

EE Times Japan / EDN Japan Media Guide

<https://eetimes.itmedia.co.jp/>
<https://ednjapan.com/>

October 2024 Edition

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Note :

Please use this translation only for your convenience. The Japanese version is the official page, and even in the event that there is a discrepancy or inconsistency between the Japanese version and the English version (this translation), the Japanese version will govern.

The information is subject to change, so please contact us for further information.

Note: please also carefully read our advertising criteria and cancellation policy at the URL below.

[Advertising Criteria](#)

[Cancellation Policy](#)



Comprehensive information media for global electronics trends

It is a comprehensive electronics information media for all professionals in the electronics industry, including **engineers who design and develop** products that make full use of electronics technology, as well as **executives and managers**. It is the first to deliver electronics-related news from around the world by utilizing its global coverage network.

Covers **technology trends** and electronics industry **business** trends related to semiconductors, electronic components, displays, electronic measurement, design and development tools, electronic materials, and more. It also features **interviews with key persons in the electronics industry**, both in **Japan and abroad**, and **column articles by opinion leaders**. It is a media that supports professionals in the electronics industry who are active on the world stage with the latest information.

Practical technical media for understanding the basics and applications of electronics design

It is a specialized technical media dedicated to **practical information** useful to **engineers who develop and design** electronic devices and electronics technology.

Many of the articles covering everything from the basics of electronics technology to its applications and **introducing design know-how** are written by engineers from Japan and overseas who are actually active in the field of design and development. You can get technical information that is immediately useful in the field. In addition to technical articles, we also provide information on new semiconductors, electronic components, and measuring instruments, which is indispensable for daily product selection.

EDN Japan will continue to evolve as a media that helps engineers working in electronics design and development to solve problems and improve their skills.

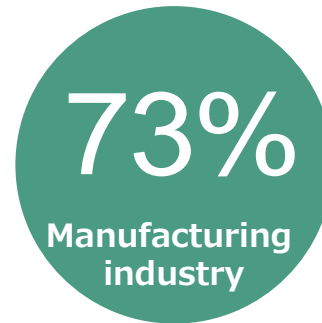
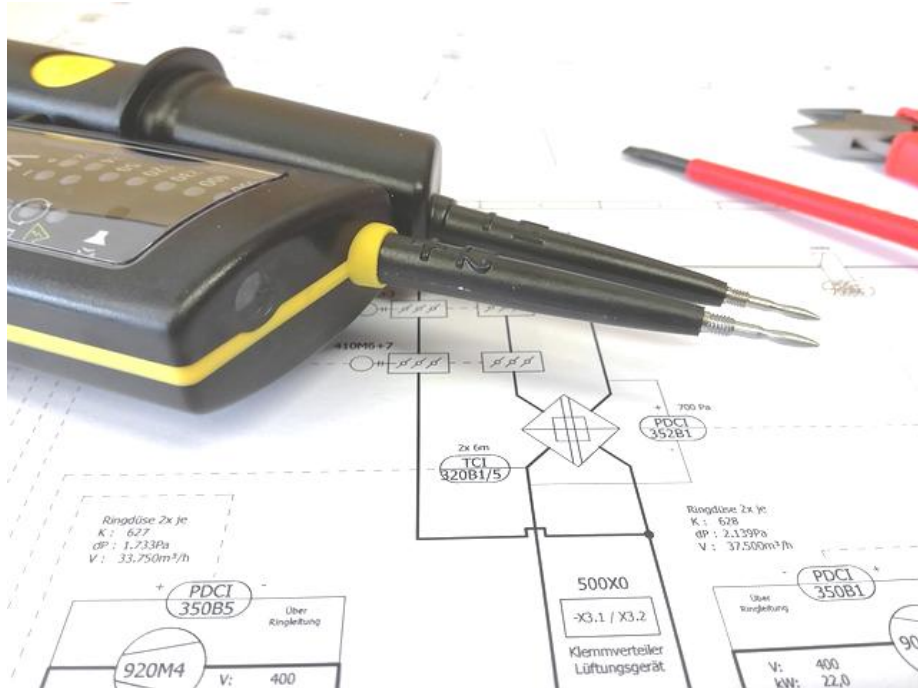


Target Readers

Focusing on the electrical and electronic components industry and the precision equipment industry

Readers are mainly manufacturing-related professionals who work in the electronics industry.

EE Times Japan provides general industry information such as technology trends, business trends, and EDN Japan focuses on articles that explain the technology and introduce design know-how.



manufacturing industry **73.2%**
Other **26.8%**



Manufacturing related jobs **60.1%**
Other **39.9%**



CEO/Board Member **6.0%**
Business/Factory Director **2.3%**
General Manager **10.3%**
Manager **20.8%**
Assistant Manager/Leader **15.2%**
Other **45.4%**

* From the EE Times Japan / EDN Japan reader survey report (August 2023)



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technology	Product Dissection	high-technology	Semiconductor Devices
Process Technology	power	Parts/Materials	sensing
communication technology	Test/Measurement		

Media Name	EE Times Japan		
I URL	https://eetimes.itmedia.co.jp/		
I Page View	1,379,685 Page Views/month	378,517 Unique Browsers/ month	*September 2024 results
I Number of newsletters distributed	Approx. 147,000 mails *Electronic device design/embedded development Mail magazine		



Practical technical media for understanding the basics and applications of electronics design

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EDN Japan will continue to evolve as a media that helps engineers working in electronics design and development to solve problems and improve their skills.

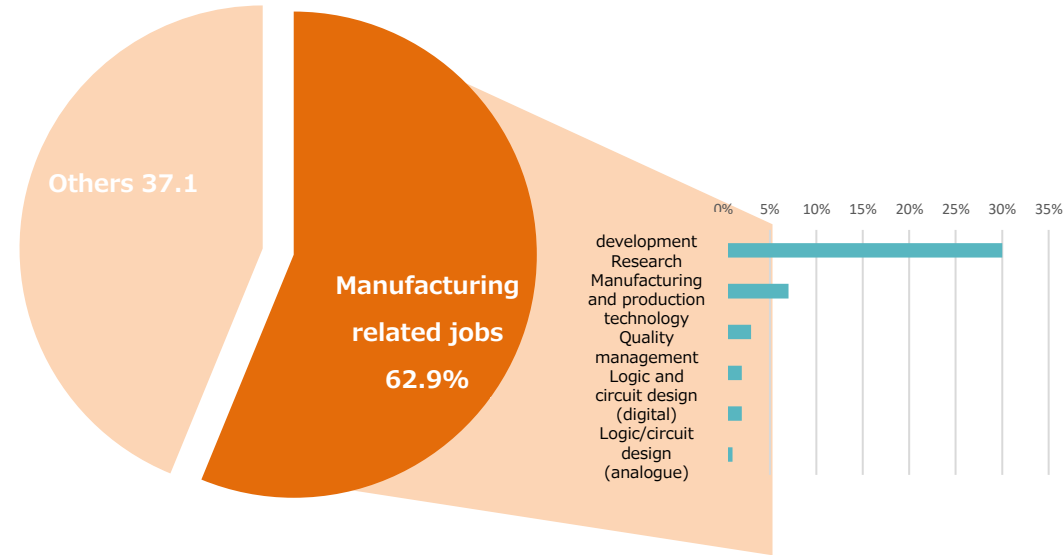
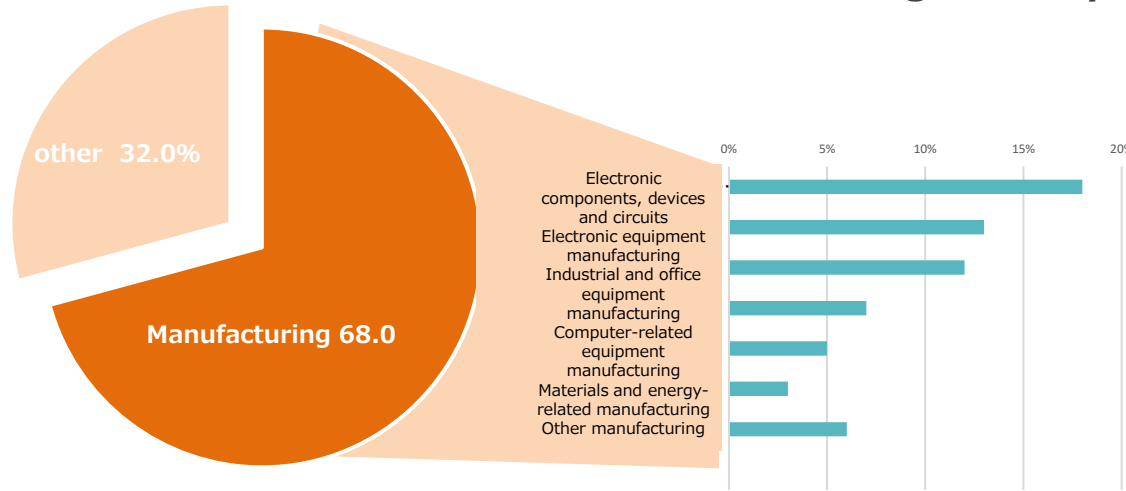
analog	Power/Power Supply	logic	Memory/Storage
Parts/Materials	sensor	Wireless	Test/Measurement
Software/Development Environment	Design Ideas		

Media Name	EDN Japan
I URL	https://ednjapan.com/
I Page View	371,931 Page views/month 122,817 Unique Browsers/ month *September 2024 results
I Number of newsletters distributed	Approx. 147,000 mails *Electronic device design/embedded development Mail magazine

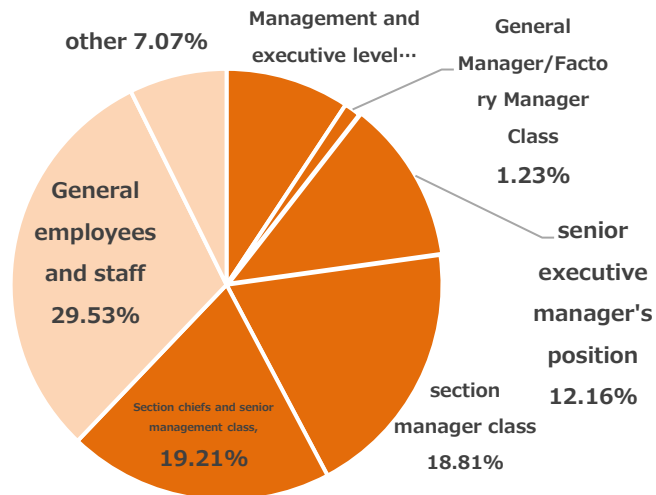
Reader Profile

» About 60% of our readers are in manufacturing-related occupations.

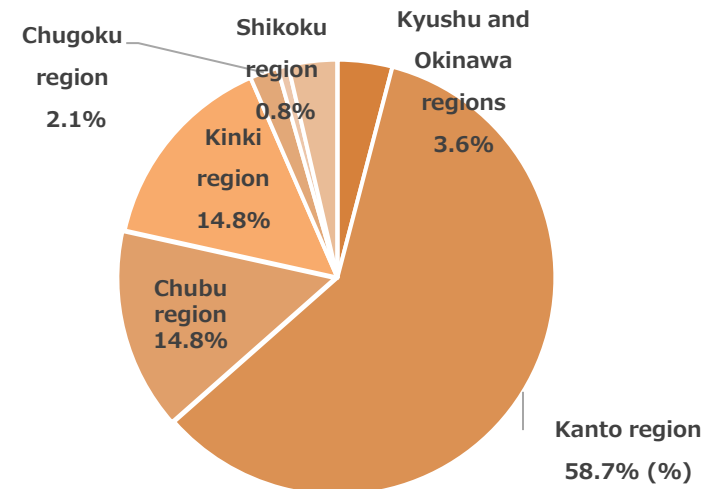
» About 70% of our readers work in the manufacturing industry.



» More than 60% of our readers are rank-and-file employees.



» Many viewers outside of the Kanto region



*From "Electronics Design/Embedded Development E-Newsletter" subscriber data (as of March 2021)

Special Site for The Editorial Feature "Manufacturing Innovation by "IoT"



Manufacturing Industry in the IoT Era How should we stand up to them?

--Consolidates the latest trends in following technology

<https://www.itmedia.co.jp/topics/1606/iiot/>

IoTがもたらす
製造業の革新

つながる工場 つながる技術 つながるサービス

製造業×IoT キーマンインタビュー特集

パナソニックが掲げる「自らし」と「現場」、2つのプラットフォーム
CASE時代のタイヤに必要なモノづくりとは、ブリヂストンが取り
新生東芝はなぜ「CPSテクノロジー企業」を目指すのか、その機
ヤマハ発動機唯一のフェローはインテル出身、2030年に向けデジ

新着記事

製造業がサブスクリプションに踏み出す上で理解すべき3つのポイント
管理費不在の集合住宅で自立つなごう共同システム、新米などの実用
アマゾンアップルグーグルの「Connected Home over IP」が
橋から街の奥へ、「サブライヴ」の世界が広がってきた
Logistics 4.0

「IoTプラットフォームによるアプローチは面白い」IoTを成功に
NECのローカル5G事業は「総合力」が強み、自社工場への導入も
IoT-EngineがSigfoxと連携、アグリゲートコンピューティング
「日本のローカル5Gはホットな市場」、ノキアが5社と協業して

Five industry-specific media outlets will present IoT information with a special focus on the manufacturing industry in a comprehensive special feature, **"Innovation in Manufacturing Brought about by the IoT.** The three topics are **"Connected Factories," "Connected Technologies,"** and **"Connected Services,"** respectively.

We continue to publish about **20** information releases and planned articles **each month**, with a series of articles focusing on interviews with top executives of manufacturing companies regarding IoT. In addition, the company is also strengthening its information dissemination on IoT application case studies, which are currently being sought by the government and other organizations.

Connected Factory (Smart Factory)

Keywords: Industry 4.0, "connected factory,"

Factory visualization, industrial network standards, etc.

The area of manufacturing IoT has attracted the most attention in the manufacturing industry IoT domain at the earliest time. This session will cover framework trends, key technologies and methods, and case studies, such as Germany's Industry 4.0 and the Industrial Internet Consortium in the United States. The benefits of the "connected factory" and key points for its realization will be introduced, focusing solely on what will happen to factories and manufacturing sites.

Connected technology (smart connected devices)

Key words: edge computing, cyber-physical systems (CPS), IoT platform, artificial intelligence, machine learning, deep learning, various IoT standards and communication standards, etc.

Introducing "connecting technologies" to realize the benefits of IoT and how IoT will change product development; product development to meet the requirements of IoT such as power saving, processing power saving, space saving, and setting saving; and combining with technologies such as artificial intelligence and machine learning. Edge computing technology and related standard trends will be introduced. The development environment that will change as a result of the IoT, such as the integrated development of mechanical, electrical, and software components, will also be discussed.

Connected services (smart services = business innovation through IoT)

Keywords: connected cars, automated driving, driver assistance, servicing manufacturing, remote monitoring, automatic control, predictive maintenance, recommendation functions, power-by-the-hour

The industrial cut will introduce how the business model of the manufacturing industry will change as a result of the IoT in products and other areas. The IoT will be used to create added value, such as automated driving through connected cars in the automotive industry, and predictive maintenance in industrial and medical equipment, etc. The report will also cover the trend toward "servicing," in which the value created by products is sold rather than the products themselves.

Editorial Feature "Edge Computing Strikes Back" Special Site



Edge Computing Strikes Back

---What the use of data to be turned in the field can bring about.

Introducing the latest technology trends and application examples

<https://monoist.atmarkit.co.jp/mn/subtop/features/edgecomputing/>



現場でデータ処理を行う「エッジコンピューティング」が盛り上がりを見せている。「エッジリッチ」とされるようにAIや分析技術、リアルタイム制御技術などを加える動きも加速し、現場での情報処理と実践の世界が広がる。なぜクラウドだけではためなの。その最新の技術動向と、活用事例を紹介する。

TOP STORY

いまさら聞けない「エッジコンピューティング」

IoT活用やCPS進展の中で、あらためて脚光を浴びている「エッジコンピューティング」。このエッジコンピューティングはどのようなことで、製造業にとってどのような意味があるのかを5分で分かるように簡単に分かりやすく説明します。

機械学習の2つの壁「分類モデルの選定」と「過学習」への対処法



さまざまなデータを用いた機械学習でスマートな製品開発を目指す上で課題になるのが、「分類モデルの選定」と「過学習」への対応だ。本稿では、分類モデルと過学習について概説するとともに、基礎的な対処法について説明する。

APPLICATION

いまさら聞けない「エッジコンピューティング」



手軽に設置できるAIカメラに新機能、執業性能3倍でPythonやAWS IoTにも対応



人の興味を命令を自動検知するエッジAI、三番電機が2022年にも製品開発へ



エッジは強く上位は弱く結果、"向に広がる"スマート工場への課題が明確に



IoT utilization in the manufacturing industry is expanding and is being introduced in a variety of forms. In particular, many manufacturing companies are enthusiastically promoting the use of IoT in their manufacturing sites, such as smart factories. However, only a few companies are achieving results. In other words, many companies are "working on it but not achieving results."

We believe that in order to overcome this situation, we need to **disseminate information that focuses on specific points. Therefore, we have decided to launch an IoT spin-out special feature in addition to the special feature site "Innovation in Manufacturing Brought about by the IoT" that we have been developing since 2016. As a first step, we will establish a new special site on edge computing, "Edge Computing Strikes Back."**

The movement to add AI, analytical and real-time control technologies, as considered "edge rich," is also accelerating, expanding the world of information processing and practice in the field. Why not just the cloud? This presentation will **introduce the latest technological trends and case studies of its utilization.**

APPLICATION

Keywords.

Factory edge computing, predictive maintenance, remote monitoring, image inspection



From both technological trends and application case studies, the Disseminating Manufacturing Smart Factory Initiatives

TECHNOLOGY

Keywords.

Edge analytics, edge servers, edge AI technology, real-time control

Sample articles:

Why Edge Computing is Re-Exciting Again

<https://monoist.atmarkit.co.jp/mn/articles/1910/17/news055.html>

The edges are tied strongly and loosely at the top.

The path to "truly connected" smart factories is clear.

<https://monoist.atmarkit.co.jp/mn/articles/2001/09/news067.html>

●How to deal with two barriers to machine learning: selection of classification models and overlearning.

<https://monoist.atmarkit.co.jp/mn/articles/2004/07/news017.html>

Editorial Feature "5G People to Things" Special Site

MONOist

EE Times Japan

EDN Japan

Tech Factory

5G People to Things

--Wireless technology in an "unexplored era"

5G Changes the Field Today: Tracking the Latest Wireless Technology Trends

<https://eetimes.itmedia.co.jp/ee/subtop/features/5g/>



5G (第5世代移動通信)の登場で無線は、人と人だけでなく、人とモノ、モノとモノをつなぎ、社会を大きく変えていこうとしている。5Gを中心とした最新無線技術トレンドを追うとともに、製造業を中心に5Gで変わる現場の今をお伝えする。

TOP STORY

5Gインフラでシェア拡大狙うIntel、4製品を発表



Intelは2020年2月24日(米国時間)、5Gインフラ向けに、新しい「第2世代 Intel Xeonスケーラブル・プロセッサ」の他、「Atom P5000」、ストラクチャードASIC「Diamond Mesa (開発コードネーム)、イーサネット NIC (Network Interface Card)「イーサネット 700シリーズ・ネットワーク・アダプター」を発表した。

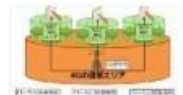
5Gで加速する、NTTドコモの共創ビジネスとIoTへの取り組み



エレクトロニクス製造および実装技術の集大成である「インターネッポンジャパン2020」(2020年1月15~17日、東京ビッグサイト)の特別講演に、NTTドコモ 5G・IoTソリューション推進室ソリューション戦略推進 担当部長、エバンジェリストを務める 有田貴之氏が登壇。「5G時代のビジネス協創に向けた取り組み」をテーマに、5Gがもたらす企業への影響とNTTドコモの取り組みについて紹介した。

トレンド

ローカル5G、NSAからSAへの移行が技術的課題に



新型コロナウイルス対策にこそ、5G/IoT/AIが活用されるべき



5G対応基地局市場、2023年は11兆3530億円規模へ

項目	2020年	2021年	2022年	2023年
基地局	1,200億	1,500億	2,000億	2,500億
ネットワーク	1,000億	1,200億	1,500億	1,800億
端末	800億	1,000億	1,200億	1,500億
サービス	600億	800億	1,000億	1,200億
その他	400億	500億	600億	800億
合計	3,000億	3,500億	4,300億	5,300億

MWCで開きなかった、モバイル業界への7つの疑問



5G (5th generation mobile communications) has finally started commercial services in Japan, and according to a JEITA survey, **global demand for 5G market is expected to grow at an average annual rate of 63.7%**, reaching approximately \$960,000,000,000 by 2025.

Taking advantage of 5G's characteristics of ultra-high speed, high capacity, ultra-low latency, ultra-reliability, and multiple simultaneous connections, it is expected to be used not only in mobile networks as in the past, but also in a wide variety of applications ranging from factories to medicine, automobiles, and entertainment.

However, because it is a new technology, including millimeter wave, many people have **questions such as "Is it really usable?" and "What do I need to do to introduce it?"** This special site introduces the **latest 5G technologies and trends**, and provides information **related to the planning and development of 5G-compatible devices and services.**

Trends ● Tracking the latest technological trends

5G/IoT/AI **should be** used to combat the new Corona.

<https://eetimes.jp/ee/articles/2003/18/news033.html>

Local 5G, transition from NSA to SA is a technical challenge

<https://eetimes.jp/ee/articles/2004/06/news019.html>

Devices/Development ● For those involved in the development of 5G-compatible devices

Millimeter wave packaging technology to support 5G mobile communication systems

<https://eetimes.jp/ee/articles/1912/06/news044.html>

Will the introduction of 5G change things? RF Chip Materials

<https://eetimes.jp/ee/articles/2003/06/news050.html>

Introduction/Application ● To those who plan and operate related services

Transition to 5th generation (5G) mobile communication systems and challenges

<https://eetimes.jp/ee/articles/1911/19/news023.html>

Successful low latency delivery over 5G for use in VR telemedicine education solutions

<https://monoist.atmarkit.co.jp/mn/articles/2002/04/news030.html>

Special Site for The Editorial Feature "Connected Cars" Changing the Future of Mobility



The automotive industry is now entering a new phase. Not only are the functions of the car itself dramatically improving, but communication technologies such as 5G and telematics are evolving the car into a "connected car," and new services involving industries other than the automobile industry, such as insurance, passenger services, and logistics, are being created.

The "connected car," which is closely related to the IT industry, has a different sense of speed of innovation than the conventional automobile industry, which has introduced new models in a three to five year cycle. Leveraging this sense of speed, new companies from outside the automotive industry have been entering the market to start new businesses. The automotive industry, which is changing under the influence of these companies, is also trying to create a new form of mobility that is not limited to conventional vehicles, while involving society as a whole.

This special site will focus on the future of mobility through the following three approaches: "Automated Driving," which covers the evolution of vehicle control technology, including sensing; "Connectivity," which focuses on the technologies that enable vehicles to connect, essential for the creation of various services; and "Social Innovation," which covers specific services that will change society. The "Connected Cars" will change the future of mobility from three perspectives.

Three perspectives
 Approaching the Future of the
 "Connected Car"

automatic operation (machine) AUTONOMOUS VEHICLES

Keywords:
 Automated driving technology, ADAS, formation driving, electrification, unmanned driving
 Automotive electronics, artificial intelligence, deep learning, and

connectivity CONNECTIVITY

Keywords:
 5G, telematics, ITS, connected cars, IoT, and
 Over-the-air updates (OTA), security

social reform SOCIAL INNOVATION

Keywords:
 Mobility services, logistics, congestion relief, ridesharing, and
 Car sharing, car insurance, transportation in underpopulated areas



Ad Menu

Billboard Banner (Video)

This is an advertising space that displays content (still images or videos) directly below the global navigation of each media. It can have a strong impact on readers and is perfect for branding.

▼ Product specification ①: Only videos are displayed in big size



▼ Product Specification ②: Video is displayed left or right aligned (position can be selected).. A still image is displayed in a other position.



Video			
Media	Location	Rate	Ad specification
EE Times Japan or EDN Japan	Home page and article pages	view@ CPM US\$120 Minimum order: \$3,600	▼ Specifications (1) Left and right: 970px / Top and bottom: 400px *Deployed within the sizes listed above. ▼ Specifications (2) Left and right: 970px / Top and bottom: 250px ※Video: 444 x 250 px Still image: 526 x 250 px

▼ Required materials and specification

Required materials	File format	File size	Ad size	Remarks	Material deadline
Video file	mp4	Less than 2GB	Specification ①: Within 970 x 400 px ※Aspect ratio of 16:9 material recommended.	The movie need to be within 30 seconds.	10 business days before
Thumbnail (Still image)	gif, jpg or png	Less than 150KB	Thumbnail size needs to be the same as video file.	-	
Static image file *This material is required only in the case of specification ②.	gif, jpg or png	Less than 150KB	526 x 250 px	Creative other than the thumbnail is recommended.	

▼ Remarks

- The number of available insertion locations, the number of views, and the price will vary depending on the status of other advertisements. Please contact our sales representative for more information.
- We will use the system provided by Loca Research for banner insertion. If you would like to use a third-party distribution system provided by your company, we will guarantee impressions, not views.
- Please note that prices and specifications are subject to change without notice.
- Report items: views, clicks, number of plays (percentage), 1/4 number of plays (percentage), 2/4 number of plays (percentage), 3/4 number of plays (percentage), number of video plays completed (percentage) .
- Audio is turned off by default.
- The number of materials that can be inserted at the same time is limited to one during the insertion term.
- The maximum insertion term is three months.

Banner Ad (EE Times Japan/ EDN Japan)

Home page



Article pages



Ad placement	Location	Insertion term	Insertion Start Date	Impressions	Rate	File format	Ad size	File size
Super Banner	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$48	gif, jpg or png	728 x 90	Less than 150KB
① W Super Banner	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$60	gif, jpg or png	728 x 180	Less than 150KB
Billboard (Still image)	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$72	gif, jpg or png	970 x 250	Less than 150KB
② Rectangle	All	Free to choose (1 week or more)	Any business days	Guaranteed	CPM \$48	gif, jpg or png	300 x 300, 300 x 250 or 300 x 600	Less than 150KB

Banners on Smartphone View

This is an advertising product that specializes in a user interface for smartphone access only.



■ Smartphone users different from PC version
 Already 20% of all impressions Accessed from a smart phone.

▼EE Times Japan

Ad placement	Location	Insertion term	Impressions	Slot	Rate	File format	Ad size	File size
(1) Smart Phone Rectangle	All	Free to choose (1 week or more)	Guaranteed (Minimum order: 100,000 impressions)	-	CPM \$42	gif, jpg or png	300 x 300 or 300 x 250	Less than 150KB
(2) Smartphones Text	Article pages	1 month	Estimated 110,000imps	2	\$2,400	Text	28 characters or less	-

▼EDN Japan

Ad placement	Location	Insertion term	Impressions	Slot	Rate	File format	Ad size	File size
(1) Smart Phone Rectangle	All	Free to choose (1 week or more)	Guaranteed (Minimum order: 30,000 impressions)	-	CPM \$42	gif, jpg or png	300 x 300 or 300 x 250	Less than 150KB
(2) Smartphones Text	Article pages	1 month	Estimated 16,000imps	2	\$2,400	Text	28 characters or less	-

E-Newsletter Ad



Email advertising that delivers information directly to readers

We have e-Newsletters by industry and manufacturing process.

Header Text Banner that can be inserted at the top of the editorial e-Newsletter.

Special Edition that allows you to promote one email ad exclusively as an extra issue of the editorial e-Newsletter.

Attribute-specific **Targeting Mail (eDM)** is available. (See next page.)

■ Want to reach the entire manufacturing industry and secure the distribution population by attracting customers, etc.

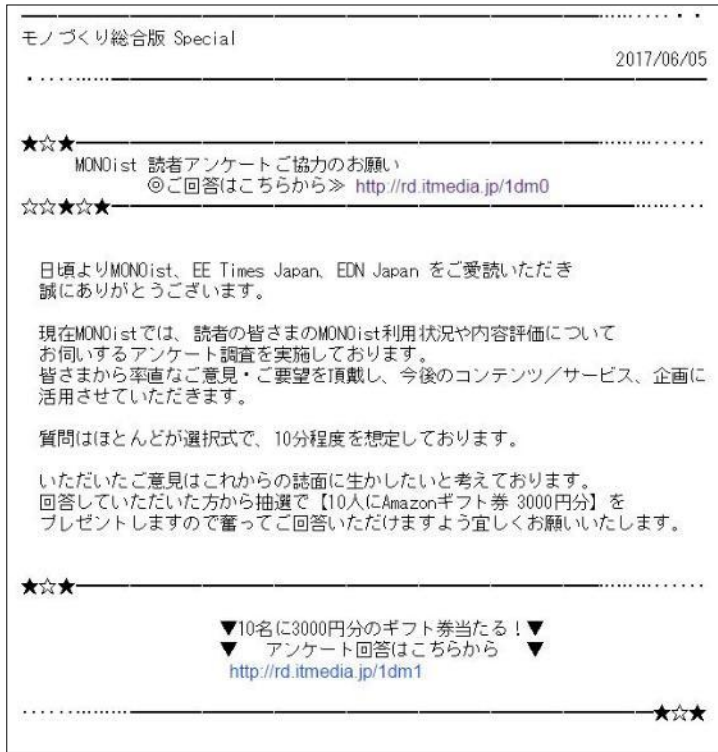
⇒ **Engineering Media Consolidated Mail**

■ Want to reach readers who are interested in the electronics topics.

⇒ **Electronic Design / Embedded Mail**

■ Want to send out emails only to readers narrowed down by specified segments.

⇒ **Targeting Mail (eDM)**



Media	e-Newsletter	Ad placement	Slot	Specification	Subscribers	Delivery Date	Rate
MONOist EE Times Japan EDN Japan	Electronic Design / Embedded Mail	Header Text Banner	2	Within 38 double-byte characters (76 single-byte characters) × 5 lines	Approx. 136,000	Weekdays Morning	\$1,800
		Special Edition	1	Subject: Within 30 double-byte characters (60 single-byte characters) × 1 line Body text: Within 38 double-byte characters (76 single-byte characters) × 100 lines or less	Approx. 111,000	Weekdays Morning	\$11,400
		Special Edition (HTML format)	1	*Please refer to the HTML ad specification guide .	Approx. 111,000	Weekdays Morning	\$12,600
	Engineering Media Consolidated Mail	Header Text Banner	2	Within 38 double-byte characters (76 single-byte characters) × 5 lines	Approx. 214,000	Every Thursday Morning	\$1,800
		Special Edition	1	Subject: Within 30 double-byte characters (60 single-byte characters) × 1 line Body text: Within 38 double-byte characters (76 single-byte characters) × 100 lines or less	Approx. 174,000	Weekdays Around noon	\$13,440
		Special Edition (HTML format)	1	*Please refer to the HTML ad specification guide .	Approx. 174,000	Weekdays Around noon	\$14,640

[Notes]

URLs for Special and Targeted emails will be changed to click-counting URLs at the time of delivery. Please be aware of this.

Supplemental information for creating mail magazine advertisements

URLs are limited to 3 URLs for Header Text Banner and up to 20 URLs for Special Edition.

Please submit your advertisement materials with the completed content by e-mail. No proofreading/editing/translation will be made.

Please be sure to include a space before and after the URL of the link, since links without these spaces may not work depending on the environments of specific users.

Please be sure to use monospaced fonts when preparing the material.

Please refrain from using machine dependent characters.

Targeting Mail (eDM) (MONOist/EE Times Japan/EDN Japan/Smart Japan)

Engineering Media has about 284,000 members in the manufacturing industry. Targeting Email can extract only the target you want to convey from among the members and deliver your message effectively. Please use this service for "Leading to white papers," "Product announcements," "Leading to campaign sites," "Attracting seminar attendees," and more.

Rate: \$2,400 or more / 1 time (tax not included)
 Available days for delivery : Weekdays
 Maximum number of deliveries: approx. 284,000
 Number of engineering media members who obtained targeted e-mail permissions

Material specifications
 Subject: 30 double-byte characters or less (60 single-byte characters or less)
 Body text: 38 double-byte characters or less (76 single-byte characters or less) x 100 lines or less
 Submission deadline: 4 business days before the delivery date
 Click count: Available. Up to 20 link URLs (*)

*Please note that the link URLs will be changed to the trackable URL at the time of distribution.

Unit cost (excluding tax)
Action History Designation \$0.48 @ 1 mail (Text mail, data usage fee + delivery work fee are included.)
Member registration data \$0.48 @ 1 mail (Text mail, data usage fee + delivery work fee are included.)
Company Name \$0.48 @ 1 mail (Text mail, data usage fee + delivery work fee are included.)

Segment field

■ **Business industry**
 Agriculture, forestry, fisheries and mining
 Construction
 Trading companies
 Manufacturing
 Computer-related equipment manufacturing
 Computer software manufacturing
 Electronic components, devices, and circuits
 Electrical equipment
 Automobile and transportation equipment
 Industrial and office equipment
 Food, chemical, and pharmaceutical manufacturing
 Materials and energy-related manufacturing
 Other Manufacturing
 Information Services
 Packaged software industry
 SI (System Integrator)
 Contract development and information processing
 Embedded software
 IT consulting
 Other information processing and information services
 Telecommunications service providers
 Telecommunications carriers
 ISP, IDC, SaaS cloud providers
 Other telecommunication service providers
 Wholesale and retail trade
 Electricity, gas, heat supply, and water supply
 Transportation and postal services
 Finance and insurance
 Real estate and goods rental
 Lodging and food services
 Lifestyle-related services and entertainment
 Professional and technical services
 Newspapers, publishing, broadcasting, media and advertising
 Education and learning support
 Medical care and welfare
 Other service industry
 Government/Organization
 Other Industry
 Free Trade

Housewife/Househusband
 Student
 Unemployed
 ■ **Job function**
 Management and Corporate Planning
 Environmental measures and environmental promotion
 Construction and civil engineering related jobs
 Information System Related
 Internal Information Systems (CIO Manager)
 In-house information systems (planning and procurement)
 In-house information systems (development, operation and management)
 In-house information systems (other)
 IT Consultant
 IT Architect
 Project Manager
 System Analysis and Design
 Programming & Testing
 Maintenance and operation management
 Other Information System related jobs
 Manufacturing related
 Product planning
 Research
 Development
 Logic and circuit design (analog)
 Logic and circuit design (digital)
 Mechanical design (mechanism, chassis, etc.)
 Other Design
 Analysis and simulation
 Embedded software development (PM/Architect)
 Embedded software development (design/programming)
 Embedded software development (testing/quality control)
 Manufacturing/Production Engineering
 Production Management/Process Control
 Quality Control
 Other manufacturing-related jobs
 General Affairs, Human Resources and Education
 Finance/Accounting/Accounting
 Purchasing
 Public Relations, Advertising and Marketing

Design and Creative Work
 Sales, sales, and service personnel
 Other Professional Positions
 Other General Employment
 Housewife/Househusband
 Student
 Unemployed
 ■ **Job title**
 CEO/Board Member
 Business/Factory Director
 General Manager
 Manager
 Assistant Manager/Leader
 Employee/Staff
 Contractor/Temporary Employee
 ■ **Work location**
 Prefecture/Province
 ■ **Number of employees**
 1 to 9 persons
 10 to 49
 50-99 persons
 100-299 persons
 300-499 persons
 500-999 persons
 1000-1999 persons
 2000-4999 persons
 5000 to 9999 persons
 More than 1,000 people
 Non-Corporate Organization
 Not applicable
 ■ **Company annual sales**
 Less than \$600,000
 \$600,000 to less than \$1,200,000
 \$1,200,000 to less than \$1,200,000
 \$1,200,000 to less than \$60,000,000
 \$1,200,000 to less than \$60,000,000

\$60,000,000 to less than \$120,000,000
 \$600,000,000 to less than \$1,200,000,000
 \$600,000,000 to less than \$1,200,000,000
 More than \$12,000,000,000
 ■ **Product/Service specified**
 Electronic Devices / Tools
 Digital ICs / Memory ICs
 Analog ICs / Mixed Signal ICs
 Electronic Components / Materials
 EDA (Electronic Design Automation) Tools
 Power Sources / Batteries
 Test & Measurement Instruments
 Computers & Peripherals / Communication Equipment
 Other Related Services to Electronic Devices / Tools
 Devices / Tools for Wireless Technology
 LED
 Display
 Programmable Devices
 Sensors
 Embedded Hardware & Software
 Embedded Software / Development Tools
 Embedded Boards
 Robots
 Tools for Software Testing / Debugging
 Software for Automotive
 Embedded Security
 OS (Operating System) for Embedded Products
 Edge Computing
 AI-related
 Other Solutions Related to Embedded
 Mechanical Design & Development
 CAD (Computer Aided Design)
 CAE (Computer Aided Engineering)
 CAM (Computer Aided Manufacturing) / Machine Tools
 3D Printers
 3D Scanners
 Equipment for Cutting / Molding
 Product Planning / Design
 Other Solutions Related to Mechanical Design

Production Management
 Production Management
 ERP (Enterprise Resource Planning)
 Information Sharing Tools
 Inventory Management
 IT Infrastructure (Server/Storage/Cloud)
 Other IT Solutions
 Consulting Services
 AI Solutions
 Data Analysis
 Communication Tools
 Mobile/PC/Wearable Devices
 IoT/Networking/Communication
 Security
 Environmental Operation
 Energy Saving Appliances for Building / Offices / Shops
 Power Generation Systems (i.e. Solar Power Generation)
 Electric Batteries / Battery Systems
 Environment Management Systems / Services
 Power Supply Services
 Services for Career Development
 Services for Improving Career
 Services for Improving Skills
 Language Learning
 Education Services for Engineers
 Construction Design
 CAD
 Construction Site
 Maintenance / Management
 BEMS / MEMS / HEMS
 Energy
 ZEB / ZEH
 Power Generation / Energy Battery Systems
 Other Products / Services

Advertorial

Advertorial

This is a generic term for a menu where editors plan and produce original, editorial-style promotional articles that convey information about products, solutions and services to readers in an easy-to-understand way.

It can be implemented in a variety of formats for a variety of purposes, such as enhancing corporate and brand image, increasing commercial product awareness and event coverage.

We provide an ongoing communication link with your readers by placing your company's content in the media.

Extensive programs of advertorial



- Behavioral history targeting advertorial
- Page view guaranteed advertorial
- Traffic creation period guaranteed advertorial
- Advertorial Push / Advertorial Push Light
- Lead generation advertorial
- Re-traffic Creation Program

EE Times Japan > Special > 「800Vから48V降圧」で自動車の「多様な電動化」に応えるVicor

Vicor オートモーティブグループディレクター 小川雅彦氏

「800Vから48V降圧」で自動車の「多様な電動化」に応えるVicor

2018年10月より本格的に自動車市場に参入したVicorは、日本でも車載ビジネス拡大に向け体制を整えている。あらゆる電圧レベルに合わせ、4種類の電源モジュールで300種以上の電力供給ソリューションを実現できるVicorは、日本ではどのような車載ビジネス戦略を打ち立てているのか。Vicorの日本法人でオートモーティブグループディレクターを務める小川雅彦氏に聞いた。

© 2021年08月24日 10時30分 公開 [PR/EE Times Japan]

印刷する 12 Share 0

世界各国で加速する自動車の電動化

—自動車では電動化の動きが加速しています。現在のEV（電気自動車）の市場をどのように分析していますか。

小川雅彦氏 国内外の自動車メーカー各社が、EV+FCV（燃料電池車）の開発を急加速している。例えば米・自動車メーカーでは2025年までにエンジン車を全廃、欧州のメーカーでは2035年に向け大型にEVへシフトする計画を打ち出している。これまで長年にわたり、全世界で生産される自動車におけるEVの割合は1~2%と非常に少なかったことを考えれば、これらがいかにドラスティックな転換であるかが分かるだろう。

さらに、自動車メーカー各社は、これまでは比較的低価格市場に向けてEVを販売していたが、メイン市場にも拡大する方向に舵を切っている。こうした状況から、2030年には、6350万台生産されるxEVのうち、EVはその半分近くとなる2900万台になると予測されている。

The race to electrification

■ This year new vehicle estimates are even higher than last year

- New car production will drive consumer demand
- Higher number of ICE introductions

■ Out of 83M ICE cars by 2030, the expected battery electric vehicles to account for 25M cars, 30% of the ICE total

■ ICE vehicle production, according to S&P, fell from 87% in 2020 to 86.5% in 2040

Global Auto units sold (M/M)

Year	ICE	EV	Total
2015	78	0	78
2016	79	0	79
2017	80	0	80
2018	81	0	81
2019	82	0	82
2020	83	0	83
2021	84	0	84
2022	85	0	85
2023	86	0	86
2024	87	0	87
2025	88	0	88
2026	89	0	89
2027	90	0	90
2028	91	0	91
2029	92	0	92
2030	93	0	93
2031	94	0	94
2032	95	0	95
2033	96	0	96
2034	97	0	97
2035	98	0	98
2036	99	0	99
2037	100	0	100
2038	101	0	101
2039	102	0	102
2040	103	0	103

VICOR

自動車メーカー各社はEVの開発に急を感している

Behavioral History Targeting Advertorial (Page View Guaranteed)

Identification of "interests" based on readers' behavioral data (article browsing history)
Only those who are "highly interested" will be directed to the advertorial article.

Ads for traffic creation take the readers to the advertorial.



- (1) Targeting guidance
Targeted readers with high interest and inducement from each targeted media
- (2) Retargeting by external services
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook
- (3) Extended to similar users
Use of audience extensions to direct more "interested parties" to advertorial articles



Do not display inducement ads



Advertorial



Rate

\$18,000

(Tax not included)

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	3,000
Traffic creation period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
Menu	Production of 1 advertorial article Approximately 4,000 words and no more than 3 illustrations (with interviews) Includes content posting fee Viewing reports (Page View, Unique Browsers, companies viewed, etc.)
Advertorial insertion	EE Times Japan or EDN Japan

Keywords for targeting can be freely selected, but we may ask you to make adjustments if the number of Unique Browsers in our company falls below 100,000 Unique Browsers.
This service is an extended audience distribution and external media plan.
Target media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan
ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified by the advertiser).
ITmedia will prepare the material for traffic creation (cannot be confirmed or specified in advance by the advertiser).
Ads for the traffic creation will be suspended as soon as the guaranteed Page View is achieved, but are guaranteed to remain up for at least one week.

EE Times Japan Special/EDN Japan Special (Traffic Creation Period Guaranteed Advertorial)

We produce and publish article-based advertisements (PR contents) in accordance with your company's requirements. We can create content such as interviews with top management, case studies, exhibition reports, product introductions, etc., in accordance with your promotional objectives. Ideal for developing promotions for the electronics industry.

Standard Plan (3,000 - 4,000 characters): \$15,600

Content: Production of one advertorial article (1html) (including content publication costs)

Traffic creation period: 1 month

Ads for traffic creation and their insertion term

EM ALL Sidelinks (1 month)

EE Times Japan top link or EDN Japan top link (1 month)

EE Times Japan / EDN Japan Links below the article (1 month)

EM Smartphone View Smartphone Link (1 month)

In case of re-submission of the first draft: \$3,600

In case of revisions after the final proofreading: \$1,200 will be charged separately.



Position of ads for traffic creation to the advertorial



EE Times Japan Special/EDN Japan Special (Page View Guaranteed Advertorial)



Rate

2,000 Page Views
Guaranteed:
\$14,400

The above prices are for the Standard Plan (approx. 4,000 characters)
Tax is not included.
In case of re-submission of the first draft: \$3,600
In case of revisions after the final proofreading: \$1,200 will be charged separately.

Example of ads for traffic creation



[Remarks]
We may not be able to guarantee the number of Page Views depending on the content of the advertisement. Please consult with us in advance.
The scope of Page View is all article pages posted on PCs and smartphones.
The space and content of the inducement ads will be left to us.
Induction ads will be suspended as soon as the guaranteed Page View is achieved, but are guaranteed to remain up for at least one week (estimated one month).
We can also guarantee more than 2000Page View. Please contact us for the number of Page Views that can be guaranteed and pricing.

Advertorial Push

The advertorial production process is almost the same as a regular advertorial, except instead of directing the viewer to the Web, the advertorial is sent via HTML email!

Email image

※Actual design may change.

予測不可能を可能に変える 人流データ活用でデータドリブン実践の「第一歩」を踏み出そう

先行き不透明な時代に、企業が事業を展開するためにはデータの活用が必須だ。「人手なし」「活用できるデータなし」「活用するイメージも湧かない」という壁にぶつかってデータドリブン実践の「第一歩」でつまづく企業は何をすべきか、利用できるデータを提供するサービスを検討するのの一つの手段がもしれない。

世界情勢や社会環境が激動する今、顧客のニーズや行動を予測することはますます難しくなっている。先行き不透明な時代に企業が生き残るための判断材料を提供するのがデータ分析だ。しかし、人材不足や活用できる状態にデータが整備されていないことを理由に、データ分析に踏み出せない企業は多い。

2022年11月2日に開催された「リテール未来会議2022-Retail DX Conference」で、「リテール業界の多様な導入事例から学ぶKDDI人流データ活用」と題してKDDIの山本隆広氏（経営戦略本部 データマネジメント部 部長）が講演した。

山本氏は、新型コロナウイルス感染症（COVID-19）で多くの企業が一気にリモートワークへと切り替えたことに言及し、「オフィス出社が当たり前だった頃とこんなに短期間で働き方が激変するなど、誰も想像しなかっただろう。昨日の常識が明日には通用しない、まさに予測不可能なVUCA（Volatility, Uncertainty, Complexity, Ambiguity）の頭文字を取った略語。予測不可能 時代に入りました」と述べた。

「KDDI Location Analyzer」とは
KDDIの持つ位置情報データと属性データ（ファクトデータ）を活用
商圏および来店客の属性の高い分析を可能にするセルフ分析ツール（GIS）

保有データ → 加工変換 → クラウド型GIS → ご利用者さま

予測不可能を可能に変える「人流データ」とは？

予測不可能な状況下であっても、企業は未来を見越して事業を展開しなければならぬ。どうすればVUCA時代を生き抜くことができるのか。「そのヒントはデータにある」と山本氏は言う。

「変化を察知して予測し続けるには、人の行動など現状を示すデータが必要だ。こう



Content delivery via email

Email:
ST Targeting Mail (eDM)

Max available number of emails: 175,000
Delivery date: Business day

※The maximum number of emails may change depending on the number of members joining and leaving the program.

Also posted in the media website as an archive.



※ Insertion only. Traffic driver is at an additional cost.

Rate

USD 12,000 / 15,000 readers
(excluding tax)

Specifications

Provided items	Report
<ul style="list-style-type: none"> Interview Production of 1 advertorial (about 2,000 characters) Distribution of content via HTML email Content posting in production media 	<ul style="list-style-type: none"> Number of emails sent Email open rate Number of clicks of email Email Click Through Rate

- After the interview, we will send you a text file to review in approximately 6 business days.
- Please note that there are a number of limitations due to HTML email delivery. Please understand this in advance.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' projects. Please understand this in advance.
- As an option, additional traffic drivers to the archived insertion Web page are available. Please contact our sales staff.

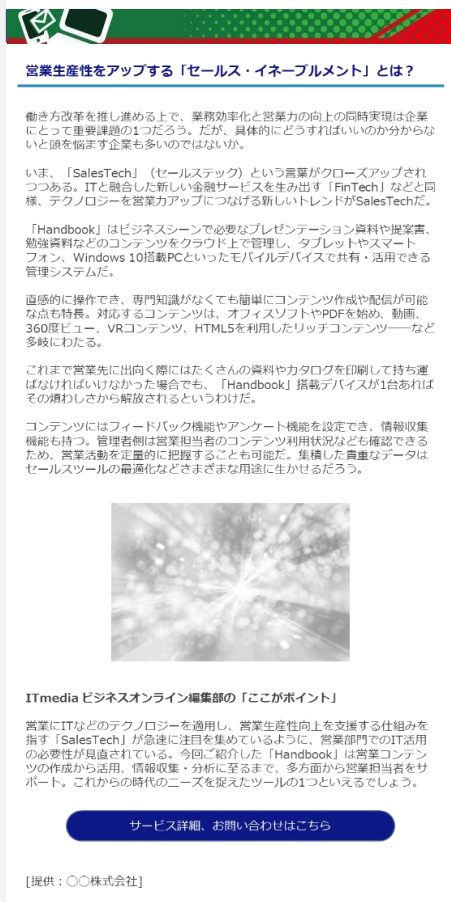
Like a normal advertorial, ITmedia will create the material after interviewing the advertiser.

Advertorial Push Light

Recommended for those who do not want to spend a lot of time and effort and want to deliver the email quickly. This is a simplified version of the Advertorial Push that delivers a higher number of letters instead of "no interview" and "fewer words".

Email image

※Actual design may change.



Release summary of key points

Product and service introductions in the form of regular news articles, based on press releases and product literature

Number of characters: About 500
Illustration: Up to 1

Editor's perspective

A summary of the key points for the readers will be given with the editorial viewpoints.

Number of characters: About 200

ITmedia will prepare the content based on the materials provided.



Content delivery via email

Email: ST Targeting Mail (eDM)

Max available number of emails: 175,000
Delivery date: Business day

Also posted in the media website as an archive.



※ Insertion only. Traffic driver is at an additional cost.

Rate

USD 10,800 / 50,000 readers
(excluding tax)

Specifications

Provided items	Report
<ul style="list-style-type: none"> • Production of 1 simple advertorial (About 700 characters) • Distribution of content via HTML email • Content posting in production media ※Interview is not included.	<ul style="list-style-type: none"> • Number of email sent • Email open rate • Number of clicks of email • Email Click Through Rate

- This is a simple advertorial program with no interview. Please let us know in advance if there are points you would like to emphasize in product information, etc.
- We will send you a text file for your review in approximately 5 business days after we receive the materials.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' projects. Please understand this in advance.
- As an option, additional traffic drivers to the archived insertion Web page are available. Please contact our sales staff.

EE Times Japan/EDN Japan x TechFactory Special (Advertorial Planning/Production & Lead Generation)

We create advertisements in the form of articles (PR content) in accordance with the requirements of the company. We will post it on the lead generation platform "TechFactory" and create traffic via specialized media (EE Times Japan/EDN Japan) to acquire leads. By incorporating traffic creation from media with a large number of highly specialized readers, we can smoothly acquire high quality leads.

The image displays the EE Times Japan website interface, featuring various articles and advertisements. A prominent green speech bubble contains the text "Text banner for traffic driving to TechFactory". To the right, the TechFactory logo is shown, along with a "Special" badge and a technical drawing. Below these, a landing page is shown with a "Read more" button, which is highlighted by a green arrow pointing to the right.

Landing page (ungated) → Push "Read more" button → Gated page are displayed (and leads are generated)

Rate: \$14,400 or more

- TechFactory "Editorial advertorial article" production, 50 leads (non-segmented) included
- Changes to lead attributes and number of leads are also possible. Please contact us for details

■ Remarks

- This menu is a lead acquisition plan at TechFactory. advertorial articles published on TechFactory do not include post-production reports such as Page View, Unique Browsers, etc.
- The maximum lead acquisition period is 2 months.
- When we receive an application with a guaranteed number of leads, as soon as the acquisition is complete, the media will not be directed to the site.
- It will be suspended, but we guarantee publication for at least one week.
- Revision of the first proof: \$3,600, Revision of the second proof: \$1,200
- The following charges will be added to the total
- Prices are exclusive of tax.

Option: Re-traffic Creation Program (Based on Behavioral History Targeting)

Provide additional traffic creation for advertorial that have already finished achieving the target page views.

(Reuse of the advertorial)


Display induction ads Leads to articles

Highly "interested" people



- (1) Targeting guidance
Targeted readers with high interest and inducement from each targeted media
- (2) Retargeting by external services
Guiding "interested parties" extracted by ITmedia DMP through retargeting on DSP and Facebook
- (3) Extended to similar users
Use of audience extensions to direct more "interested parties" to advertorial articles

Low "interest"



Do not display inducement ads



Rate

US\$ 6,000 for additional 2,000 Page Views (Tax not included)

Specification and items included the package

Guarantee	Page View
Guaranteed Page View	Any from 2,000Page View or more
Traffic creation period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
Menu	Additional guidance to existing content Viewing report (Page View, Unique Browsers, companies viewed, etc.)
Advertorial insertion	EE Times Japan or EDN Japan

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.

Keywords can be freely selected, but we may ask you to make adjustments if the number of Unique Browsers in our company falls below 100,000 Unique Browsers.

This service is an extended audience distribution and external media plan.

Target internal media: MONOist/EE Times Japan/EDN Japan/BUILT/Smart Japan

ITmedia will select the most appropriate destination for the external media depending on the content (cannot be specified).

ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).

Inducement ads will be suspended as soon as the guaranteed Page View is achieved, but are guaranteed to remain up for at least one week.

- ☑ **Increase awareness, especially among "interested" people**
Since inducement advertisements are displayed only to those who are highly interested and concerned, it is expected to be effective in increasing awareness, especially among those who are interested and concerned.
- ☑ **Reach out to people who have never visited ITmedia**
Linking reader behavior data to external services. Extended distribution makes it possible to catch people with the same "interests and concerns" who have never visited ITmedia on external media. This will broaden the reach of your readers.

Option: Re-traffic Creation Program (Based on Normal Page View Guaranteed Advertorial)

Provide additional traffic creation for advertorial that have already finished achieving the target page views.
(Reuse of the advertorial)

EE Times Japan/EDN Japan homepage and article pages



Advertorial



Rate

US\$ 6,000 for additional 1,000 Page Views (Tax not included)

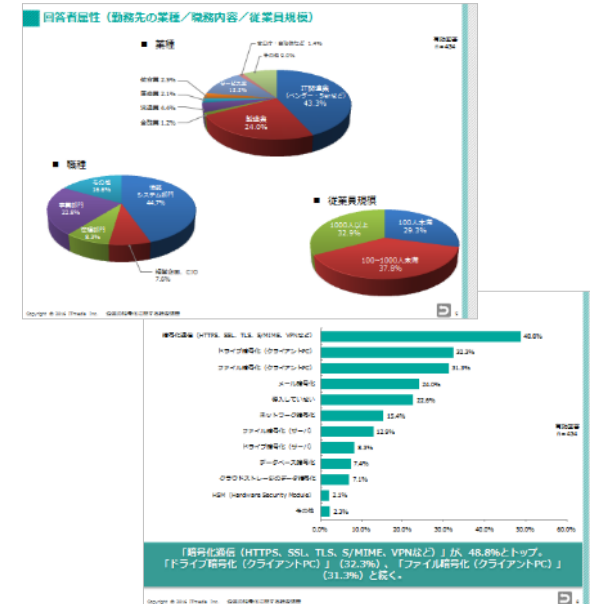
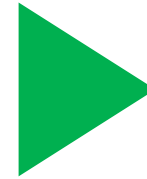
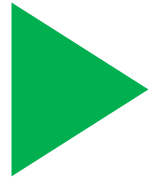
Specification and items included the package

Guarantee	Page View
Traffic creation period	Minimum 1 week to expected 2 months (Ends as soon as the guaranteed Page View is achieved)
Menu	Additional guidance to existing content Viewing report (Page View, Unique Browsers, companies viewed, etc.)
Advertorial insertion	EE Times Japan or EDN Japan

We will charge \$2,400 for the inducement fee and a separate publication fee. In addition, if revisions to the text are required, we will estimate the cost of the work.
The space and content of the inducement ads will be left to us. ITmedia will prepare the guidance script (cannot be confirmed or specified in advance).
Inducement ads will be suspended as soon as the guaranteed Page View is achieved, but are guaranteed to remain up for at least one week.

Market Research

Research conducted by media outlets that know the industry and its readers well.
It highlights the challenges and demands of the industry and its readers.



■ Sample price: \$18,000 or more

【Notice】

We will conduct the survey using a web-based survey system (SurveyMonkey, etc.) and the delivered report will be statistical data. The report will be statistical data and will not contain any personal information.

Delivered report is a simple tabulation and graphing of the collected responses (PPT/PDF)

Questions and questionnaires will be designed based on the applicant's draft questions, and will be reviewed by ITmedia staff.

The name of the survey subject (the applying client) will be listed on the survey form.

Due to the specifications of the survey system, we cannot guarantee that we will be able to design all the questions you request.

The standard expected number of responses is 200 and the number of questions is 15. The number of responses is a standard number and is not guaranteed.

Prices vary depending on the number and content of questions and target number of responses

Cross tabulation (\$600), free response classification (\$2,400), and debriefing session (\$2,400) are available as paid options.

Specific Theme Site Sponsorship

Exclusive ownership of specialized sections focused on specific themes to cultivate prospective customers



Rates: Please contact your sales representative.

Contact Us

ITmedia Inc.

Sales Division

E-Mail : sales@ml.itmedia.co.jp

Office : 13F Kioicho Building 3-12, Kioicho, Chiyoda-ku, Tokyo 102-0094 Japan

Web : <https://promotion.itmedia.co.jp>

All prices in this document do not include tax.

Please note that the page design is subject to change.



EETimes
Japan

EDN
Japan

Contact Us ITmedia Inc. Sales Division

13F Kioicho Building 3-12, Kioicho, Chiyoda-ku, Tokyo 102-0094 Japan

Mail: sales@ml.itmedia.co.jp

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