ITmedia Inc.

ITmedia Inc.
Corporate Briefing

November 2020 ver.5.7

ITmedia Inc.

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Company Overview

Establishment:	December 29, 1999
Capital:	￥1.7B (as of November 2020)
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:	239 (as of November 2020)
Major shareholders:	SB Media Holdings Corp. Yahoo Japan Corporation, Others
Stock exchange listings:	TSE First Section (code 2148)

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Corporate History

December 1999	Established Softbank ZDNet Inc. (current ITmedia Inc.), operated comprehensive IT information site as the first online publishing company in Softbank Group.
January 2004	Changed name to Softbank ITmedia, Inc.
March 2005	Merged with atmarkIT Corporation changed name to ITmedia Inc. [atmarkIT Corporation: established in February 2000, an online media company specializing in IT technologies]
February 2006	Merged with Mediaselect Inc. [Mediaselect Inc.: established in May 2001, the publishing company specializing in the enterprise field]
April 2007	Listed on the Tokyo Stock Exchange Mothers
January 2010	Purchased E2 publishing and started to publish EE Times Japan
July 2011	Purchased and started to publish EDN Japan
April 2015	Purchased Keyman's Net from Recruit Holdings and started to publish Keyman's Net
October 2015	Purchased "Hacchu navi" and started to its service. [Hacchu navi: matching site between customers and engineering / technical providers]
July 2016	Purchased "Knowledge on Demand" and started to its service. [Knowledge on Demand: On-line manual provider]
March 2019	Listed on the Tokyo Stock Exchange First Section

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ITmedia Inc.

The largest on-line media company in Japan

Established in 1999

Listed on Tokyo Stock Exchange First Section in 2019

Softbank group company
(Acquired Sprint in US)

SoftBank Group

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ITmedia -AT A GLANCE with Numbers

ITmedia Inc.

Capital Stock
¥1.7B

Sites
30+

Monthly Articles
4000

Monthly Users
25MUU

Clients
1300+

Monthly Traffic
450MPV

Number of Employees
239

Annual Sales
¥5.2B

Editorial Staffs
100

Sales
100

Professional contributors
1000+

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ITmedia -Our Media and Services

ITmedia Inc.

IT Industry

TechTarget Japan
キーマンズネット Keyman's Net
発注ナビ Hacchu Navi
@IT atmarkIT
ITmedia エンタープライズ ITmedia Enterprise
ITmedia エグゼクティブ ITmedia Executive
ITmedia ビジネスONLINE ITmedia Business Online
ITmedia NEWS
ITmedia マーケティング ITmedia Marketing
ITmedia PC USER
ITreview

Electronics, Mechanics and Manufacturing Industries

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

Consumer Market

ITmedia Mobile
ITmedia PC USER
Fav-Log by ITmedia
ねとらぼ Netolabo
ねとらぼ エンタ
ねとらぼ アンサー
ねとらぼ 生物部
ねとらぼ 交通課
ねとらぼ GirlSide
ねとらぼ おかね
ねとらぼ 調査隊
ねとらぼ スポーツ

※as of November 2020

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Media Positioning-Map

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Audience \ Marketing needs		Media Advertising			Lead Generation
		Trend Awareness	Recognition of issues	Searching for Solutions	Select Solutions
Operations division	Management/ Business Responsibility	ITmedia All ITmedia contents feed/portal	ITmedia エグゼクティブ Membership community for business leaders		
Operations division	Management/ Business Planning	ITmedia NEWS Social and IT news for business people	ITmedia ビジネス ONLINE For next generation leaders		キーマンズネット Introduce IT products for corporations
Operations division	Finance / HR / General affairs	ITmedia Mobile New models information and how to use mobiles	ITmedia マーケティング Membership media with the forefront of B to B digital marketing		TechTarget Japan Provide information of IT products/services helping members to decide their purchase
Operations division / IT division	Sales department/ Marketing	ITmedia PC USER_ For desktop and portable computer users	ITmedia エンタープライズ For the IT leaders who innovate business, focusing on Business and technology	@IT atmarkIT Provide problem solving methods for IT experts	発注ナビ Matching service for development / production orders
IT division	IT strategy and control				
IT division	Design/ Development/ Operation	ねとらぼ Fun and interesting news from a variety of categories from net			
R & D	Design / Development / Quality control / Production control	**Manufacturing** MONOist Information portal for Manufacturing Specialist	**Electronics** EE Times Japan Focusing on the electronics industry's business trends and emergingtechnologies	EDN Japan How-to information to design and develop electronic products and new product information	Tech Factory Provide information for engineers who consider selecting products or services
R & D	Design / Development / Quality control / Production control	**Energy** スマートジャパン Smart Japan Focusing on power savings, electricity storage, power generation and technologies/products that underlie Smart Society		**Architecture and construction** BUILT Building×IT Bringing innovation to the construction industry with IT and IoT	

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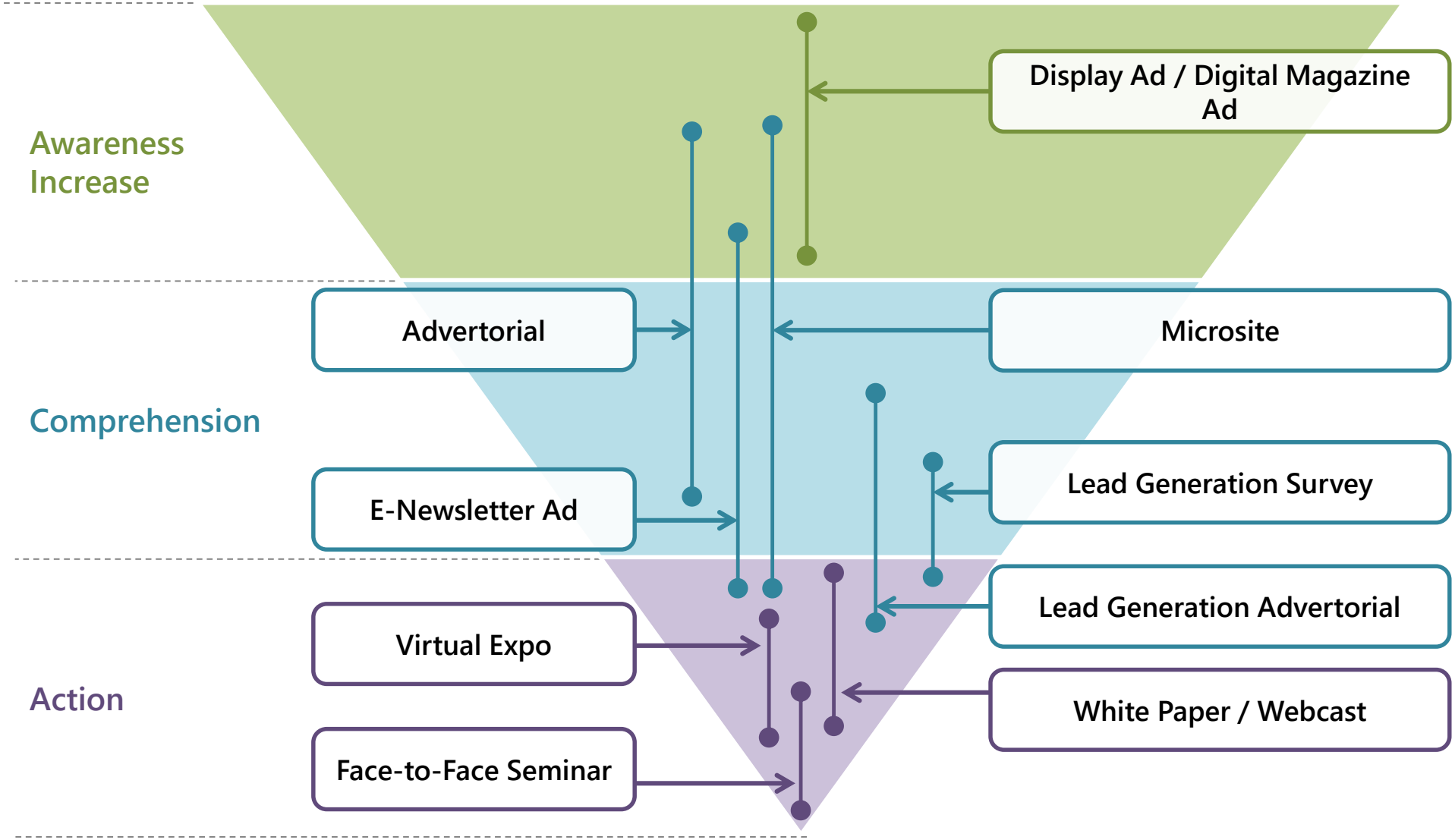
Promotion Menu



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Potential and coverage of LeadGen. media

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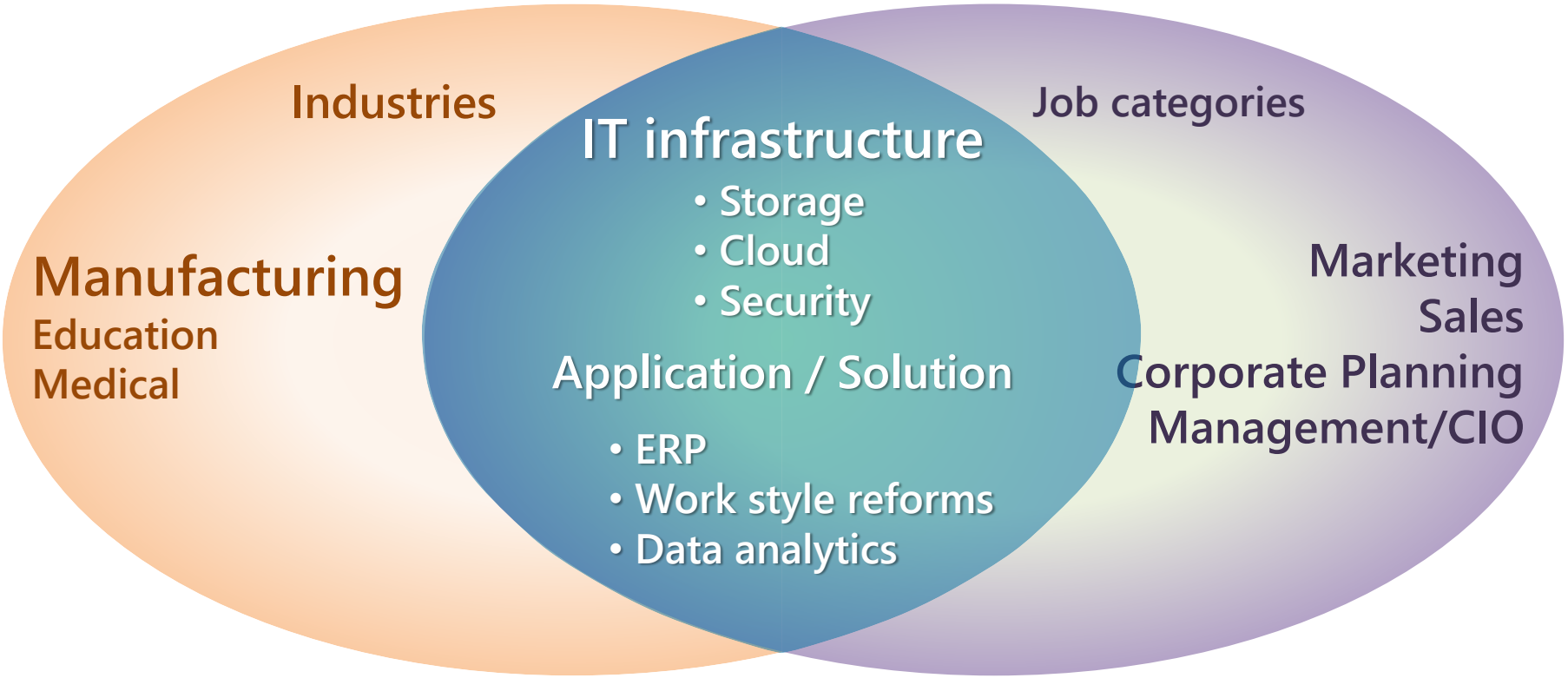
Media & Services	Specialized media categories	Total number of members	Number of published articles per year	Number of white papers	Number of editors
4	19	870,000	7,000	13,000	15

Tech Factory

TechTarget Japan

キーマンズネット

ITmedia マーケティング



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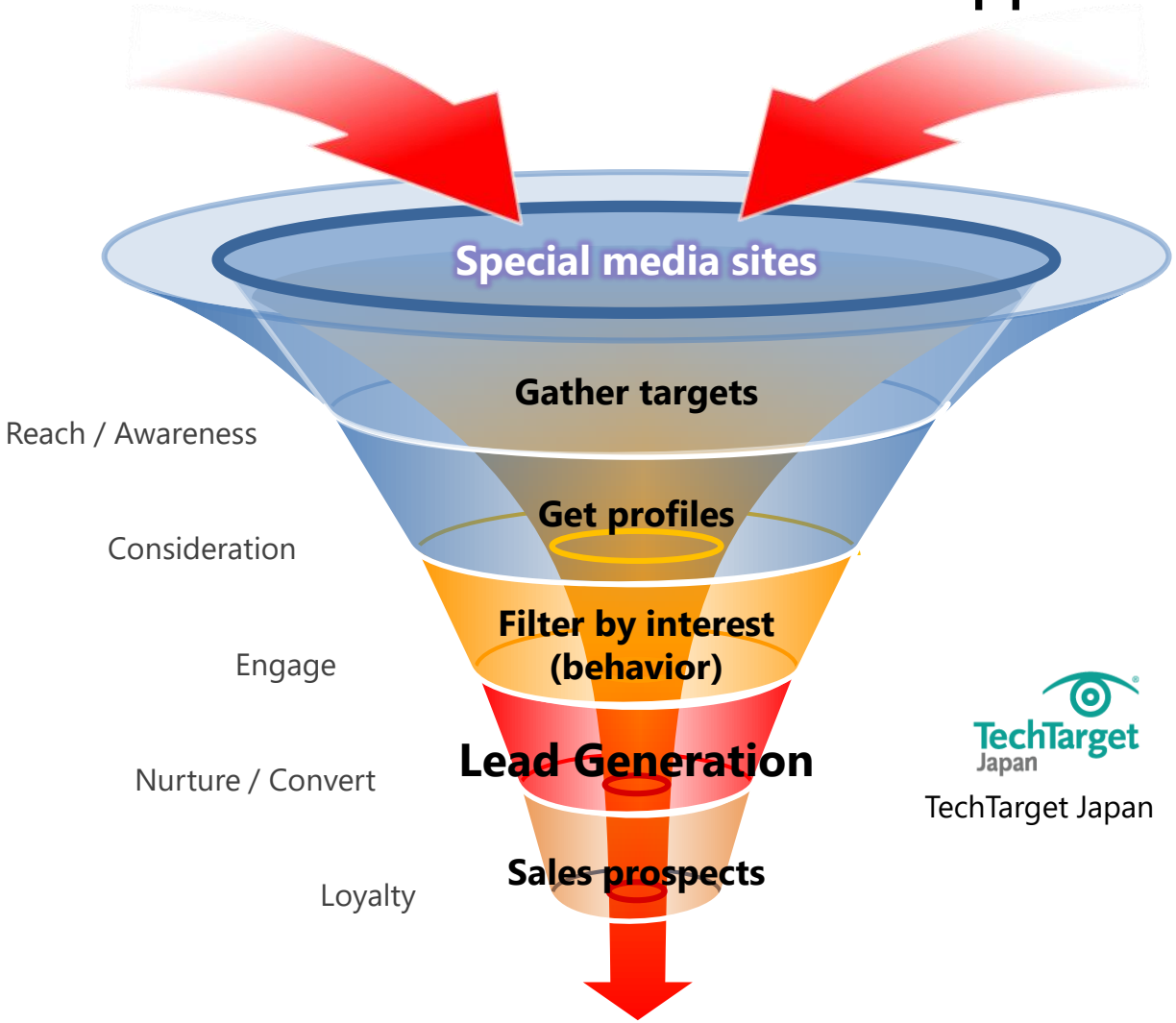
Lead generation is the process of creating sales potentials which convert into sale lead for new sales opportunities



TechTarget Japan

TechTarget Japan

キーマンズネット

Keyman's Net

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Virtual Events

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1200+ advertiser coverage

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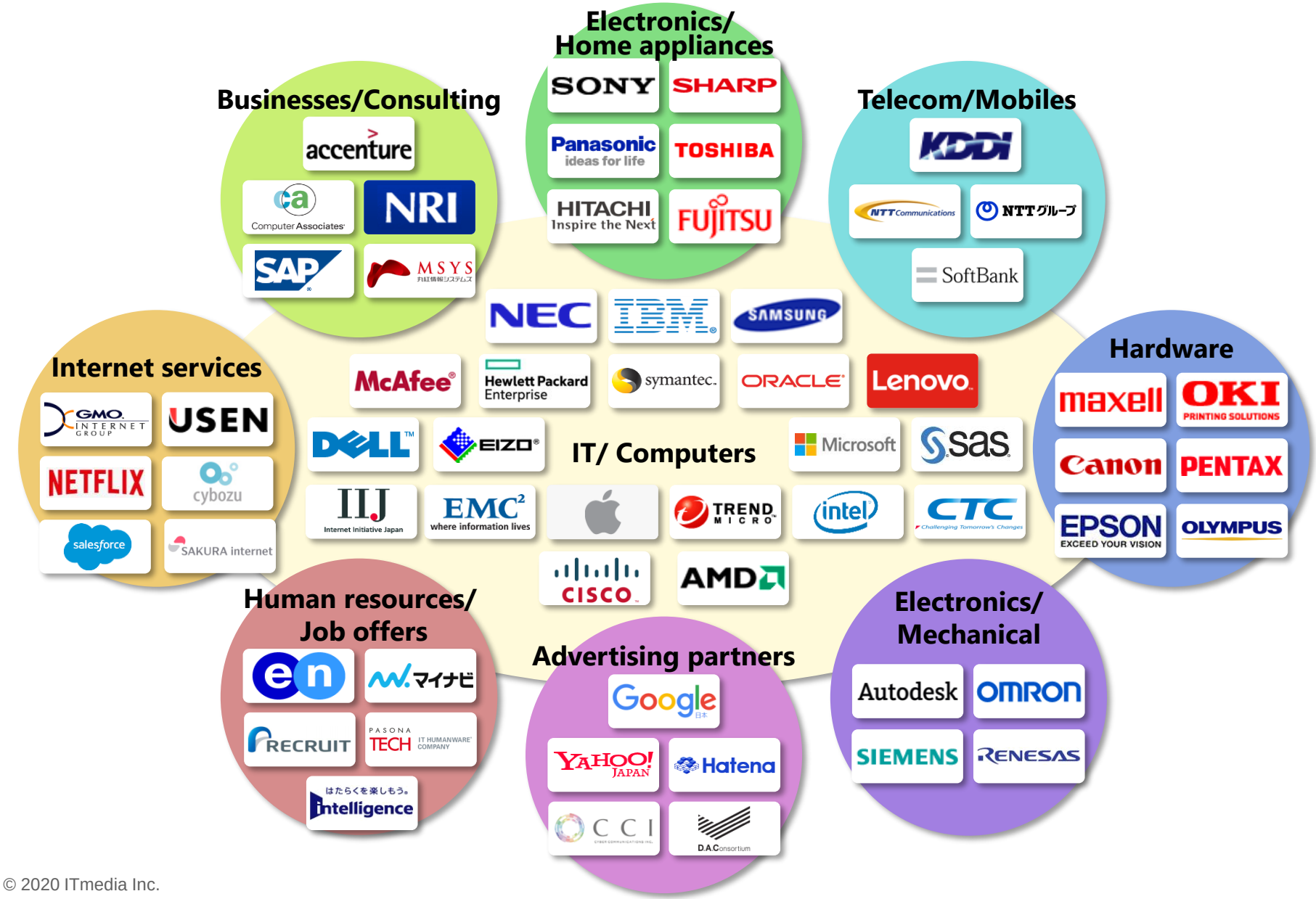

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Comparison-1: Page Views in IT division categories

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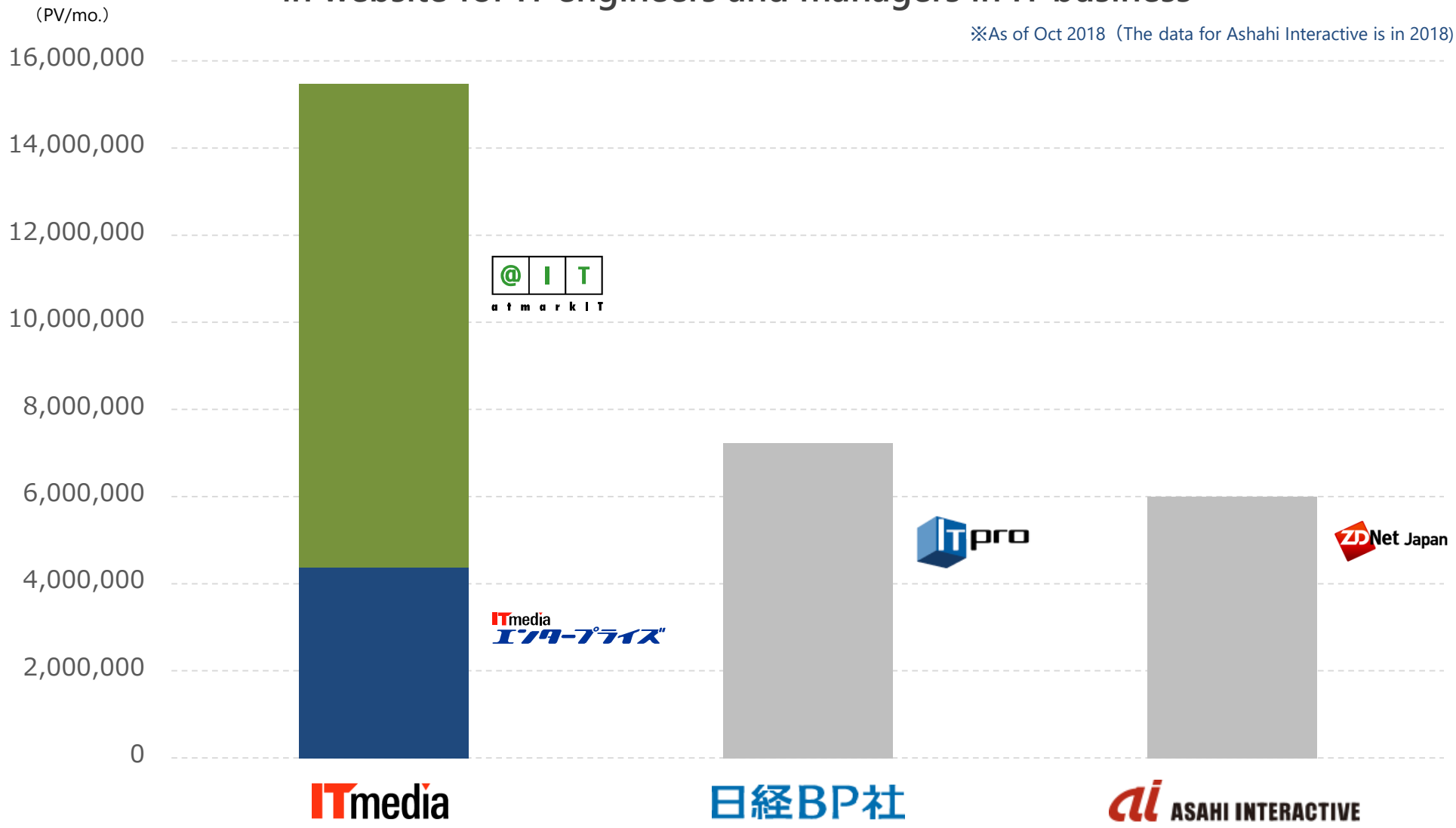
ITmedia has No.1 of PV in website for IT engineers and managers in IT business

※As of Oct 2018（The data for Ashahi Interactive is in 2018）



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Comparison-2: Number of registered members in LeadGen media

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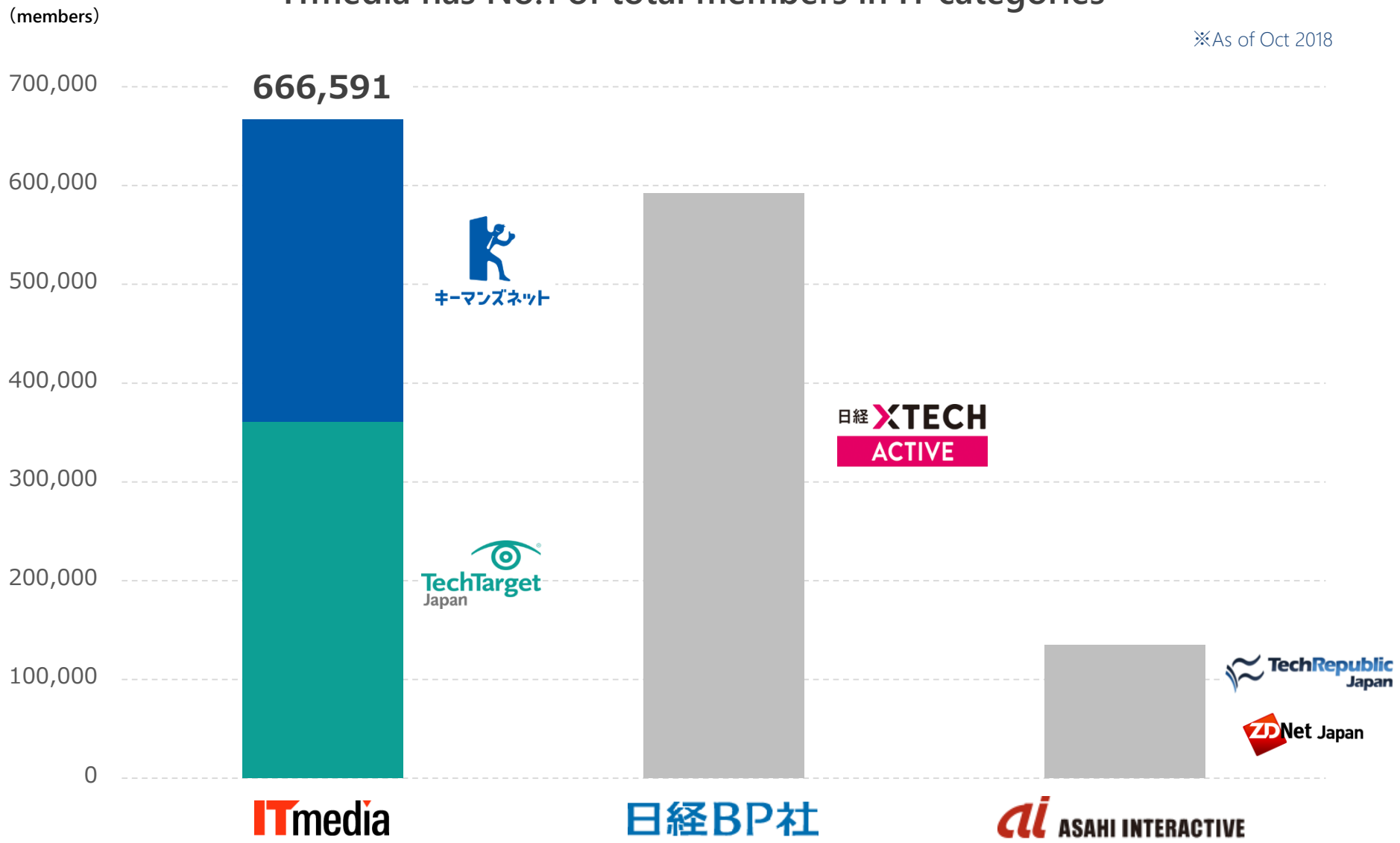
ITmedia has No.1 of total members in IT categories

※As of Oct 2018



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Comparison-3: Share of the Enterprise-IT Market

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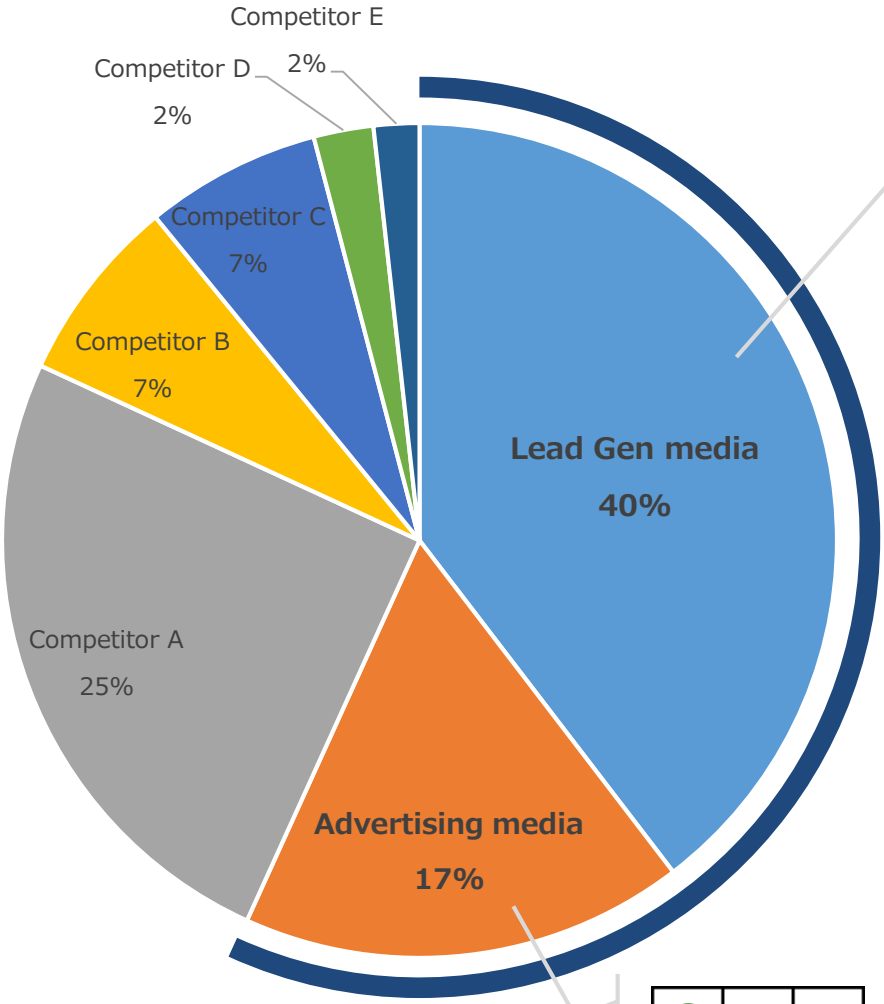
ITmedia has No.1 market share in the B2B IT market



TechTarget Japan

キーマンズネット

ITmedia マーケティング

57%

@IT atmarkIT

ITmedia エンタープライズ

ITmedia エグゼクティブ

Our original advertising research as of FY2017
（Advertorial & Online Lead Gen.）

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ITmedia -Our Global Network

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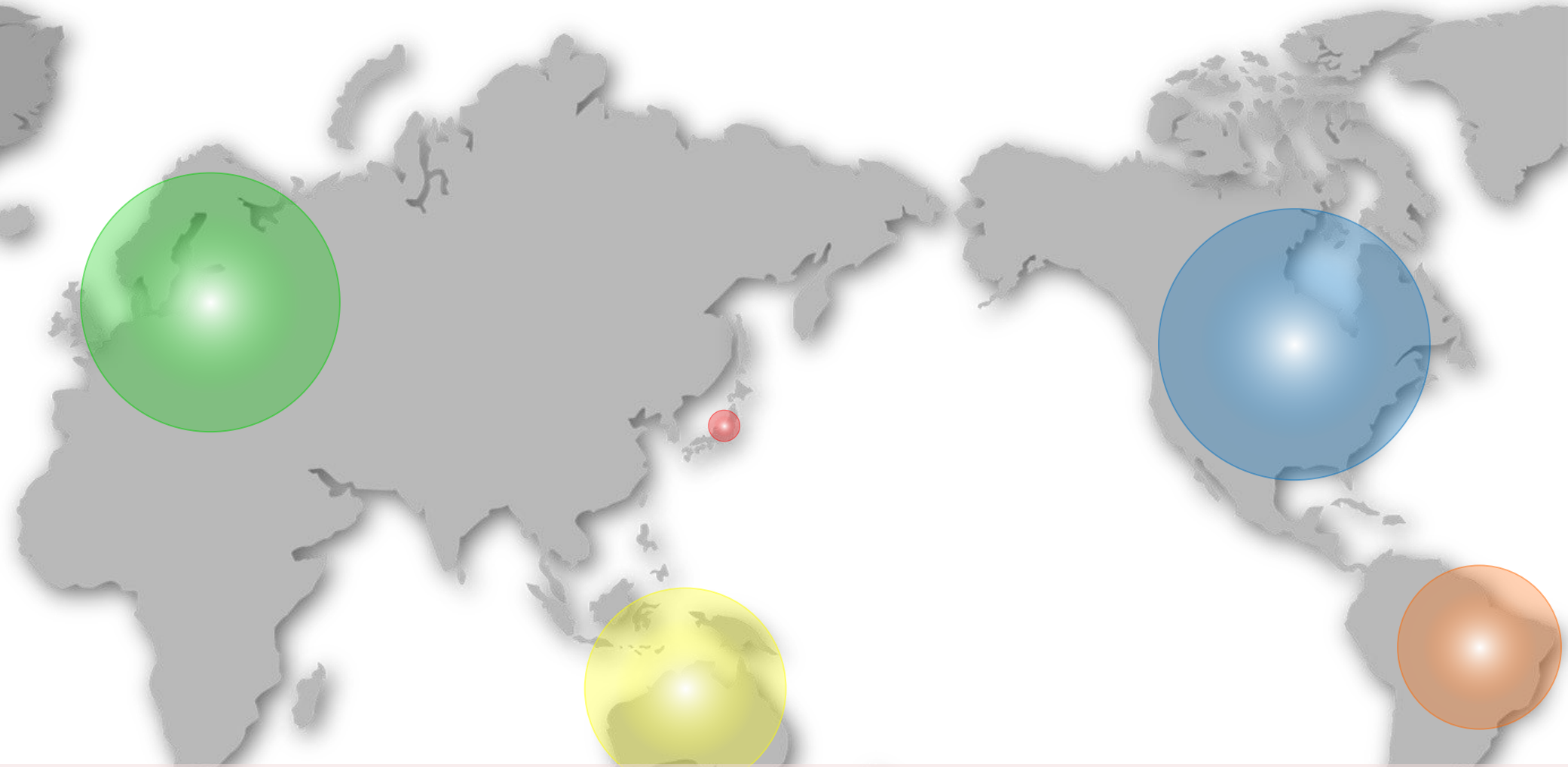

G2 ON24 TechTarget EE Times EDN NETWORK AspenCore

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Contribute to Information Revolution by Innovating Professional Media

We believe;

- Professionals and professionalism make media reliable.
- Technology changes media conventional to innovative.
- Media can provide social knowledge to our community.

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