ITmedia Inc.

Media & Services

Sep. 2019

ITmedia NEWS

ITmedia エンタープライズ

ITmedia エグゼクティブ

ITmedia ビジネス ONLiNE

ITmedia マーケティング

@IT atmarkIT

TechTarget Japan

キーマンズネット

ITreview

発注ナビ

MONOist

EDN Japan

EE Times Japan

スマートジャパン Smart Japan

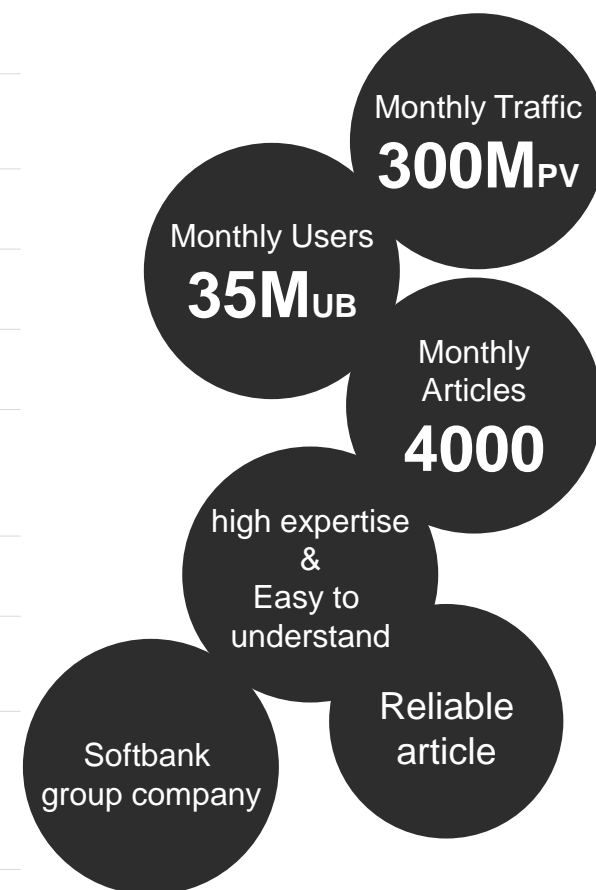BUILT Building×IT

Tech Factory

ITmedia Mobile

ITmedia PC USER_

ねとらぼ

The largest on-line media company in Japan

ITmedia Inc.

Company name:	ITmedia Inc.
Location:	Head Office: Kioicho Bldg., 3-12 Kioicho Chiyoda-ku, Tokyo 102-0094 Japan
Establishment:	December, 1999
Capital:	¥1.78B (as of March 31, 2019)
Number of employees:	278 (as of March 31, 2019)
Major shareholders:	SB Media Holdings Corp.
Stock exchange listings:	TSE First Section (code 2148)
Business lines:	Development and operation of Internet-only media providing information and services centered on Technology and Business field.
Privacy Mark:	17002260

Monthly Traffic
300MPV

Monthly Users
35MUB

Monthly Articles
4000

high expertise
&
Easy to understand

Softbank group company

Reliable article

Business

ITmedia NEWS

ITmedia ビジネス ONLiNE

ITmedia マーケティング

Enterprise and IT

ITmedia エンタープライズ

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ITreview

Industry and Technology

MONOist

EE Times Japan

EDN Japan

BUILT Building×IT

スマートジャパン Smart Japan

Tech Factory

Consumer Market

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※As of April 2019

BtoB IT area : Media Positioning-Map

ITmedia Inc.

Audience	Purpose of information collection / Theme	Understanding the latest trends	Strategy planning and decision making	Technology selection	Product selection
Management/ Business Responsibility	Management, Company IT strategy	ITmedia エグゼクティブ			
Sales Department/ Marketing	Sales×tech、Mar×tech	ITmedia マーケティング			
Business Leader	Sales improvement, Business development	ITmedia ビジネス ONLiNE			キーマンズネット
	Digital Transformation	ITmedia NEWS			ITreview
IT strategy and control · Design/ Development/ Operation	Business application Data analysis, SFA / CRM, ERP, Web conference, etc.	ITmedia PC USER_	ITmedia エンタープライズ	@IT atmarkIT	
	Key Technology Security, AI, Machine learning, IoT, etc.				
	IT Infrastructure Cloud, Server, Storage, Network, Virtualization, etc.				TechTarget Japan
	System operation Operation management, Operation monitoring, etc.				
	System development Middleware, Database, Development tools, etc.				

ITmedia Inc.

Department \ Industry / Topics	Manufacturing				Electronics			Construction		Energy		
								Architecture	Civil engineering			
	IoT	Smart Factory	PLM	Design CAD	Auto-mobile	Measuring Equipment	Semicon ductor	BIM/CIM	ZEB	Energy Saving	Renewable energy	Environmental management

Industry specific business division
- R&D
- Design
- Manufacturing
- Others

Management Head of planning div.

MONOist — EDN Japan / EE Times Japan — BUILT Building×IT — スマートジャパン Smart Japan

Industry-specific LeadGen. Service — Tech Factory

ITmedia Inc.

Duration guaranteed		
Click-per Cost guaranteed	**Display ad**	**Top of Funnel / TOF** Branding/ Awareness increase
ITmedia DMP ad Behavior targeting Audience targeting		

Page View guaranteed	**Advertorial**	**Middle of Funnel / MOF** Comprehension
Special feature		
Branding and generating lead		
Microsite creation (Content hub site)	**Physical event / Seminar**	**Bottom of Funnel / BOF** Creating pipeline

Breakfast session, small workshop (Less than 50 people)	
Conference (1000+ people)	
Conference with editorial team	
Virtual event	
Web seminar	

Lead generation
- Lead generation
- Nurturing
- Tele marketing
- Content creation

Lead scoring
- ABM report

Customer review
- Review platform (ITreview)

Share

ITmedia Inc.

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 technologies and delivering 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 deal with now?

Reader's Profile

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

Business
- Info System 40%
- Operations 58%
- Others 2%

Titles
- Senior Mgmt. 9%
- Director 10%
- Manager 20%
- Leader 21%
- Employees 29%
- Others 11%

Industry
- IT related 26%
- User Companies 53%
- Others 21%
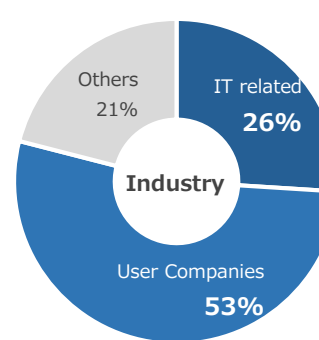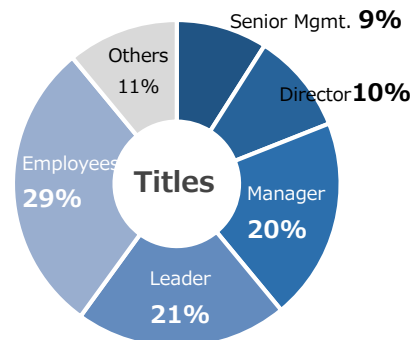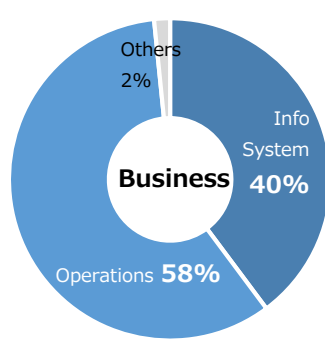
Your role of IT purchasing
- To initiate 36%
- To evaluate 49%
- Decision making 20%
- Approval 8%
- Propose to Clients 12%
- No involvement 31%

ITmedia ビジネス ONLiNE

https://www.itmedia.co.jp/business/
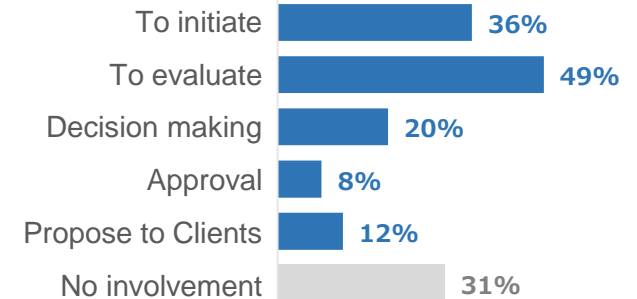
17.9M PV/ mon

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 Grows

"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.

Workstyle Innovation

"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 are delivering detailed 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

Title
- Corporate Manager **5%**
- Director **12%**
- Manager **19%**
- Assistant Manager **21%**
- Staff **29%**
- Others 14%

Industry
- Others 4%
- IT related **30%**
- User Company **66%**

Income
- < 3M Yen **7%**
- 3M to < 5M Yen **27%**
- 5M to < 10M Yen **48%**
- 10M+ **10%**
- No answer **8%**

Age
- < 25 years **3%**
- 25 to 44 years **37%**
- > 44 years **60%**

ITmedia Enterprise

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ITmedia エンタープライズ
https://www.itmedia.co.jp/enterprise/
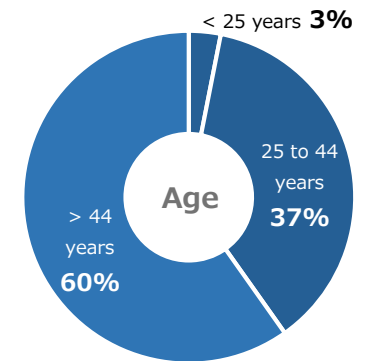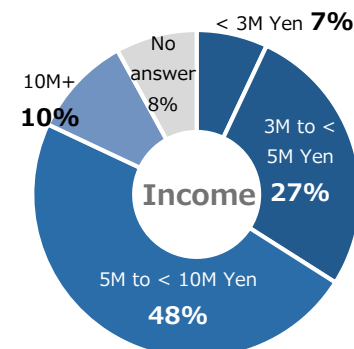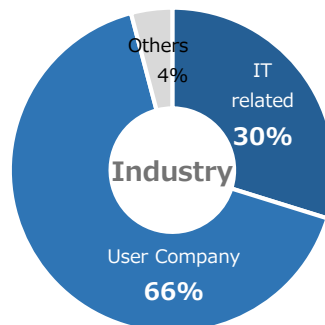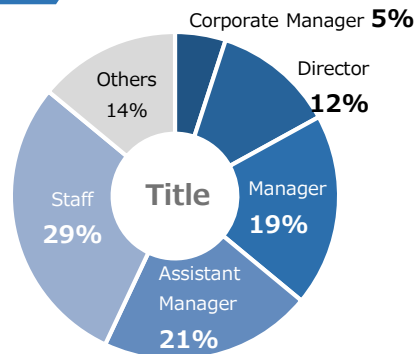
as of Mar 2019
4M PV/mo.
2.1M UB/mo.

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 × Business	DX × Organization	Security

A popular series of ITmedia Enterprise

☐ 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
☐ "The Road to Win 10 Operation Master"
☐ IT journalist Isao Matsuoka "Weekly Memo"

Reader attribute — 64.5% of readers belong to non-IT companies

Industry
- Manufacturing 24%
- Information service 39%
- Others 37%

Job type
- Information system 40%
- Business-related job 59%
- Others 2%
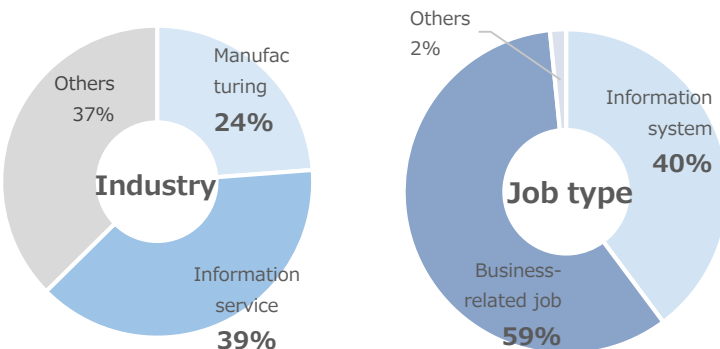
Position
- Director 16%
- Manager 22%
- Chief manager 22%
- General employee, Staff 25%
- Others 7%
- Manager / Executive 7%
- Division Manager 1%
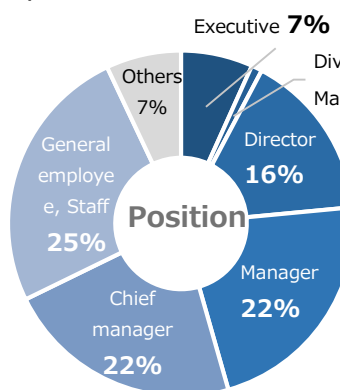
A sense of issues concerning how to work

Issue	%
Increase in workload due to labor shortage	60%
Improvement of work efficiency and productivity	49%
Normalization of long working hours	39%
Creation of new corporate value	36%
Maintenance for realization of diverse working styles	34%
Sustainable growth of companies	32%
Improve employee retention rate	27%
Legal compliance	22%
Appeal to clients and shareholders	8%
Appeal to management	7%
Not particularly	7%
Others	2%

ITmedia エグゼクティブ

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.

Globalization

It will focus on strategies to obtain big business opportunities.

Real-time management

Consider the elements required to rapidly and accurate management decisions.

Human resource development

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

Security

Think not only risks but also strategic security measures.

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

Industry
- Others **10%**
- IT related **40%**
- User Companies **50%**

Business
- Company's business **12%**
- Info System **22%**
- Business sector **66%**

Title
- Assistant manager **4%**
- Others **4%**
- President **3%**
- Officer **9%**
- Manager **42%**
- Head of Section **38%**

Employee scale
- Less than 100 **8%**
- More than 10000 **21%**
- 100 - 499 **20%**
- 500 - 999 **12%**
- 1000 - 9999 **38%**
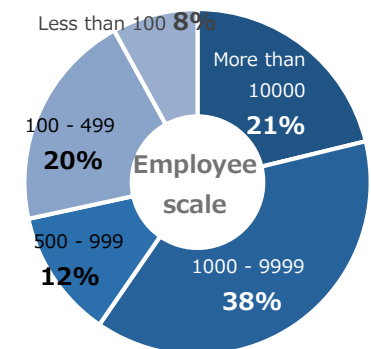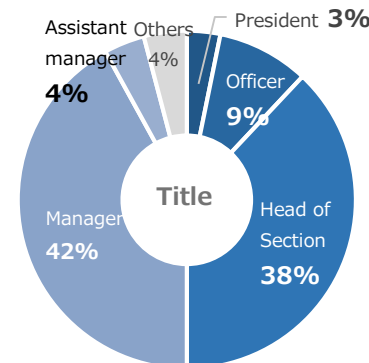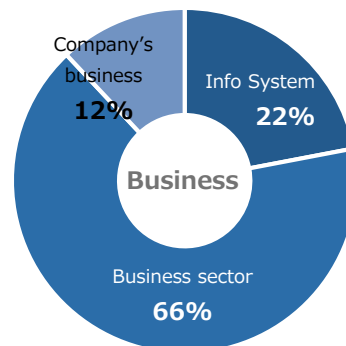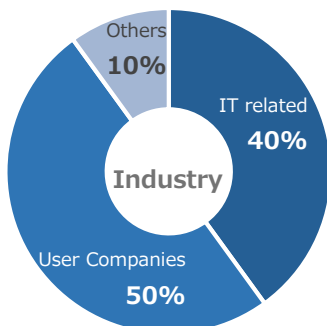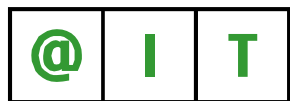
@IT atmarkIT

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 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"

@IT Special

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 readers exceeding 1.4 million UB per month and it boasts the largest reach in domestic IT specialized media.

Industry
- IT related **21%**
- User companies **48%**
- Others **31%**

Job function
- Business planning **7%**
- Information system related…**…%**
- Manufacturing industries **9%**
- Others **23%**

Job title
- CEO **9%**
- General
- Manager **9%**
- Section manager **21%**
- Chief / Senior Staff **24%**
- Staff **26%**
- Others **10%**
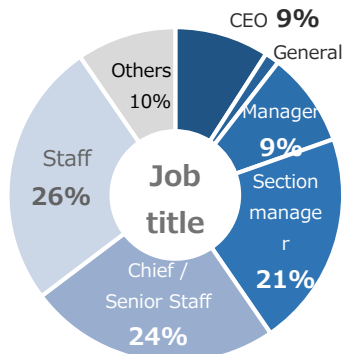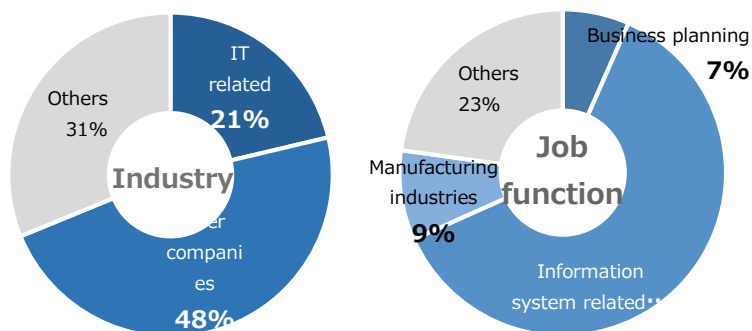
Status of considering agile development
- Partially introduced **4%**
- Will be introduced within one year **29%**
- Under consideration over the medium and long term **2%**
- Gathering technical information **10%**
- Unnecessary **19%**
- Undecided **11%**
- Not considered **22%**

0% 10% 20% 30% 40%

MONOist

https://monoist.atmarkit.co.jp/
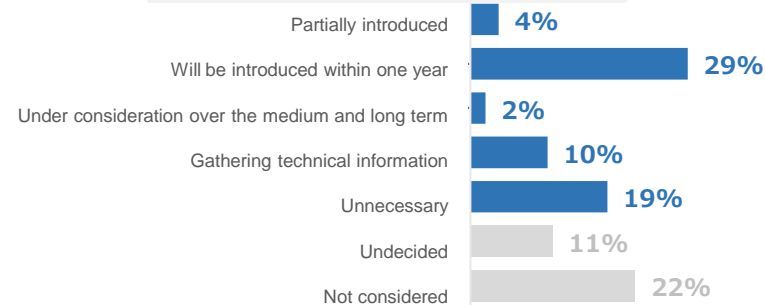
PV 2.6M / mo.

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

By Process

- Embedded Development
- Mechanical Design
- Factory Automation
- Engineering Management
- Logistics
- R&D

By Industry

- Automotive
- Medical & Healthcare
- Robot
- Electronics
- Industrial Machinery
- Material / Chemical
- Food / Medicine / Clothing
- Small / Medium Manufactures
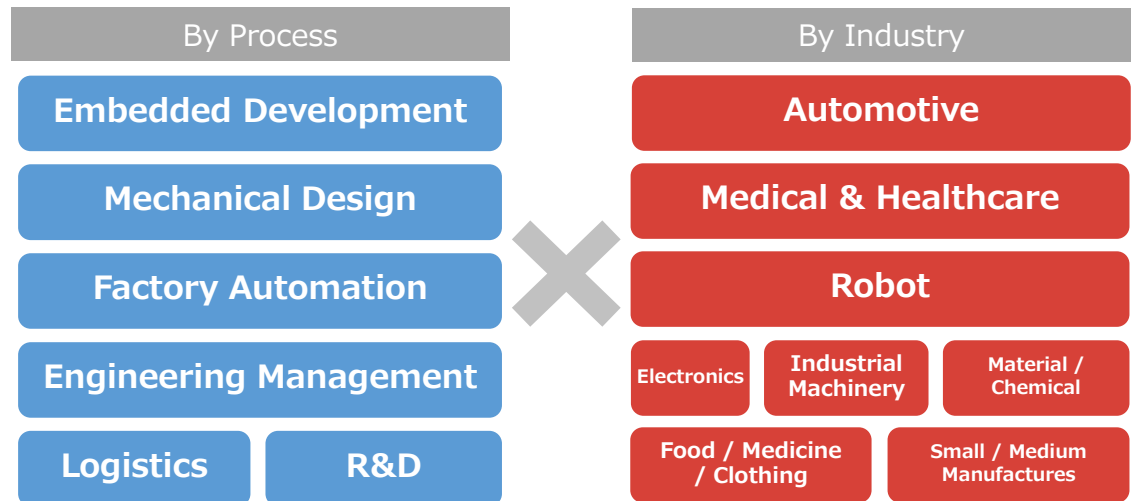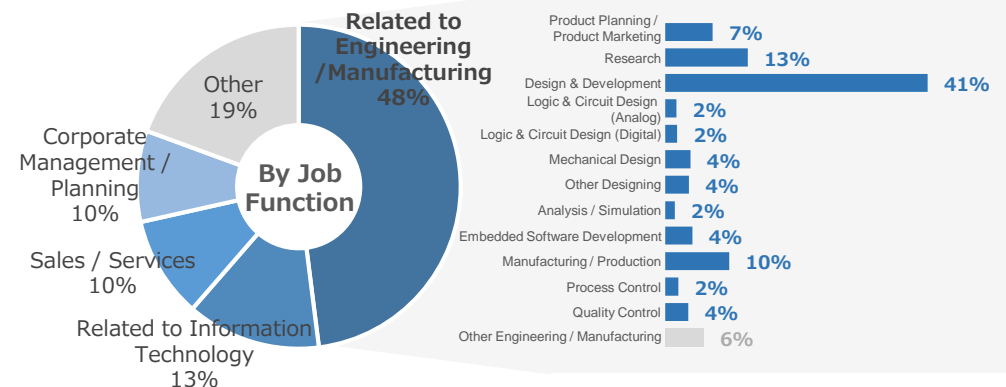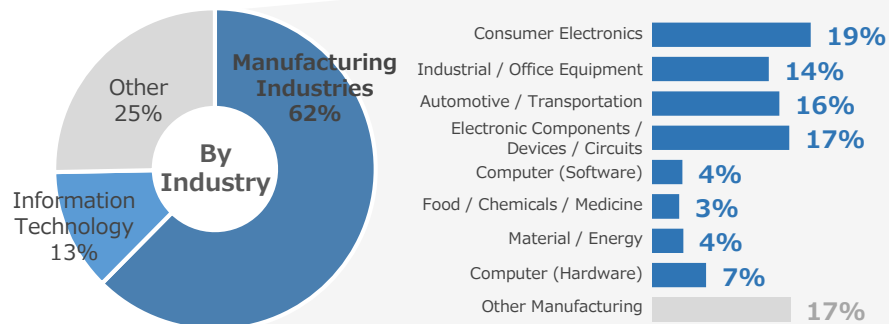

Reader's Profile — By industry, about 60% are related to manufacturing. By job function, about 50% are related to engineering / manufacturing.

By Industry

- Manufacturing Industries 62%
- Other 25%
- Information Technology 13%

Category	%
Consumer Electronics	19%
Industrial / Office Equipment	14%
Automotive / Transportation	16%
Electronic Components / Devices / Circuits	17%
Computer (Software)	4%
Food / Chemicals / Medicine	3%
Material / Energy	4%
Computer (Hardware)	7%
Other Manufacturing	17%

By Job Function

- Related to Engineering /Manufacturing 48%
- Other 19%
- Corporate Management / Planning 10%
- Sales / Services 10%
- Related to Information Technology 13%

Category	%
Product Planning / Product Marketing	7%
Research	13%
Design & Development	41%
Logic & Circuit Design (Analog)	2%
Logic & Circuit Design (Digital)	2%
Mechanical Design	4%
Other Designing	4%
Analysis / Simulation	2%
Embedded Software Development	4%
Manufacturing / Production	10%
Process Control	2%
Quality Control	4%
Other Engineering / Manufacturing	6%

ITmedia Inc.

EE Times

Japan

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
Establish reliability by our advertorial

Event/Seminar
Go beyond online by on-site event

Latest news and trend articles in 12 categories

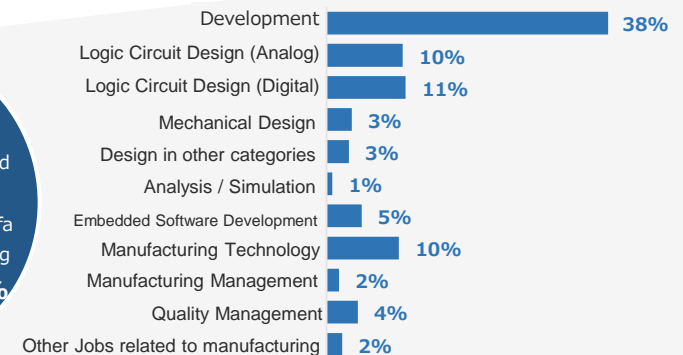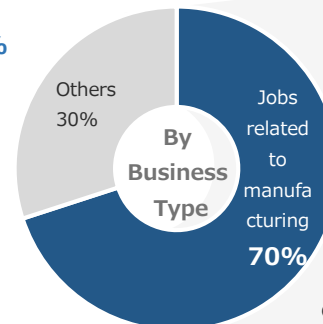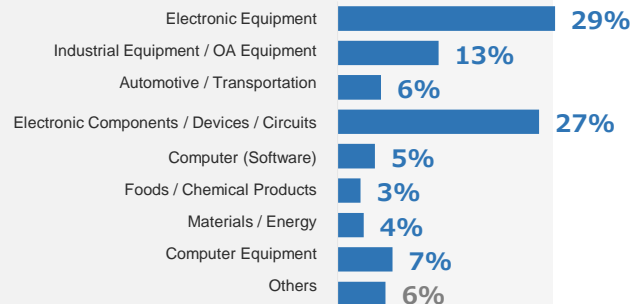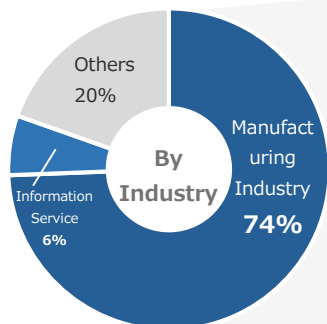| Technology | Cutting-edge Technology | Semiconductor | Process |
| LSI | Memory | Power | Components/Materials |
| Communication | Wireless | Test and Instruments | Sensors |

Reader's Profile

By Industry

Others 20%

Manufacturing Industry **74%**

Information Service 6%

Electronic Equipment	**29%**
Industrial Equipment / OA Equipment	**13%**
Automotive / Transportation	**6%**
Electronic Components / Devices / Circuits	**27%**
Computer (Software)	**5%**
Foods / Chemical Products	**3%**
Materials / Energy	**4%**
Computer Equipment	**7%**
Others	**6%**

By Business Type

Others 30%

Jobs related to manufacturing **70%**

Development	**38%**
Logic Circuit Design (Analog)	**10%**
Logic Circuit Design (Digital)	**11%**
Mechanical Design	**3%**
Design in other categories	**3%**
Analysis / Simulation	**1%**
Embedded Software Development	**5%**
Manufacturing Technology	**10%**
Manufacturing Management	**2%**
Quality Management	**4%**
Other Jobs related to manufacturing	**2%**

*Data is based on our reader's survey conducted from Jun 9th to July 1st in 2016.

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 Instruments	Software / Development
Wireless	Design Ideas		

Reader's Profile

By Industry
- Manufacturing Industry **74%**
- Others 20%
- Information Service 6%

- Electronic Equipment **29%**
- Industrial Equipment / OA Equipment **13%**
- Automotive / Transportation **6%**
- Electronic Components / Devices / Circuits **27%**
- Computer (Software) **5%**
- Foods / Chemical Products **3%**
- Materials / Energy **4%**
- Computer Equipment **7%**
- Others **6%**

By Business Type
- Jobs related to manufacturing **70%**
- Others 30%

- Development **38%**
- Logic Circuit Design (Analog) **10%**
- Logic Circuit Design (Digital) **11%**
- Mechanical Design **3%**
- Design in other categories **3%**
- Analysis / Simulation **1%**
- Embedded Software Development **5%**
- Manufacturing Technology **10%**
- Manufacturing Management **2%**
- Quality Management **4%**
- Other Jobs related to manufacturing **2%**

*Data is based on our reader's survey conducted from Jun 9th to July 1st in 2016.

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Smart Japan

スマートジャパン
Smart Japan

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

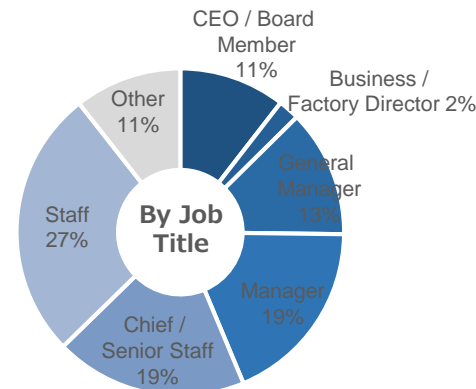| Legal System / Regulation	Energy Saving Equipment

Electric Storage / Generation	Energy Management	Electric Vehicle	Utilization of Information Technology

Reader's Profile

By Industry
- Related to Solar Energy 44%
- No Relation to Green Power 22%
- Other 17%
- Power Producer 5%
- Related to Green Energy 12%

By Job Function
- Technical Jobs 51%
- Other 17%
- Corporate Management / Consultant 6%
- Sales 10%
- Office-related Specialist Occupation 15%

By Job Title
- CEO / Board Member 11%
- Business / Factory Director 2%
- General Manager 13%
- Manager 19%
- Chief / Senior Staff 19%
- Staff 27%
- Other 11%

Product / Service Specified

- Position to Install / Use **32%**
- Position to Develop / Manufacture / Supply **20%**
- Position to Sell **13%**
- Other **4%**

0% 10% 20% 30% 40%

15

ITmedia Inc.

BUILT Building×IT

https://www.itmedia.co.jp/smartjapan/subtop/built/
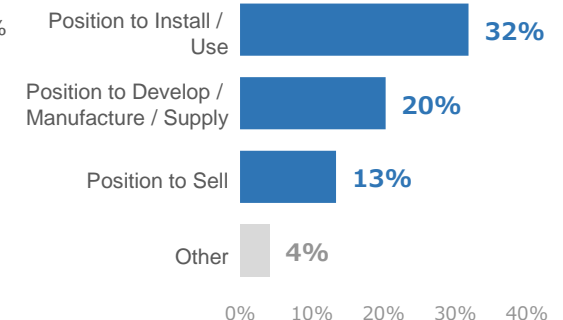
19K PV/mo.
8K UB/mo.
as of Feb. 2019

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.
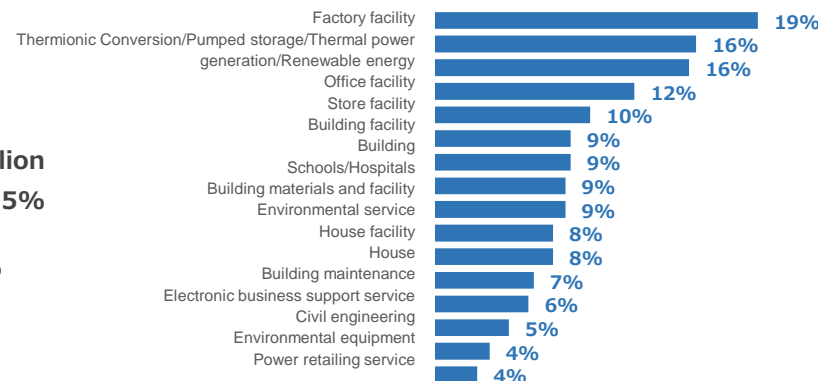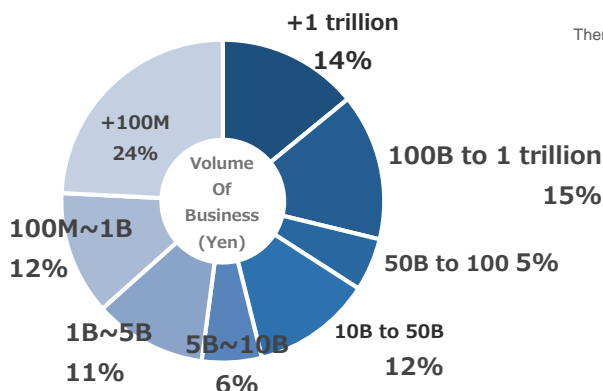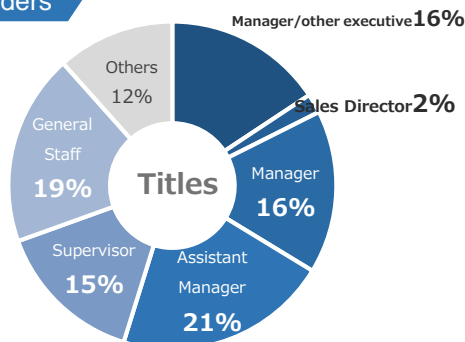
5 topics area

- BIM／CAD
- Computerized construction
- Energy-saving buildings
- Facility Management
- Regulations/Laws

Readers

Titles
- Manager/other executive 16%
- Sales Director 2%
- Manager 16%
- Assistant Manager 21%
- Supervisor 15%
- General Staff 19%
- Others 12%

Volume Of Business (Yen)
- +1 trillion 14%
- 100B to 1 trillion 15%
- 50B to 100 5%
- 10B to 50B 12%
- 5B~10B 6%
- 1B~5B 11%
- 100M~1B 12%
- +100M 24%

- Factory facility 19%
- Thermionic Conversion/Pumped storage/Thermal power generation/Renewable energy 16%
- Office facility 16%
- Store facility 12%
- Building facility 10%
- Building 9%
- Schools/Hospitals 9%
- Building materials and facility 9%
- Environmental service 9%
- House facility 8%
- House 8%
- Building maintenance 7%
- Electronic business support service 6%
- Civil engineering 5%
- Environmental equipment 4%
- Power retailing service 4%

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74M PV/mo.
246M UB/mo.

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

※Second half of 2018 actual average data
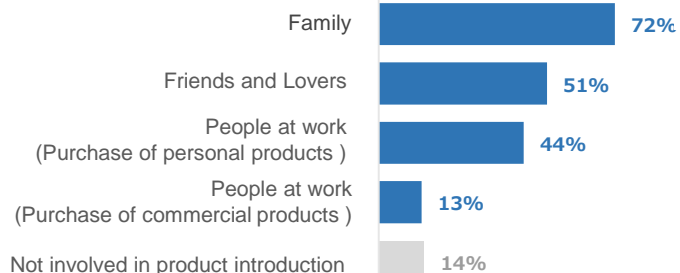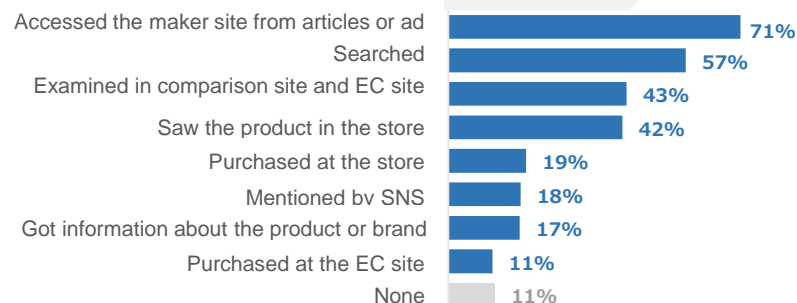
Smart use of mobile devices

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, ITmedia Mobile is to 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) and next-generation communication "5G".

Focus theme

Choose smartphone of the "separation plan" era	Mobile payment	5G
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 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.	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.

Reader's Profile

Number of Device

- 6+ units **6%**
- 1 unit **19%**
- 5 units **11%**
- 4 units **14%**
- 2 units **27%**
- 3 units **23%**

Involvement in surrounding selection and purchase

- Family **72%**
- Friends and Lovers **51%**
- People at work (Purchase of personal products) **44%**
- People at work (Purchase of commercial products) **13%**
- Not involved in product introduction **14%**

Actions taken after viewing an article or ad

- Accessed the maker site from articles or ad **71%**
- Searched **57%**
- Examined in comparison site and EC site **43%**
- Saw the product in the store **42%**
- Purchased at the store **19%**
- Mentioned by SNS **18%**
- Got information about the product or brand **17%**
- Purchased at the EC site **11%**
- None **11%**

ITmedia Inc.

ITmedia
PC USER_

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

| 4.0M pv/mo |
| 1.3M pv/mo |

※as of Mar2018

PC, 2in1, and toward 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.
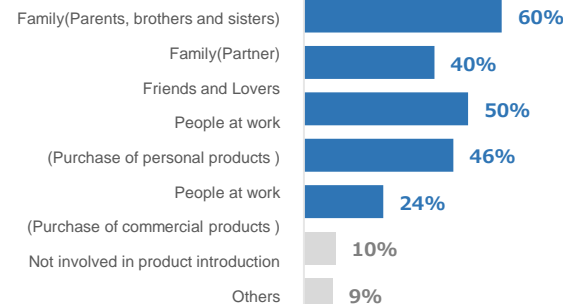
The ecosystem that distributes content also spreads to the users nowadays, so that creators can maximize their creativity, we will deliver information that helps to select tools centered on PC.

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.
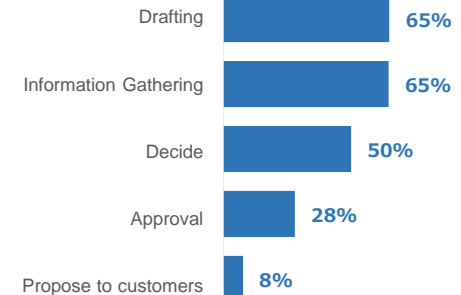
Readers' Profile

Titles
- Senior Mgmt. 29%
- Manager 8%
- Leader 14%
- Employees 16%
- Employees 23%
- Others 7%

Frequency
- Several times in a day 18%
- Once everyday 50%
- 2 to 3 times in a week 21%
- Once in a week 7%
- 1 to 2 times in a month 4%
- Less than once in a month 1%
- Director 2%
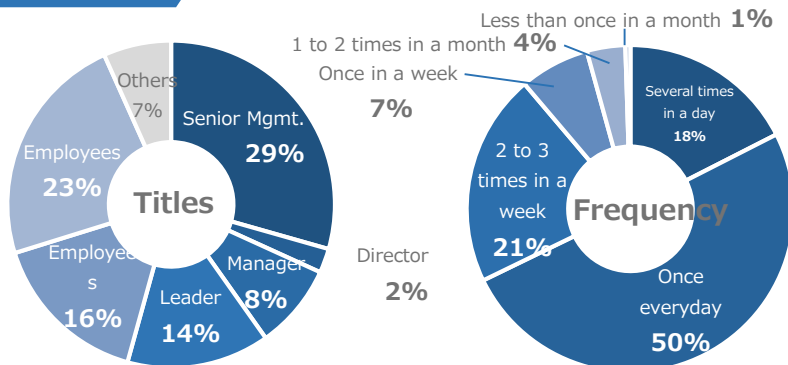
Adviser of choice or purchase
- Family(Parents, brothers and sisters) 60%
- Family(Partner) 40%
- Friends and Lovers 50%
- People at work (Purchase of personal products) 46%
- People at work (Purchase of commercial products) 24%
- Not involved in product introduction 10%
- Others 9%

Role on product introduction
- Drafting 65%
- Information Gathering 65%
- Decide 50%
- Approval 28%
- Propose to customers 8%

18

PV 200M / M

UB 20M / M

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

* As of January 2019

SNS web source is from the "Netlabo"

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

▼Major Category

Animals
Delivering information about popular cats and animals that people wish to share
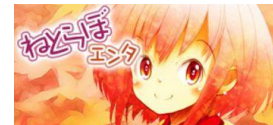
Entertainment
Providing information about entertainment that people wish to share

Qs & As
Answering questions which many people concerns

Vehicles
Information on vehicles and transportation infrastructure that people wish to share

▼Feed our articles to major web portals in Japan

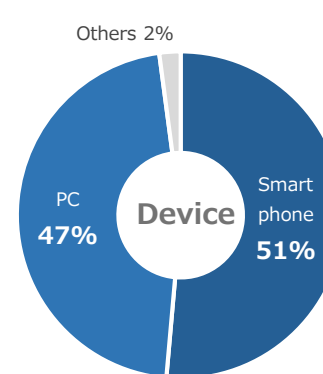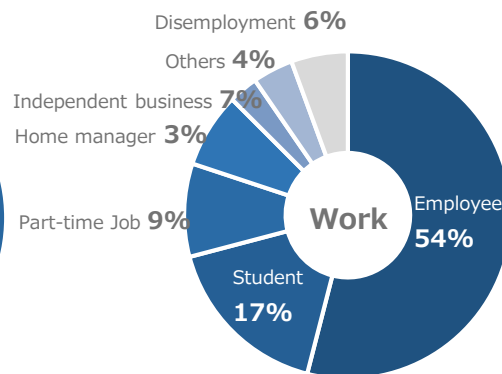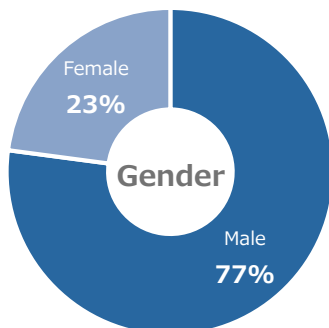YAHOO! JAPAN ニュース   SmartNews   mixiニュース   Infoseek 楽天 NEWS

ニコニコニュース   excite ニュース   BIGLOBE ニュース   LINE NEWS

Readers' profile

Gender
Female 23%
Male 77%

Work
Disemployment 6%
Others 4%
Independent business 7%
Home manager 3%
Part-time Job 9%
Employee 54%
Student 17%

Device
Others 2%
PC 47%
Smart phone 51%

Frequency
Less than once in a month 1%
2 to 3 times in a month 2%
Once in a week 4%
2 to 3 times in a week 16%
Several times in a day 35%
Once everyday 43%

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TechTarget Japan

https://techtarget.itmedia.co.jp/
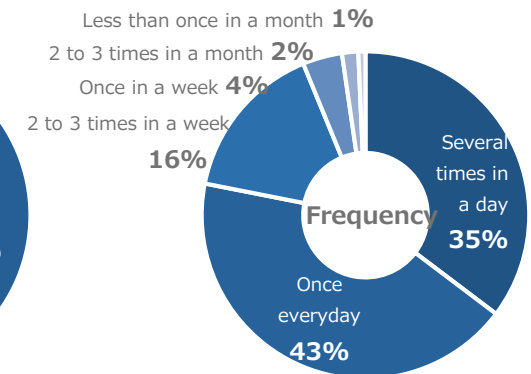
Number of members
368,508

※as of Feb 2019

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

TechTarget Japan provides information to help IT buyers select and deploy IT products / services.

Also, it provides lead profile information that can be a potential customer to IT venders.

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.

Computer Weekly / IT Infra-structure / Security / Business Application / System Development / IT Management / Industry / Theme Site / White Paper
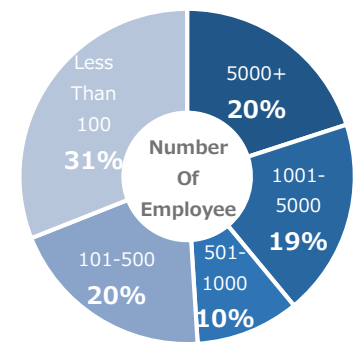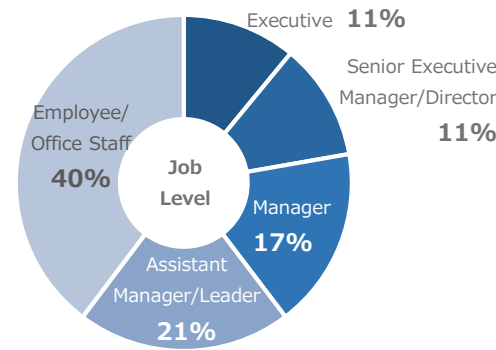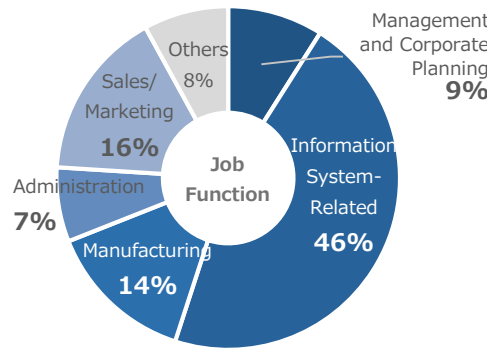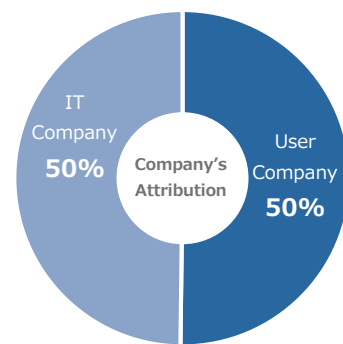
About TechTarget

TechTarget is North American base, global media group. It operates over 100 media such as cloud, security, storage, network and other technologies, and has 10 million members worldwide. For IT vendor companies, it provides advanced online marketing services such as media advertising and lead generation services, and sales support services based on readers' behavior.

In Japan, IT Media is licensed, and operates "TechTarget Japan", providing Japan original content, translated content, and services taking advantage of US online marketing know-how.

Reader's Profile Involved in IT product introduction, mainly user company persons register TechTaget Japan services.

Company's Attribution
- IT Company 50%
- User Company 50%

Job Function
- Others 8%
- Sales/Marketing 16%
- Administration 7%
- Manufacturing 14%
- Information System-Related 46%
- Management and Corporate Planning 9%

Job Level
- Executive 11%
- Senior Executive Manager/Director 11%
- Employee/Office Staff 40%
- Manager 17%
- Assistant Manager/Leader 21%

Number Of Employee
- Less Than 100 31%
- 5000+ 20%
- 1001-5000 19%
- 501-1000 10%
- 101-500 20%

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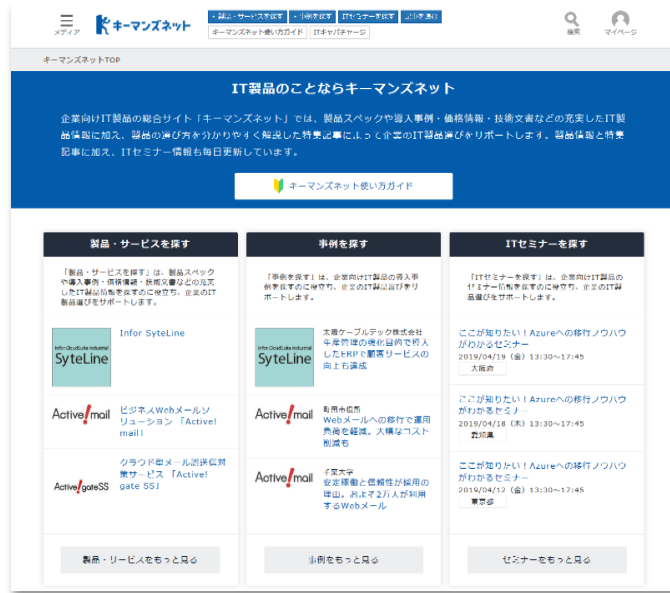キーマンズネット

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

Number of members
306,683

※as of Feb 2019

We support the introduction of IT products for corporations.
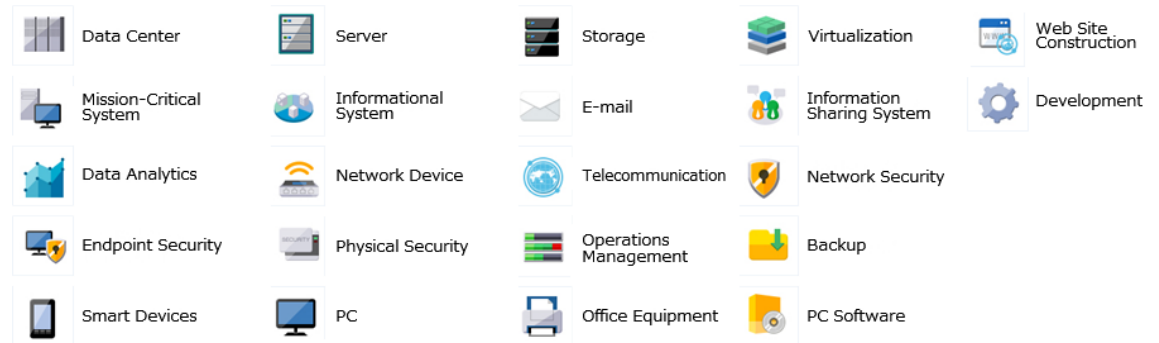
"Keyman's Net" is comprehensive information site for corporate IT products supporting enterprise IT product selection with feature articles that explain how to select products in an easy-to-understand manner. Also it provides extensive IT product information such as product specifications, case studies, 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.

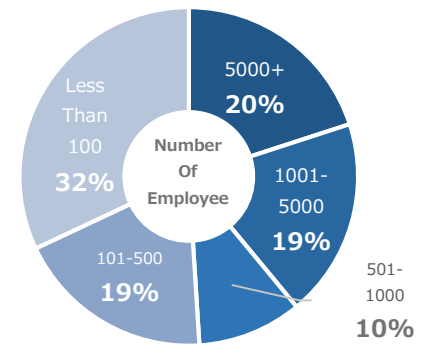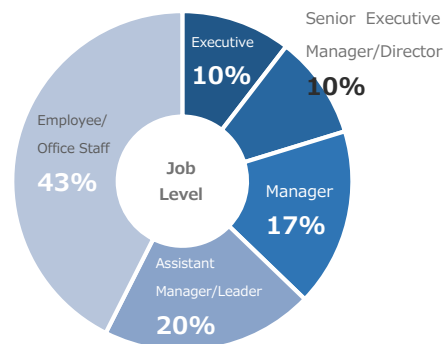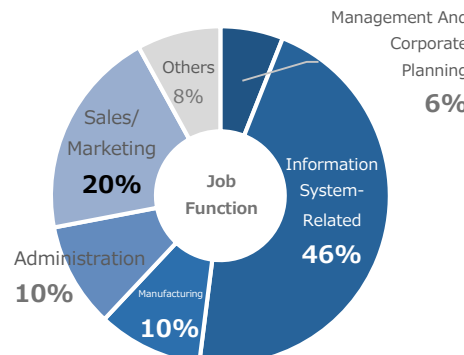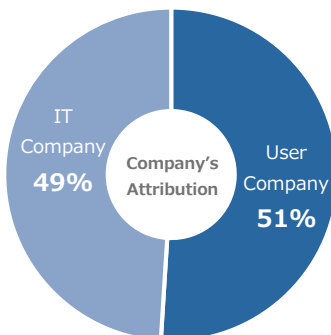We supply customers' 'degree of interest' based on action history.

More than 1,000 of product information.

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

Data Center	Server	Storage	Virtualization	Web Site Construction
Mission-Critical System	Informational System	E-mail	Information Sharing System	Development
Data Analytics	Network Device	Telecommunication	Network Security	
Endpoint Security	Physical Security	Operations Management	Backup	
Smart Devices	PC	Office Equipment	PC Software	

Reader's Profile About 300,000 members are collecting information for introducing IT products

Company's Attribution
IT Company 49%
User Company 51%

Job Function
Others 8%
Sales/Marketing 20%
Administration 10%
Manufacturing 10%
Information System-Related 46%
Management And Corporate Planning 6%

Job Level
Executive 10%
Senior Executive Manager/Director 10%
Employee/Office Staff 43%
Manager 17%
Assistant Manager/Leader 20%

Number Of Employee
Less Than 100 32%
5000+ 20%
1001-5000 19%
501-1000 10%
101-500 19%

ITmedia Inc.

"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.
TechFactory launched in April 2016 with more than existing 600 contents and additional contents for members only.
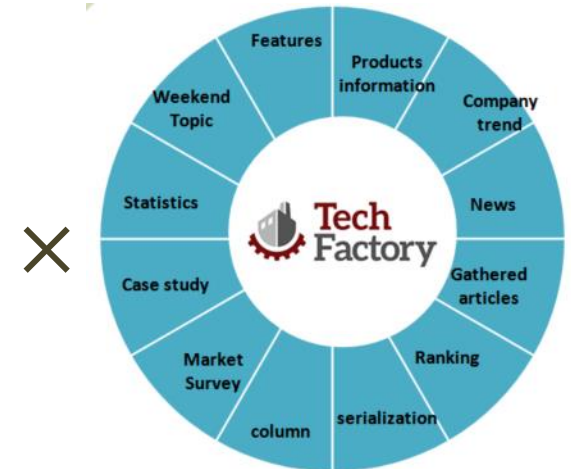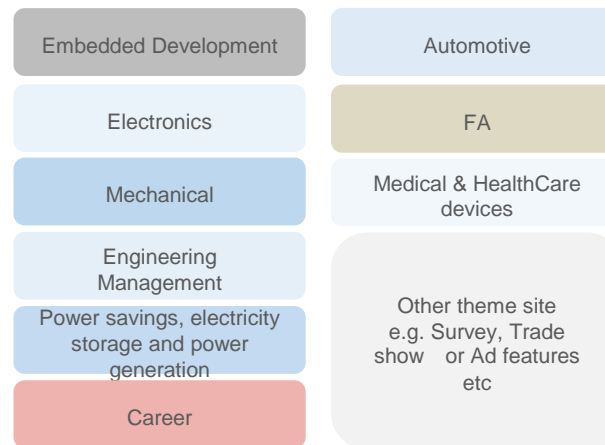
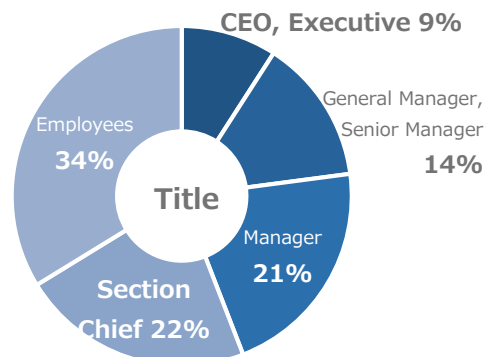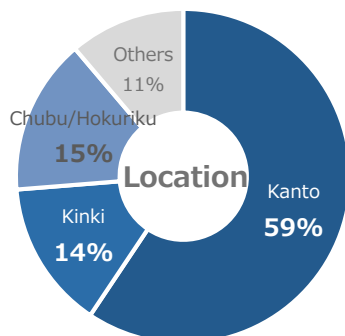as of Feb 2019
Number of members
136,968
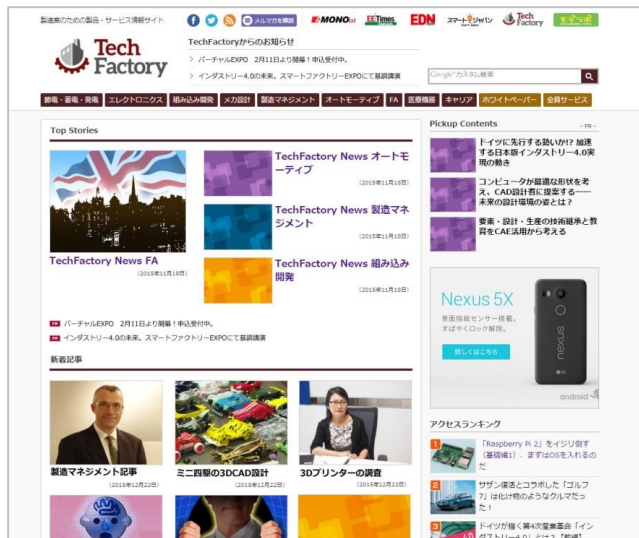
Outlines :

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

Embedded Development	Automotive
Electronics	FA
Mechanical	Medical & HealthCare devices
Engineering Management	Other theme site e.g. Survey, Trade show or Ad features etc
Power savings, electricity storage and power generation	
Career	

×

Tech Factory

Features / Products information / Company trend / News / Gathered articles / Ranking / serialization / column / Market Survey / Case study / Statistics / Weekend Topic

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.

Location
Others 11%
Chubu/Hokuriku 15%
Kinki 14%
Kanto 59%

Title
CEO, Executive 9%
General Manager, Senior Manager 14%
Manager 21%
Section Chief 22%
Employees 34%

Ranking companies who's a lot of readers

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

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.

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.

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.

Advertising
Diversifying media such as videos and mobiles, and evolving programmatic trading forms. Track the latest developments in next-generation advertising technology.
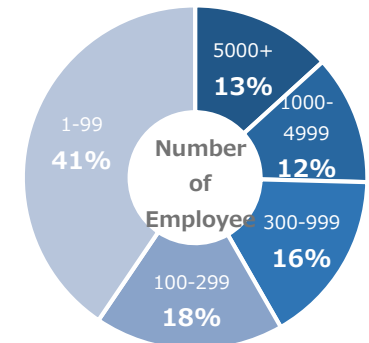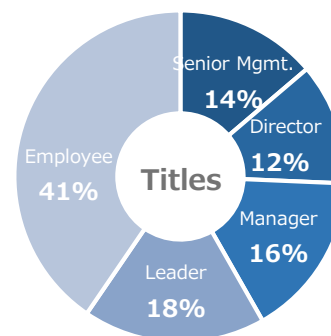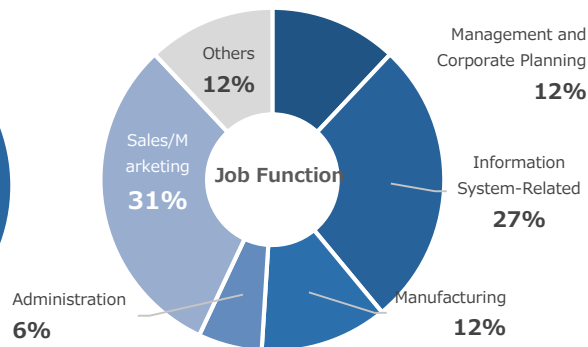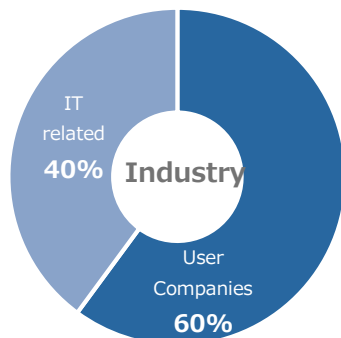
Marketing Strategy
How to boost sales and brand power and promote corporate growth with Market x IT? Catch up on strategic thinking required of leading companies.

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

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.

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.

Industry
- IT related 40%
- User Companies 60%

Job Function
- Others 12%
- Management and Corporate Planning 12%
- Information System-Related 27%
- Manufacturing 12%
- Administration 6%
- Sales/Marketing 31%

Titles
- Senior Mgmt. 14%
- Director 12%
- Manager 16%
- Leader 18%
- Employee 41%

Number of Employee
- 5000+ 13%
- 1000-4999 12%
- 300-999 16%
- 100-299 18%
- 1-99 41%

Hacchunabi

ITmedia Inc.

発注ナビ
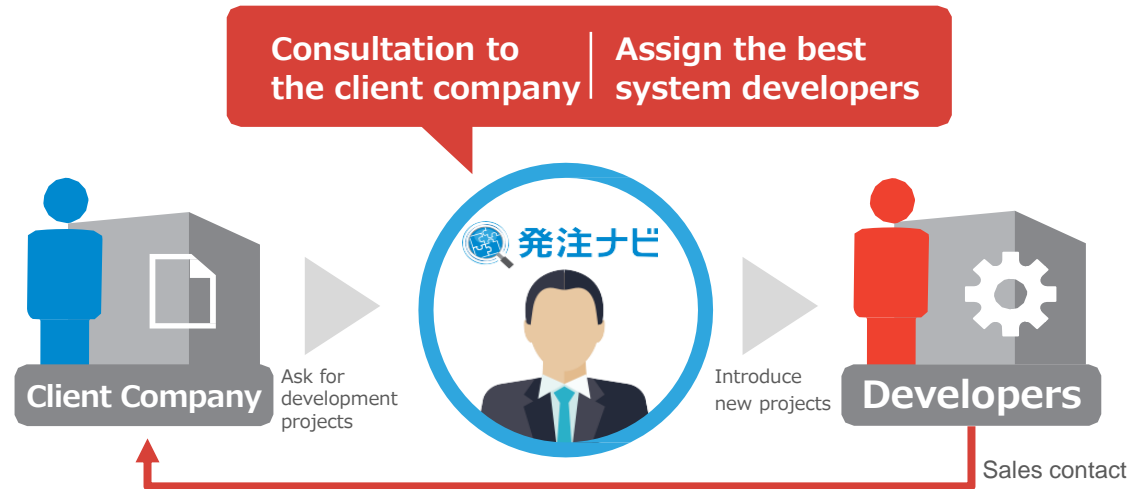https://hnavi.co.jp/

Members(developers)1,625
New projects 120/M
*As of March 2019

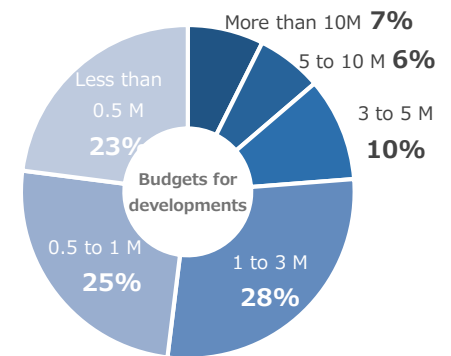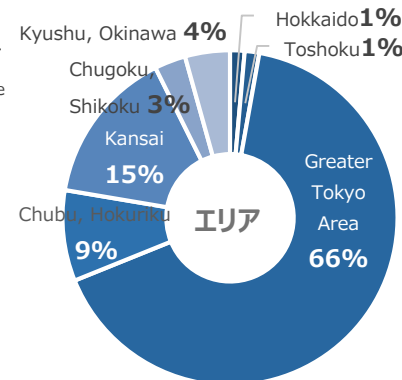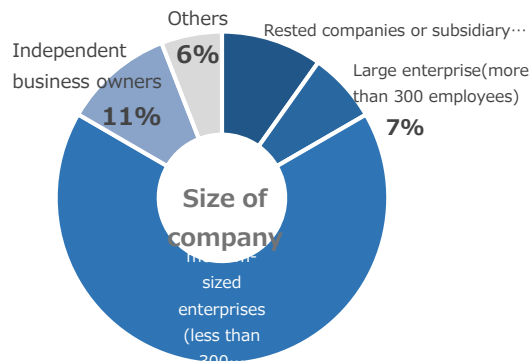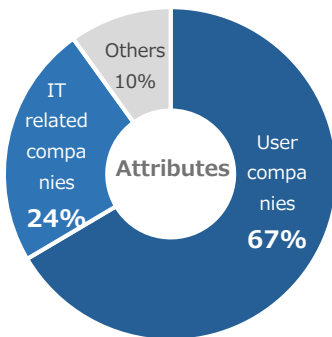## Supports business expansion of system developers

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.

Consultation to the client company | **Assign the best system developers**

Client Company — Ask for development projects → 発注ナビ → Introduce new projects → **Developers**

Sales contact

Client companies over view ▶ 60% of our clients are user companies. 50% of the new projects have more than a million budgets.

Attributes
- User companies 67%
- IT related companies 24%
- Others 10%

Size of company
- Independent business owners 11%
- Others 6%
- Rested companies or subsidiary…
- Large enterprise(more than 300 employees) 7%
- Medium-sized enterprises (less than 300…)

エリア
- Greater Tokyo Area 66%
- Kansai 15%
- Chubu, Hokuriku 9%
- Kyushu, Okinawa 4%
- Shikoku 3%
- Chugoku
- Hokkaido 1%
- Toshoku 1%

Budgets for developments
- Less than 0.5 M 23%
- 0.5 to 1 M 25%
- 1 to 3 M 28%
- 3 to 5 M 10%
- 5 to 10 M 6%
- More than 10M 7%

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ITmedia Inc.

Sales Division

・E-Mail　　：　sales@ml.itmedia.co.jp
・Tel　　　　：　03-6893-2246/2247/2248
・Office　　：　Kioicho Bldg., 3-12 Kioicho Chiyoda-ku,
　　　　　　　　　　Tokyo 102-0094 Japan
・Web　　　：　http://corp.itmedia.co.jp/