

B2B Media Landscape in Japan (July 2017)

[Overview]

Japan has a unique media landscape compare to Western countries. In general, traditional mass media are still the main resource in Japan. For example, 5 major newspapers (Yomiuri, Asahi, Mainichi, Sankei and Nikkei) still has nearly 45 million subscribers which is 1 copy per household, and only 15% of household subscribes to BS/CS channels but 6 terrestrial channels still has high audience rating. However, once you look at B2B technologies market, business and high-tech online media are becoming more and more important due to the necessity of speed management and IT technologies being the solution. Also, social media are widely used among B2B business in Japan but not much success are reported and companies are yet searching for effective utilization methods of SNS. Lastly to mention, not like other countries, Yahoo! is still the #1 search engine (not Google) in Japan and Yahoo! still plays a big role as a news portal.

[Key Media (*)]

- Business Media
 - Print
 - ◇ [Nikkei Business](#) (190,918 copies / weekly: [media data](#))
 - ◇ [Nikkei Newspaper](#) (3,227,294 copies / daily: [media data](#))
 - ◇ [President](#) (246,452 copies / weekly: [media data](#))
 - ◇ [Weekly Diamond](#) (87,915 copies / weekly: [media data](#))
 - Online
 - ◇ [Diamond Online](#) (PV: 53,119,334, UU: 7,892,023: [media data](#))
 - ◇ [Nikkei Business Online](#) (PV: 34,248,307, UU: 4,151,064: [media data](#))
 - ◇ [President Online](#) (PV: 21,059,901, UU: 5,140,971: [media data](#))
- Industrial Media
 - Print
 - ◇ [Dempa Newspaper](#) (295,000 copies / daily: [media data](#))
 - ◇ [Nikkei Computer](#) (23,895 copies / bi-weekly: [media data](#))
 - ◇ [Nikkei Industrial Newspaper](#) (157,223 copies / daily: [media data](#))
 - ◇ [Nikkan Kogyo Newspaper](#) (422,607 copies / daily: [media data](#))
 - Online
 - ◇ [@IT](#) (PV: 11,074,215 UU: 2,692,218: [media data](#))
 - ◇ [ASCII](#) (PV: 40,000,000, UU: 4,000,000: [media data](#))
 - ◇ [Business.network.jp](#) (PV: 350,000, UU: 100,000: [media data](#))
 - ◇ [Cloud Watch](#) (PV: 1,892,777, UU: 398,913: [media data](#))
 - ◇ [CNET](#) (PV: 13,000,000, UU: 1,700,000: [media data](#))
 - ◇ [IT Leaders](#) (PV: 444,965, UU: 112,652: [media data](#))
 - ◇ [ITmeida](#) (PV: 169,700,667, UU: 25,517,597: [media data](#))
 - ◇ [ITPro](#) (PV: 14,259,584, UU: 2,845,477: [media data](#))
 - ◇ [Keyman's Net](#) (310,713 subscribers: [media data](#))
 - ◇ [MyNavi](#) (PV: 76,900,000, UU: 21,170,000: [media data](#))
 - ◇ [ZDNet](#) (PV: 6,000,000, UU: 5,140,971: [media data](#))

(*) Media in alphabetical order. Please note that the number of PVs and UUs are subject to change according to the market segment. Other media data is available upon request.

[For your inquiry]
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