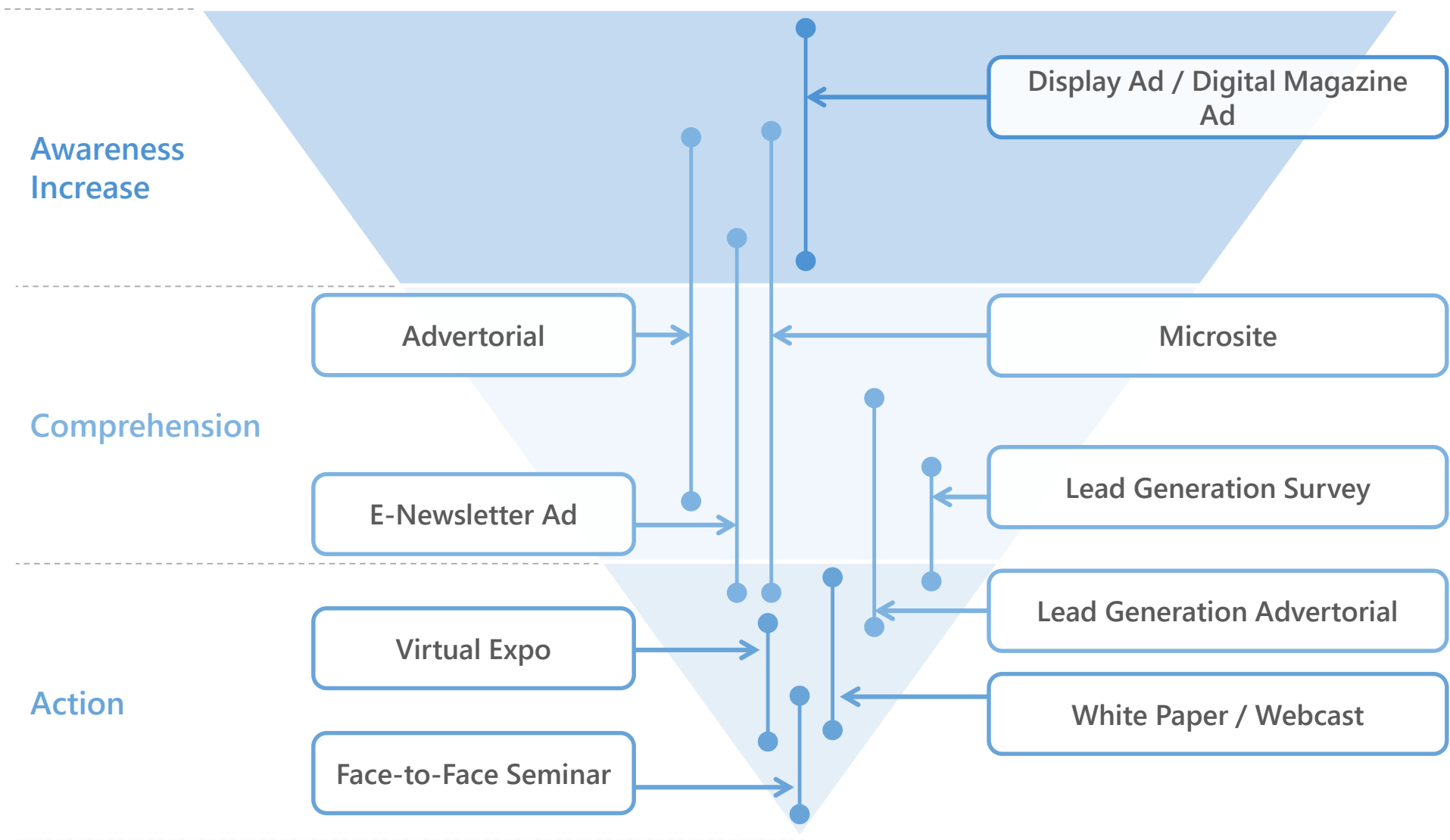


Consumer Market



Netolabo





ITmedia NEWS

<https://www.itmedia.co.jp/news/>

18.0M PV / mo

6.0M UB / mo

※As of 2nd half 2018, average



First and Must medium to Innovators who are always looking for new technology, and delivers a lot of useful information on technology.

Focus Themes

AI/Robot

IoT Security

Cloud Service

6 Categories

News

Delivering domestic and global IT news in timely and quickly manner

Product

The latest products and services

Industrial trend

「IoT」「AI」「Drone」「VR」
The latest trends in IT industry and the efforts of each company quickly

Net buzz

Featuring 'signboard', blogs and Social Network outcome, which other media can not capture

IT & Society

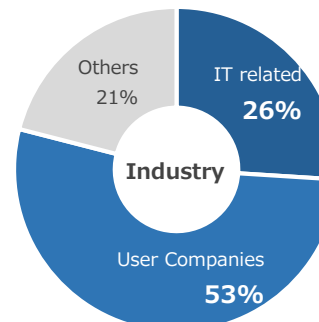
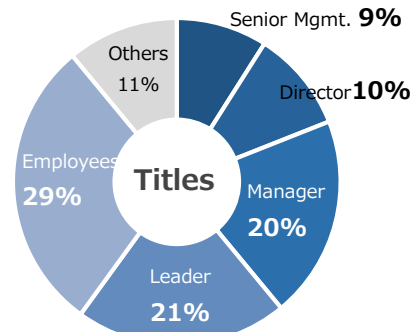
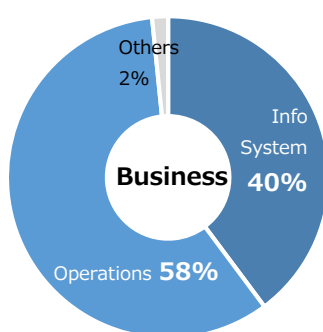
Not only for engineers, but for everyone who are interested in IT and society

Security

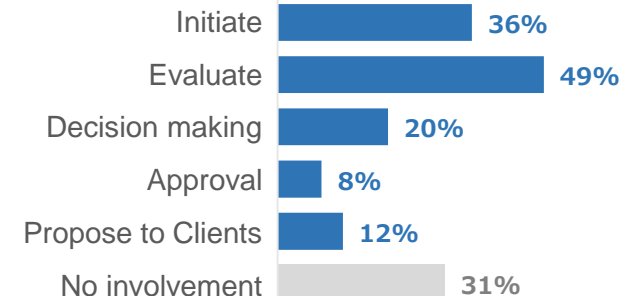
Life that becomes convenient by IT. On the other hand, security is becoming more important. What is the security we should do now?

Reader's Profile

More than 70% readers are involved in 'product introduction' decision, and are interested in IT related news.



Your role of IT purchasing



ITmediaビジネス

ONLINE

<https://www.itmedia.co.jp/business/>

17.9M PV/ mon

4M UB/ mon

As of 2nd half 2018, average

Business medium driving business growth and work style reform

Providing information and problem solutions for “sales grows” and “workstyle innovation” that all business people must catch up with, and news about industry and corporate trends.



Focusing Three Topics

Specialize Channel

Featuring Topics

Industry Trend,
Research & News

Launch specialized channels focused on the two major themes of management issues

Present best practices as a solution

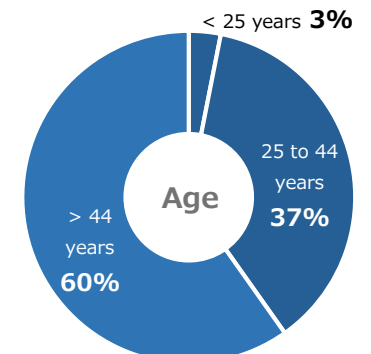
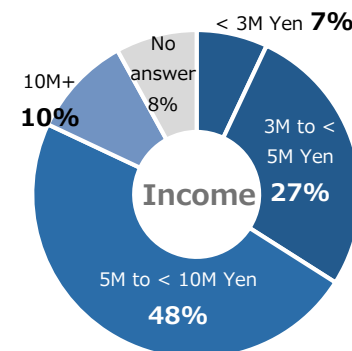
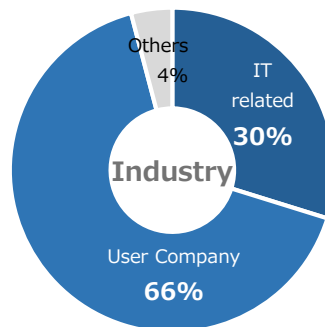
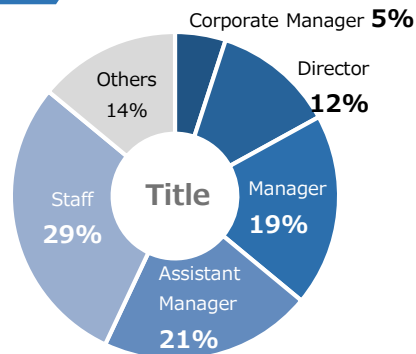
Sales
GrowsWorkstyle
Innovation

"Customer contact in digitization" and "Customer journey" --- As the external environment changes significantly. Companies are forced to rethink the "Earning strategy" fundamentally. How should you develop a strategy to improve sales? In the specialized channel "Earning strategy", It will show the tips for earning to leaders and mid-level people by communicating the latest trends of various companies.

"Work style reform" and "Productivity Revolution" will dramatically change the way of work we have considered "natural". What should business people think and act from now on? How does the role required of a company change at that time? In the specialized channel "#SHIFT", we will deliver content that has been dug down on this theme from three perspectives: "How to work," "Organization & Management", and "Business Improvement."

Reader's Profile

Average 46 years old, young decision makers leading real business



ITmedia
イ・マ・プ・ライズ

<https://www.itmedia.co.jp/enterprise/>

as of Mar 2019

4M PV/mo.
2.1M UB/mo.

Digital Transformation Support Medium for everyone involved in IT

Providing the latest information to realize "the workload of the age of digital transformation," including the establishment of corporate IT infrastructure required for business transformation, the latest technology trends, and examples of technology-driven companies.

IT Media Enterprise Focus 3 Areas

DX
x
Business

DX
x
Organization

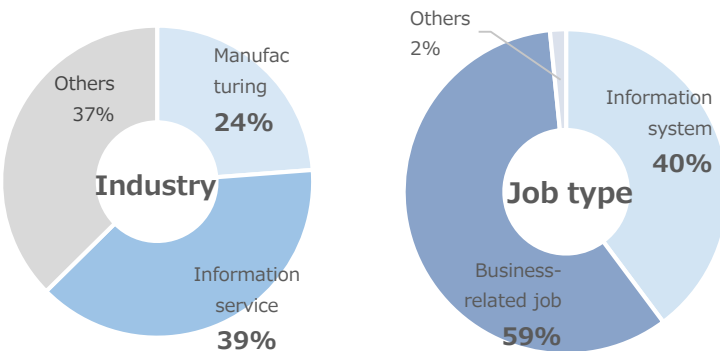
Security

A popular series of ITmedia Enterprise

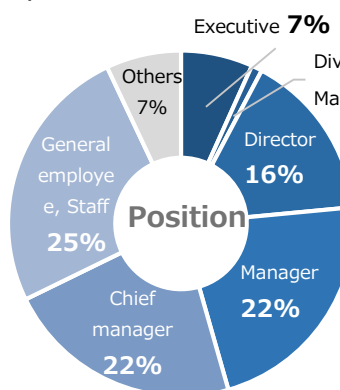
- ❑ 300 meters radius IT
- ❑ Trans-borders Flagship players of Digital Transformation
- ❑ Instant! IT Trends in Three Minutes
- ❑ Recommendation of business automation starting with RPA
- ❑ Changing Windows, Changing Information Systems Division
- ❑ Yokogawa Rental & Lease Corporation's "The Road to Win 10 Operation Master"
- ❑ IT journalist Isao Matsuoka "Weekly Memo"

Reader attribute

64.5% of readers belong to non-IT companies



Manager / Executive



A sense of issues concerning how to work





<https://mag.executive.itmedia.co.jp/>

Number of members
6,567

as of Feb 2019

Community for the Executives and CIOs trying to change the future of the corporations.

Focus Themes :

Digitization of business

Digital technology enhances the competitiveness and corporate value. It follows the transformation of business brought by digital technology.

Real-time management

Consider the elements required to rapidly and accurately manage management decisions.

Security

Think not only risks but also strategic security measures.

Globalization

It will focus on strategies to obtain big business opportunities.

Human resource development

In order to foster the best human resources to realize the management strategy, we consider what measures the companies should take.

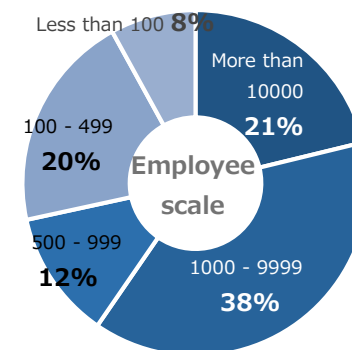
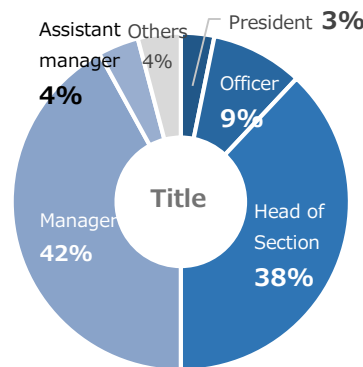
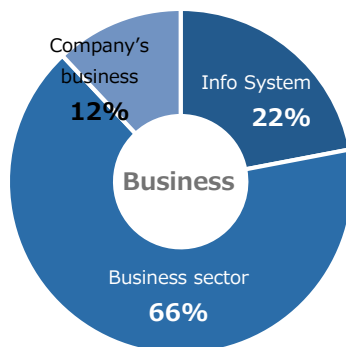
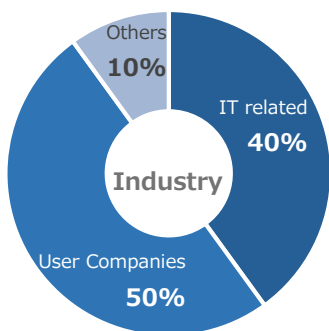
Work style innovations

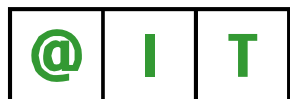
It is becoming possible a variety of work styles by the evolution of technology. You follow the forefront way of working that allows a wide range of human resources.



Reader's Profile

51% of members are head of section or higher and 92% of member are manager or higher





a t m a r k i t

https://www.atmarkit.co.jp/

11.38M PV / Mo

3.9M UB / Mo

※As of 2nd half 2018, average



One of the largest industrial media obtaining trusts and the stronger ties with IT experts. Providing a variety of technical information, tips, News, Q&As, industrial events calendar, @IT is acquiring a great trust from IT community and IT experts.

Provide omnidirectional marketing to all technology leaders

Branding

Overwhelming "awareness increase" by large size banner



Communication

Tie-in article for promotion of "understanding" and "trust"

@ITSpecial



Event/Seminar

Enhancement of community in not online only

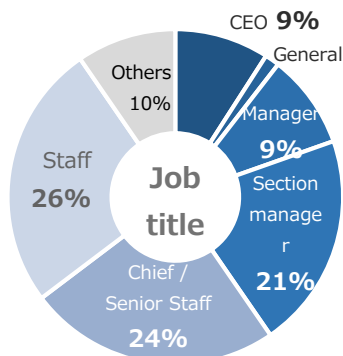
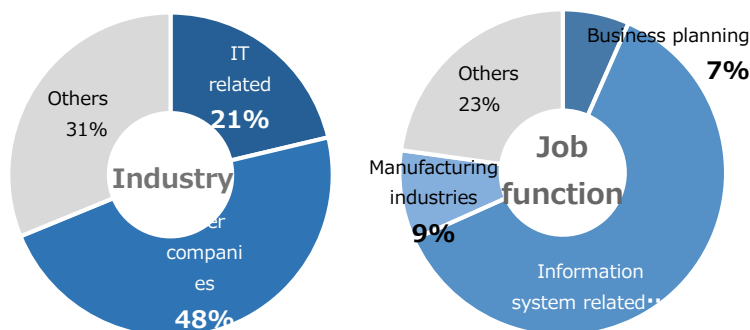


Providing useful information from 4 categories and 14 forums in all steps for system construction

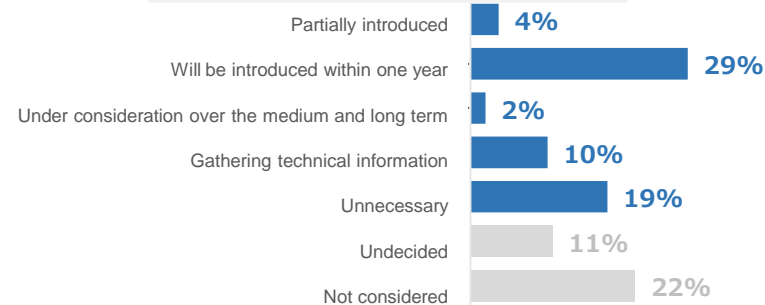
Cloud	AI IoT	Agile/DevOps	Security
Windows Server Insider	Smart & Social	Insider .NET	Security & Trust
System Insider		HTML5+UX	
Server & Storage		Coding Edge	
Linux & OSS		Java Agile	
Master of IP Network		Database Expert	
System Design		Test & Tools	

Reader's Profile

User company reader number exceeds 1.4 million UB per month and boasts the largest reach in domestic IT specialized media.



Status of considering agile development



0% 10% 20% 30% 40% 10



<https://monoist.atmarkit.co.jp/>

PV 2.6M / mo.

UB 840K / mo.

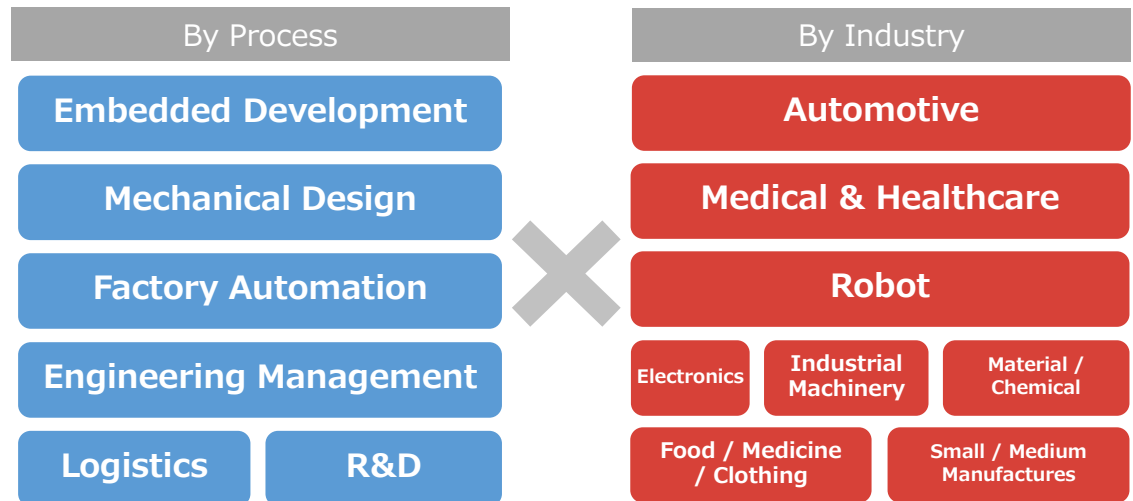
※2018.2H Average



Information Portal for Engineering / Manufacturing

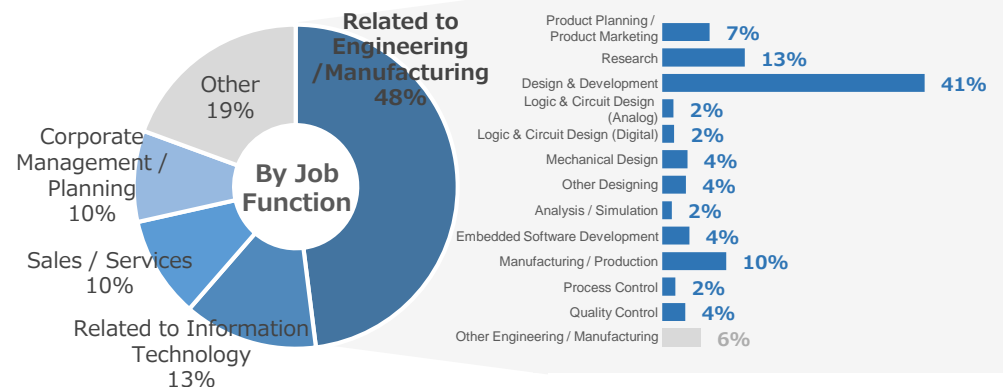
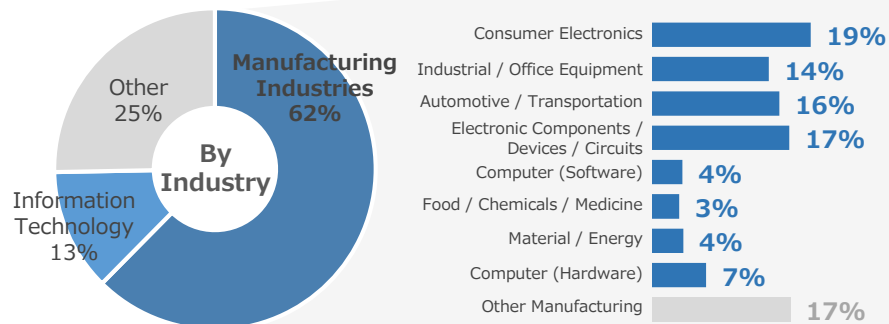
"MONOist" helps engineers to solve problems in the daily design and development work. It publishes in-depth technical reports covering basics and applications, with visual charts, on the hottest topics. The audiences can get the latest and technically-analyzed content including product news and design guides.

Introducing latest & highly-specialized technical information related to engineering / manufacturing by process and industry



Reader's Profile

By industry, about 60% are related to manufacturing. By job function, about 50% are related to engineering / manufacturing.





<https://eetimes.jp/>

1.4 M PV/MO.

UB340K/MO.

As of Mar 2018

Technology medium focused on worldwide electronics industry trend

EE Times Japan" supports engineers and managers in charge of design projects of electronic products. It reports the latest trends around the world on semiconductor, electronic component, display, networking, software, design/test. The content includes product tear-down, top interviews and global news.



Various marketing tools for electronics industry

Branding

Raise awareness by large banners



Communication

Raise reliability by our advertorial



Event/Seminar

Go beyond online by on-site event



Latest news and trend articles in 12 categories

Technology

Cutting-edge Technology

Semiconductor

Process

LSI

Memory

Power

Components/ Materials

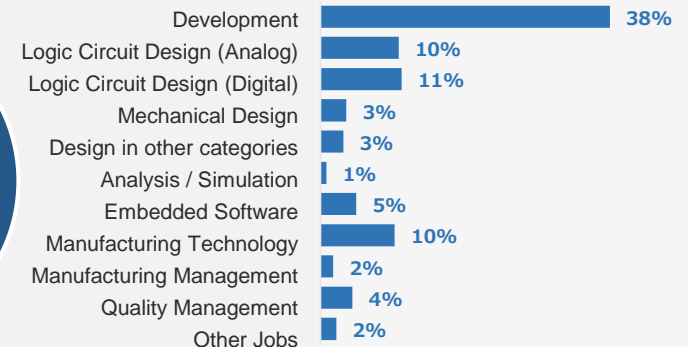
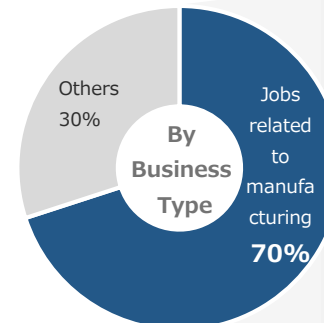
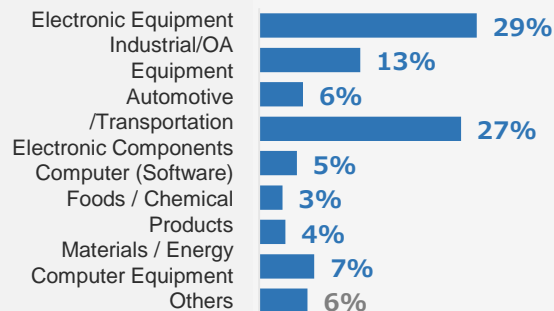
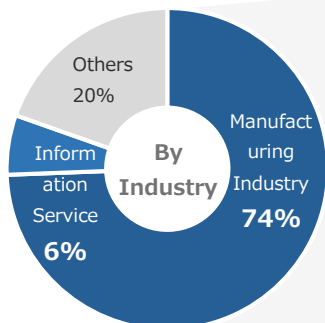
Communication

Wireless

Test and Instruments

Sensors

Reader's Profile



*Data is based on our reader's survey conducted from Jun 9th to July 1st in 2016. The number of valid response is 502.

EDN Japan

<https://ednjapan.com/>

580K PV/MO.

190K UB/MO.

As of Mar 2018



Technology medium to learn basics and to apply electronics designs

Technology medium for electronics engineers to help their development and design of electronics equipment. Many reliable electronics design ideas, how to articles, and latest product news are provided.

Various marketing tools for electronics engineers

Branding

Raise awareness by large banners



Communication

Raise reliability by our advertorial



Event/Seminar

Go beyond online by on-site event



Latest design and product news in 12 categories

Analog

Power /
Power Supplies

Logic

Components and
Materials

Memory

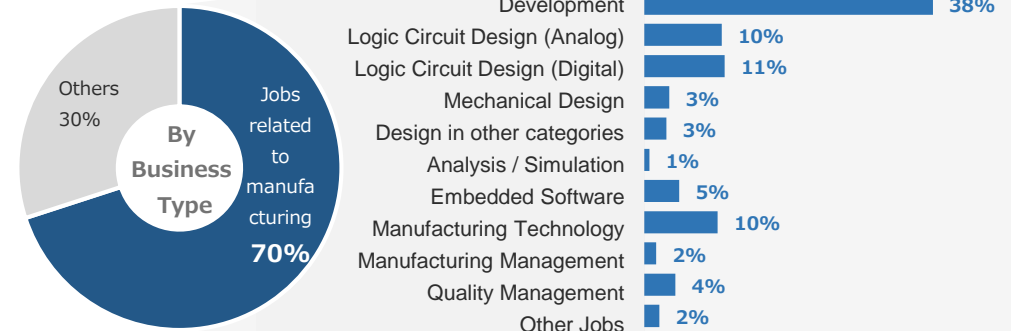
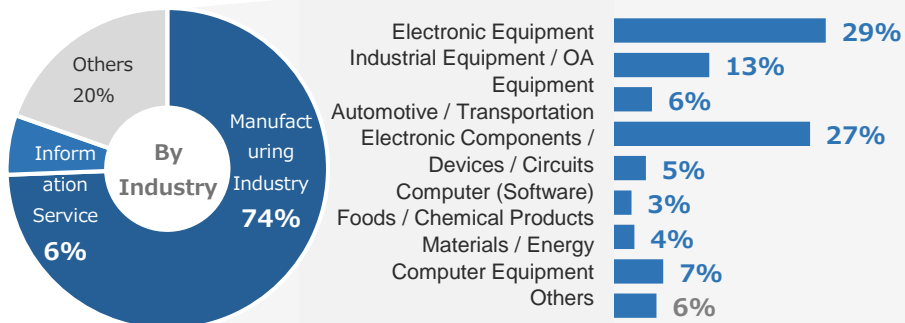
Sensor

Test and
InstrumentsSoftware /
Development

Wireless

Design Ideas

Reader's Profile



*Data is based on our reader's survey conducted from Jun 9th to July 1st in 2016. The number of valid response is 502.



<https://www.itmedia.co.jp/smartjapan/>

PV 790K / mo.

UB 300K / mo.

※2018.2H Average

Specialized Medium on Electric Power and Energy

Focusing on power savings, electricity storage, power generation and technologies/products that underlie Smart Society. Business operators who adopt energy saving systems/products, solution providers who combine hardware/software/network for energy saving, and engineers who design energy saving systems/products.

Providing multidimensional marketing approach to all power / energy industries

Branding

Large-sized banner for getting high-awareness



Communication

Advertorial for urging comprehension and achieving confidence



Event/Seminar

Enhanced offline activities



Transmitting latest & highly-specialized technical information under 9 themes

Solar Power

Power Supply

Natural Energy

Legal System / Regulation

Energy Saving Equipment

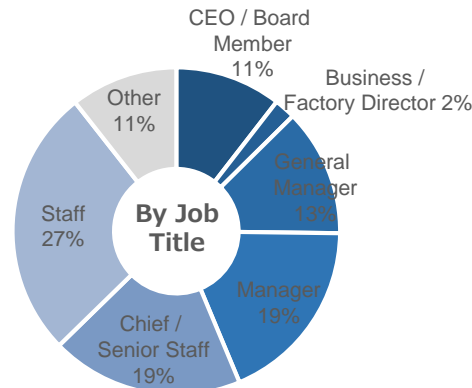
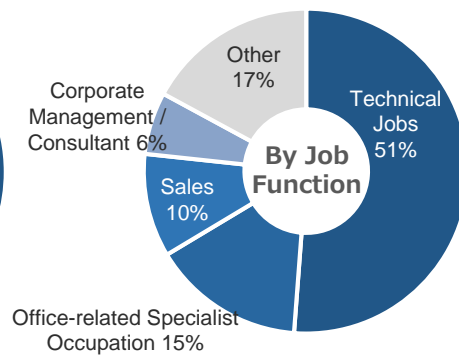
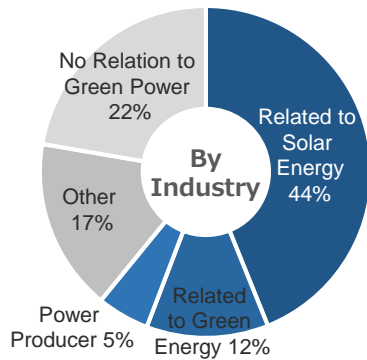
Electric Storage / Generation

Energy Management

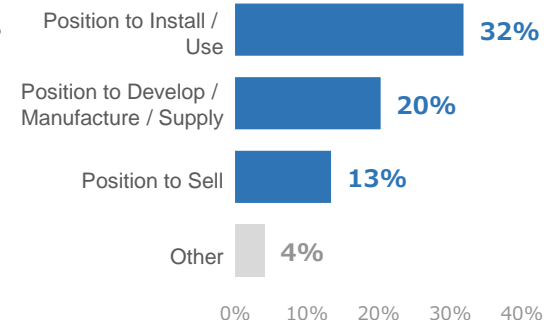
Electric Vehicle

Utilization of Information Technology

Reader's Profile



Product / Service Specified





19K PV/mo.

8K UB/mo.

as of Feb. 2019

<https://www.itmedia.co.jp/smartjapan/subtop/built/>



Bringing innovation to the building/construction industry with IT and IoT

We are covering the building/construction industry with IT/IoT focusing on design of buildings and the management of various facilities. Major articles are about product trends, industry trends, and case studies of individual companies.

We provide information from multiple angles of perspective useful to the architecture and construction industry

Branding

Outstanding increasing of recognition by large-sized banner



Communication

Advertorial content for promotion to accelerate understanding and to built trust.



5 topics area

BIM/CAD

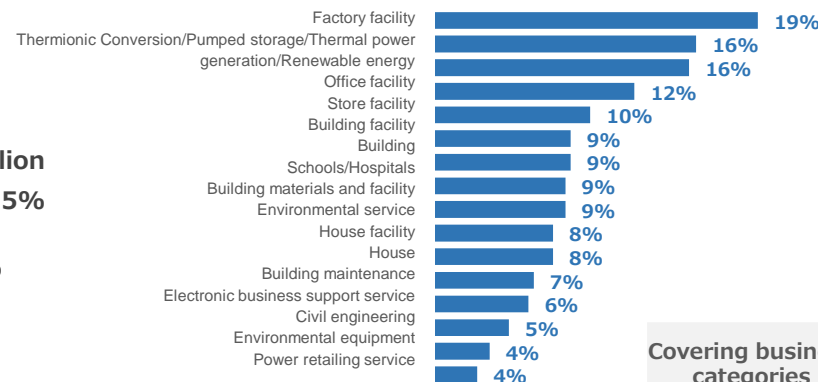
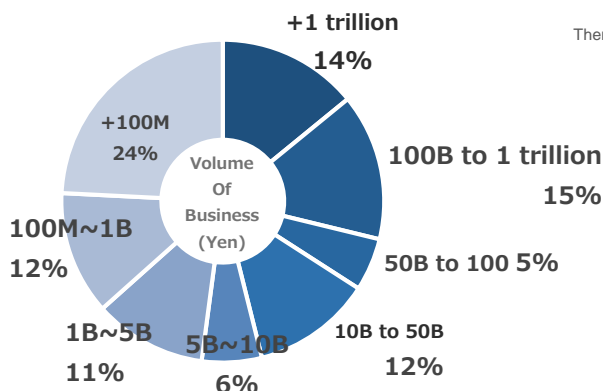
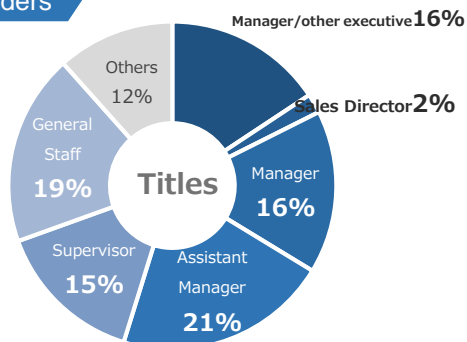
Computerized construction

Energy-saving buildings

Facility Management

Regulations/Laws

Readers



Covering business categories



<https://www.itmedia.co.jp/mobile/>

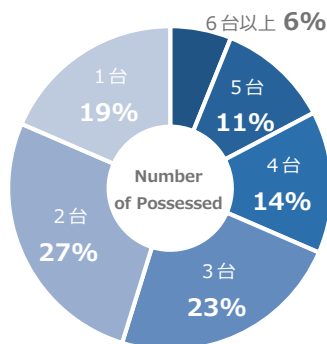
74M PV/mo.

246M UB/mo.

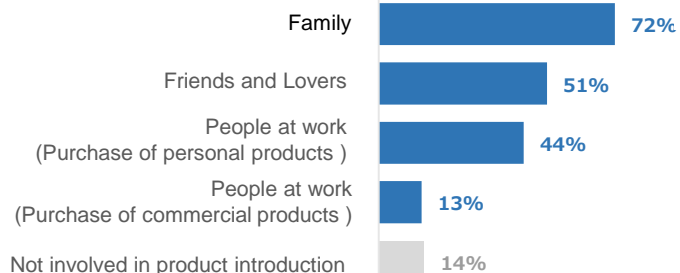
※Second half of 2018 actual average data



Reader's Profile



Involvement in surrounding selection and purchase



Smart use of mobile devices

ITmedia Mobile is a mobile comprehensive information media focused on smartphones. Through the reviews of various services and applications available on smartphones, industry trends and technology commentary, key man interviews, etc., we will provide useful information for selecting handsets and services and the trends in the industry. While smartphones are becoming commoditized, I try to make articles with "What can be done with smartphones" and "What will be changed with smartphones". Recently, we are focusing on topics such as mobile payment, MVNO (cheap SIM), separation plan, and next-generation communication "5G".

Focus theme

Choose smartphone of the separation plan era

The separation plan reduces the discount on smartphones with fixed time constraints, which greatly affects the strategies of carrier companies and handset manufacturers. We will explain how the industry changes with separation plans and you should choose a smartphone.

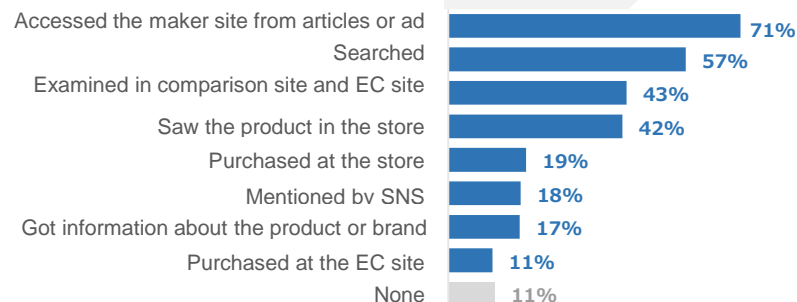
Mobile payment

Mobile payment not only improves user convenience, but also brings benefits such as business improvement and inbound measures for stores. This special feature introduces the latest information on mobile payment services, industry trends, case studies, and more.

5G

In the 5G world with features such as high speed, large capacity, low latency, and high connectivity, it has the potential to create new businesses and make a major difference in our lives. We explore the benefits of such 5G from both toB and toC.

Actions taken after viewing an article or ad



ITmedia
PC USER_

<https://www.itmedia.co.jp/pcuser/>

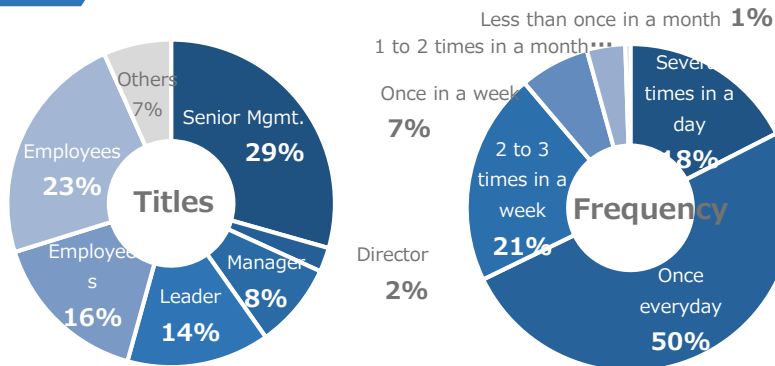
4.0M pv/mo

1.3M pv/mo

※as of Mar2018



読者属性



PC, 2in1, and to the era of IoT computing

ITmedia PC USER launched in 1994 as a paper magazine. It is PC and new device general information media which covers from PC, 2in1, Tablets, Peripherals, Software, Office IT equipment, and Services for business. We pursue a new computing world where IoT devices, clouds and AI are seamlessly connected. Delivering useful information for selecting and using IT products and services through content such as industry trends, featured product reviews, new product news, presentation reports, case studies, and serializations by prominent writing staff.

Focused Topics

**Windows
7 to 10**

Digital Creators

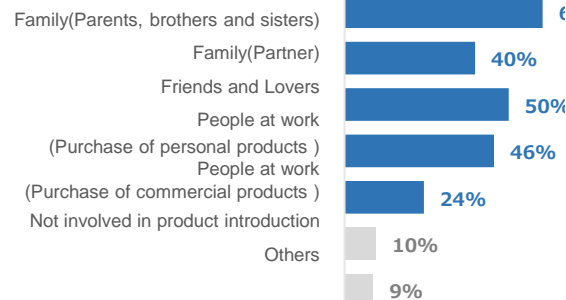
**IT Education
for Children**

Small and medium-sized businesses and individuals are expected to have a considerable number of Windows 7 PCs remaining after support, which may increase security risks. As well as promoting the transition to Windows 10, we will continue to proactively disseminate information that covers future use.

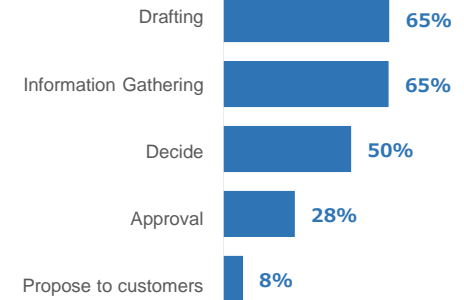
The ecosystem that distributes content also spreads to the users nowadays, so that creators can maximize their creativity, we will deliver information that helps to select tools centered on PC.

The use of IT in the education field is becoming active, including the "Indispensable for elementary school programming education" in fiscal 2020. Providing information on enhancing IT literacy in the family, as well as educational devices and services.

Adviser of choice or purchase



Role on product introduction





<https://nlab.itmedia.co.jp/>

PV 200M / M

UB 20M / M

* As of January 2019



SNS web source is from the "Netolabo"

Introducing a wide range of newsy information for web influencers. Netolabo picks up topics, events, new products/services which are going viral on the internet. Also, Netolabo delivers a variety of topics/trends that people may likely to share to the others in the next few days.

▼ Major Category



Animals

An online medium that delivers information about popular cats and animals that people wish to share



Animals

An online medium that delivers information about entertainment that people wish to share



Questions and Answers

An online medium that delivers articles that answer questions that many people concerns



Vehicles

An online medium that delivers information about vehicles and transportation infrastructure that people wish to share

▼ Feed our articles to major web portals in Japan

YAHOO! ニュース JAPAN

SmartNews

mixi ニュース

Infoseek 楽R天 NEWS

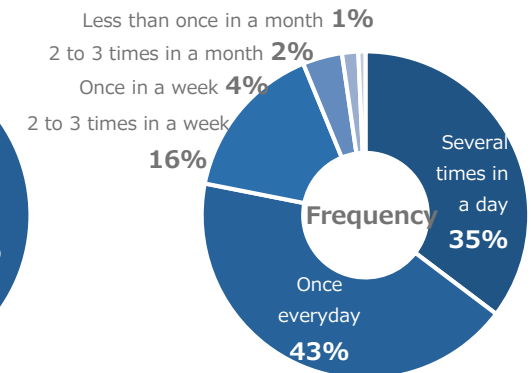
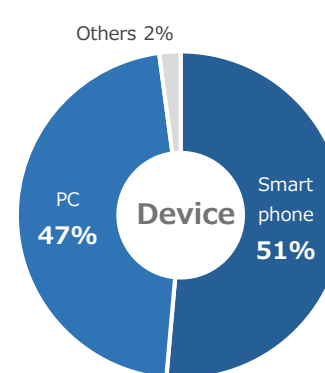
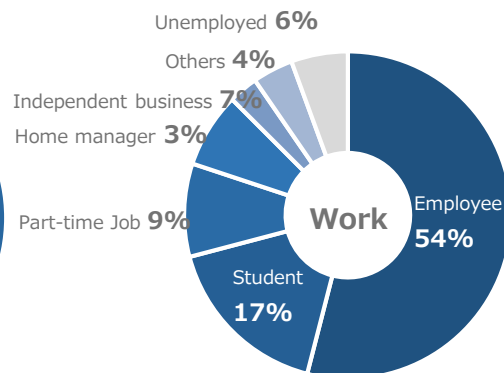
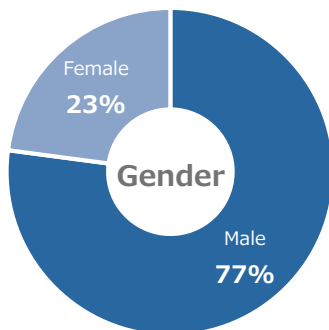
こここニュース

excite ニュース

Biglobe ニュース

LINE NEWS

Readers' profile





<https://techtargit.itmedia.co.jp/>

Number of members
368,508

※as of Feb 2019



TechTarget Japan is the medium to bridge strong relations between members and IT vendors.

For Readers: TechTarget Japan provides information to help you select and deploy IT products / services

For IT vendors: TechTarget Japan provides lead profile information that can be a potential customer

TechTarget Japan is a membership-based online media that supports the introduction and purchase of IT products and services. Through 16 professional media of classified the IT market for businesses by genre, we have to disseminate the information.

In each specialized media, along with editorial articles that introduce IT products / services that lead to solutions to problems that companies are having, we provide one-stop information required for actual implementation, such as white papers provided by IT vendors.



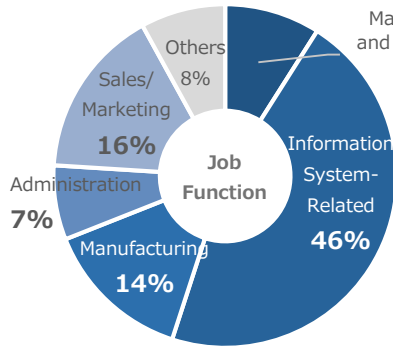
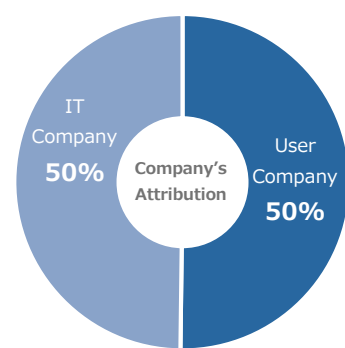
About TechTarget

TechTarget is a media group that is expanding globally such as Europe and APAC mainly in North America. It operates over 100 media broken down by cloud, security, storage, network and other technologies, and has 10 million members worldwide. For IT vendor companies, we provide advanced online marketing services such as media advertising and lead generation services, and sales support services based on reader behavior.

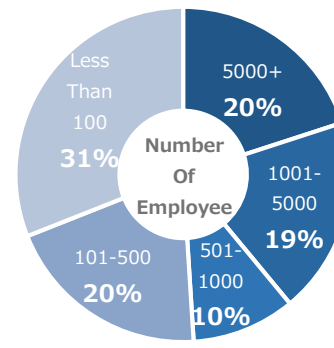
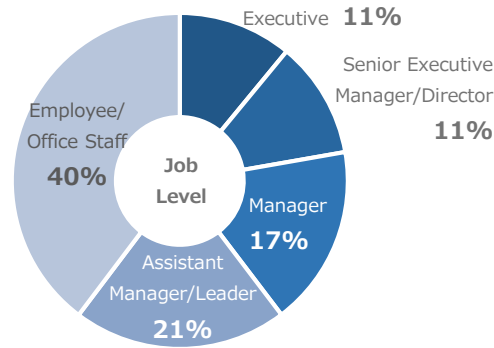
In Japan, IT Media is licensed, and the Japanese version is operated as "TechTarget Japan", providing Japan original content, translated content, and services that make use of US online marketing know-how.

Reader's Profile

Involved in IT product introduction, mainly user company person register TechTarget Japan services.



Management and Corporate Planning 9%

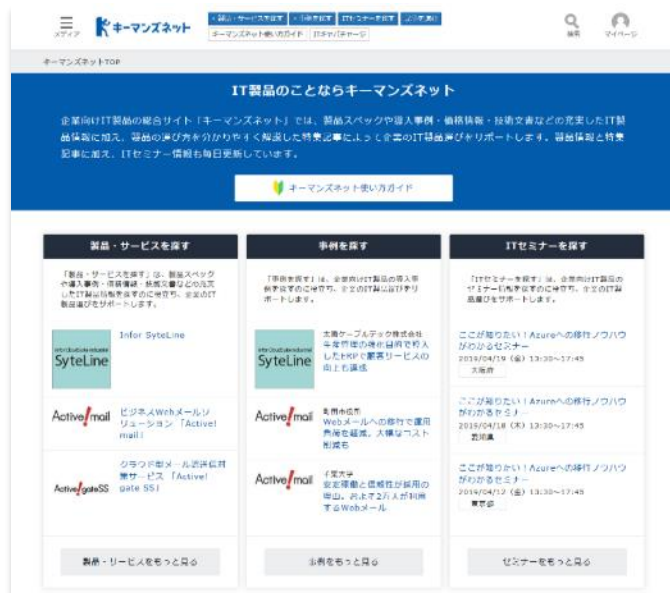




<https://www.keyman.or.jp/>

Number of members
306,683

※as of Feb 2019



We support the introduction of IT products for corporations.

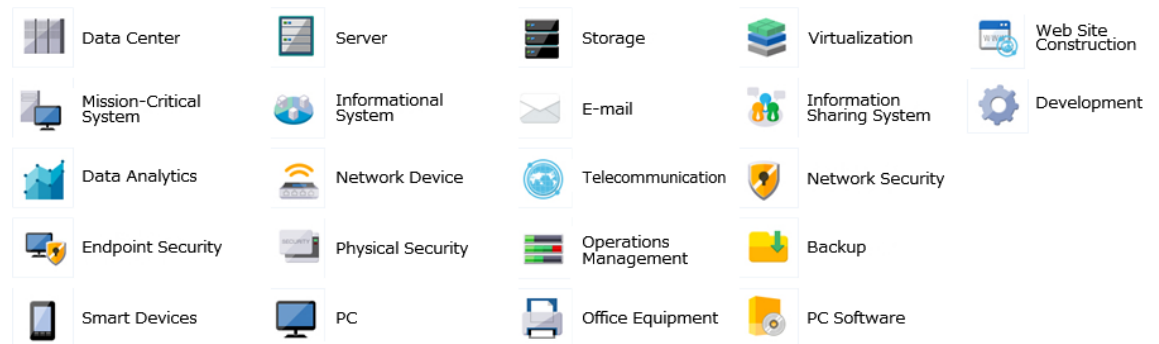
"Keyman's Net" is comprehensive information site for corporate IT products supports enterprise IT product selection with feature articles that explain how to select products in an easy-to-understand manner, in addition to extensive IT product information such as product specifications, case studies, price information, and technical documents. In addition to product information and feature articles, IT seminars and corporate IT product news are updated daily.

300,000 members who are gathering information for IT implementation and installation.

We supply customers' 'degree of interest' based on action history.

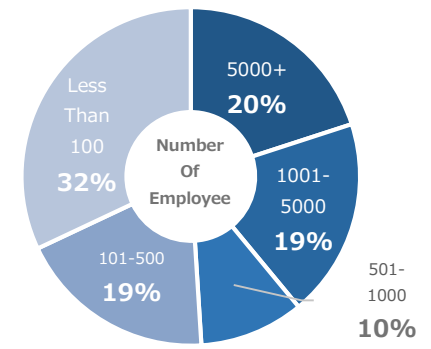
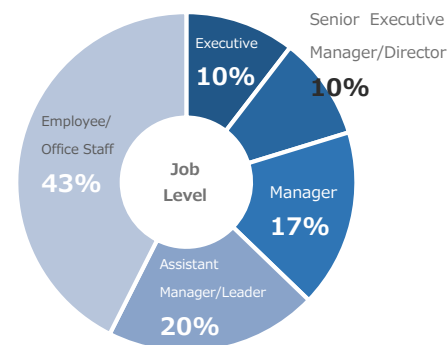
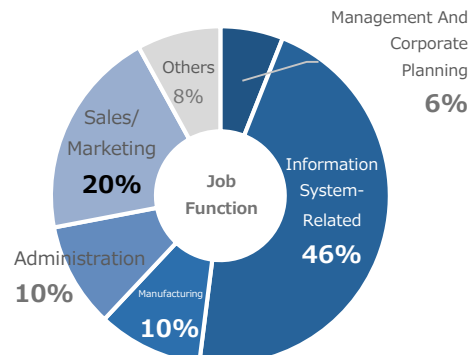
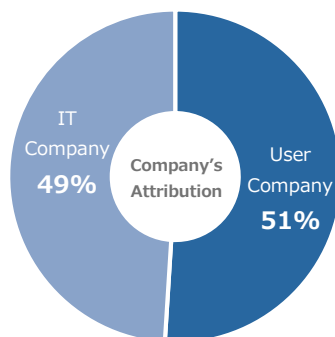
More than 1,000 of product information.

Our contents help in manifestation of business challenges and product selections.



Reader's Profile

About 300,000 members are collecting information for introducing IT products





"TechFactory" offers a variety of useful information for engineers who consider selecting products or services. The information is exclusively provided to only members who registered detailed personal profiles. With more than existing 600 contents and additional contents for members only, TechFactory launched in April 2016.

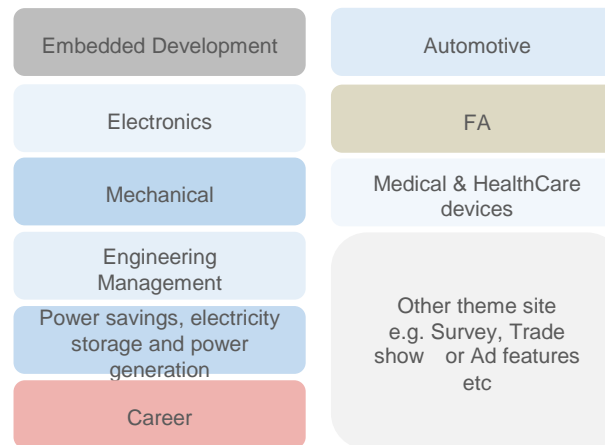
as of Feb 2019

Number of members
136,968



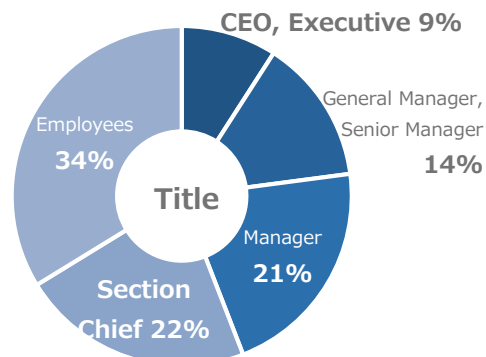
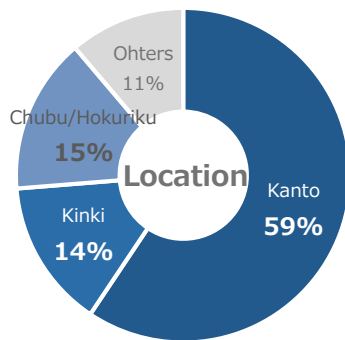
Outlines :

By 9 specific media and 12 categories of contents, we provide appropriate information to members and generate leads based.



Reader's Profile

Many of the readers belong to the manufacturing industry, they are involved in the research, design and development of products and technologies.



Ranking of Reader's companies

- | | |
|------------------------|-----------------|
| 1. Panasonic | 11. Renesas |
| 2. Mitsubishi Electric | 12. Murata |
| 3. Fujitsu | 13. Richo |
| 4. CANON | 14. Omron |
| 5. SONY | 15. Seiko Epson |
| 6. NEC | 16. KYOCERA |
| 7. Hitachi | 17. HONDA |
| 8. Toshiba | 18. Fuji Xerox |
| 9. SHARP | 19. NISSAN |
| 10. Denso | 20. TOYOTA |

ITmedia
マーケティング
<https://marketing.itmedia.co.jp/>

430K pv/mo

190K pv/mo

※as of Mar2018

Technology evolves marketing

Covering information on marketing in the digital age from strategy planning to implementation, ITmedia Marketing is a membership-based (free registration) specialized medium that provides the latest information on technology-based marketing based on the concept.



Categories

B2B

What is marketing in business-to-business transactions? Introduces technologies and applications that lead to more efficient creation of projects and sales activities, such as marketing automation.

Marketing Strategy

How to boost sales and brand power and promote corporate growth with Market x IT? Catch up on strategic thinking required of leading companies.

Data Analytics

In the age of IoT, how should we use the expanding big data? Data integration, analytics, BI. Introduce technology for reading numbers from the field.

Sales Support

CRM / SFA, inside sales etc. AdTech (Advertising Technology), MarTech (Marketing Technology), SalesTech's latest news.

EC / OmniChannel

From online shop management know-how to customer-centered service provision including real stores. Focus on products and services that lead to a good customer experience and improved sales.

Medium Operation

App on the website. We focus on disseminating information and supporting products, services and technologies for companies to be the best source of information for users.

Advertising

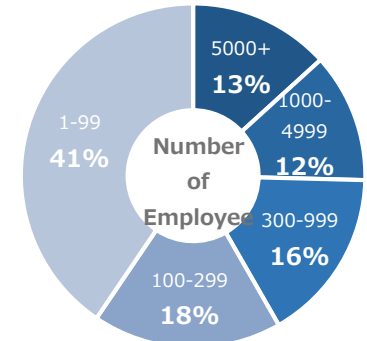
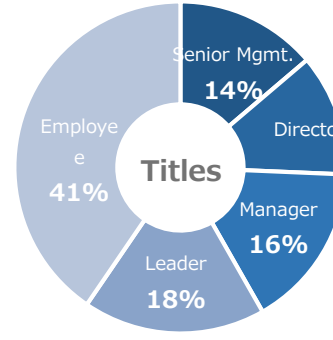
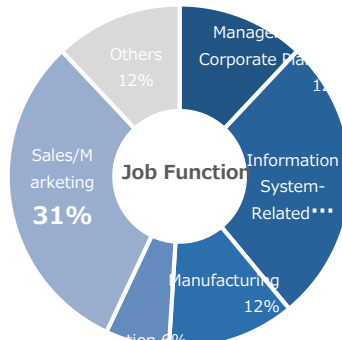
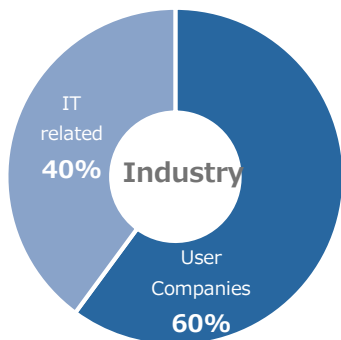
Diversifying media such as videos and mobiles, and evolving programmatic trading forms. Track the latest developments in next-generation advertising technology.

Research

Curated the latest trends in the industry, as well as the latest methods and survey platform contexts to listen to customers. In addition, medium original investigation is also possible.

Readers' Profile

Over 60% of readers are management, public relations / marketing, sales, information system related positions.





<https://hnavi.co.jp/>

Members(developers)1,625

New projects 120/M

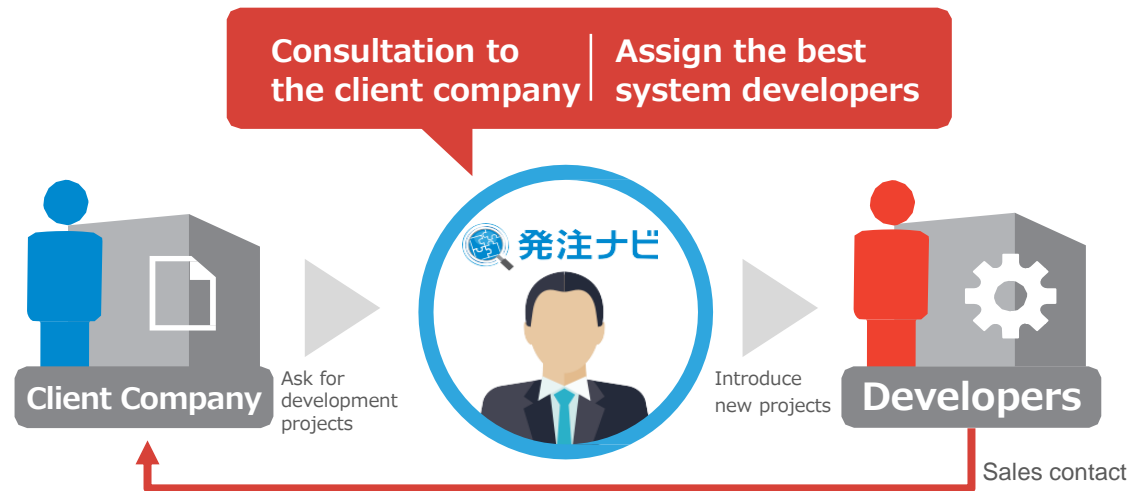
*As of March 2019



Supports business expansion of system developers

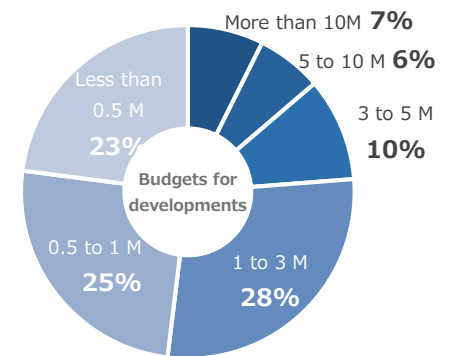
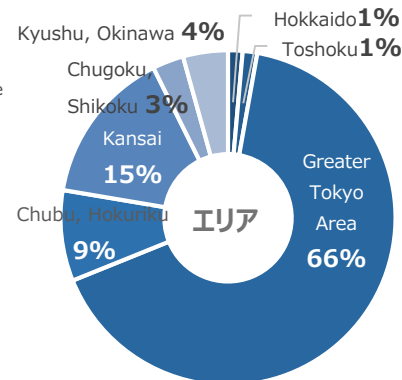
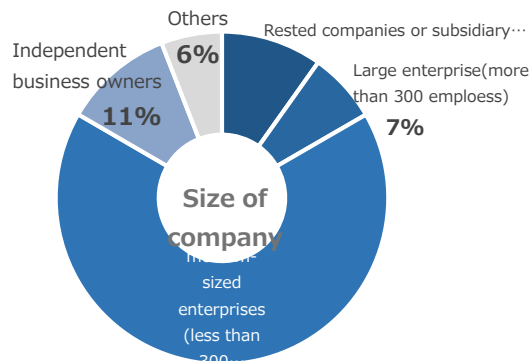
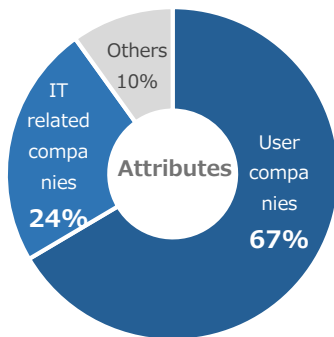
Hacchunabi is a business matching service specialized in system developments. We connect companies that want to obtain orders and the companies that want to start system development projects that can not be handled by their own due to lack of development resources etc.

* Hacchunabi is a 100% subsidiary of ITmedia Inc.



Client companies over view

60% of our clients are users. 50% of the new projects have more than a million budgets.





ITmedia Inc.

ITmedia Inc.

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- Tel : +81-(0)3-6893-2247
- Web : <http://corp.itmedia.co.jp/>

