



Ustream to distribute “NIKKEI Japan Report” from August 9, 2011
~~Bringing the English-language program on the Japanese economy to the world

Nikkei Inc. (President & CEO: Tsuneo Kita) and Ustream Asia Inc. (CEO: Tomotaka Nakagawa) are pleased to announce that “NIKKEI Japan Report,” an English-language program on the Japanese economy created by Nikkei Inc., will start being distributed via Ustream, a live video-streaming service, from August 9, 2011 (JST). This move will enable the program to better reflect the views of the audience by taking advantage of social media such as Twitter and Facebook. Nikkei aims to provide more information about Japan to the world by distributing more video content via Ustream, beginning with NIKKEI Japan Report.

NIKKEI Japan Report is produced by Nikkei Inc. in collaboration with such group companies as NIKKEI CNBC and NIKKEI VISUAL IMAGES Inc. It is a globally broadcast English-language economic news program that focuses on the underlying strengths of the Japanese economy by introducing companies that possess world-class technologies, and by featuring interviews with Japanese corporate leaders. Ustream will distribute each episode several times to cover the various time zones in the U.S., Europe and Asia.

Currently, the program is carried globally by Japan International Broadcasting Inc. (jibtv), a subsidiary of NHK, and by CNBC Asia Pacific, an economy-focused channel under NBC Universal in the U.S. Adding Ustream is expected to increase the global viewership. The number of programs and broadcasts will increase, and fee-based distribution is being considered for the future.

Inquiry:

Nikkei Inc: Public Relations Group, Tel: 03-6256-7115

Ustream Asia Inc.: Press desk, Tel: 03-3543-2881, E-mail: japan@ustream.tv

[Appendix]

Outline of Initial distribution of NIKKEI Japan Report via Ustream

<http://www.ustream.tv/channel/nikkei-japan-report-28>

	Area	Local time	Japan time
1	America	22:00, August 8 (Eastern timezone in US)	11:00, August 9
2	Europe	22:00, August 15 (London time)	6:00, August 16
3	Asia	22:00, August 22 (Singapore time)	23:00, August 22

About "NIKKEI Japan Report":

"NIKKEI Japan Report" is produced by NIKKEI (Nihon Keizai Shimbun) and is an English-language, economic news program broadcast worldwide, focusing on "the Japanese economy's current state and future possibilities". The program is carried by Japan International Broadcasting Inc. (jibtv), CNBC Asia, NIKKEI CNBC, and BS Japan, and airs in various regions, including Europe, the Americas, Asia, Oceania, the Middle East, and Japan. The program is structured into three segments - "Today's Pick", "Newsmaker", and "Kizashi: On the Horizon". For more information, please visit www.nikkei.co.jp/japanreport/.

About Nikkei Inc.:

Founded in 1876, Nikkei Inc. is the primary source of business information for top executives and decision-makers in Japan. Its flagship newspaper, The Nikkei, is the world's largest business daily with a circulation of over 3 million, combining both incisive articles on economics, business, finance and politics with first-rate reporting on social affairs, cultural events and sports.

All Nikkei's four other newspapers lead in their fields. The Nikkei Weekly is Japan's only English-language business newspaper; The Nikkei Business Daily covers the latest developments in such fields as biotechnology, marketing and electronics; The Nikkei Veritas provides in-depth analysis on international and domestic capital and money markets; and The Nikkei MJ (Marketing Journal) covers Japan's commercial marketing and distribution sectors.

In addition to publishing five newspapers, the Nikkei Group supplies business-focused information across the globe through a variety of channels, ranging from electronic media to broadcasting and books, magazines and other publications.

In 2010 Nikkei launched The Nikkei Online Edition, www.nikkei.com, which in less than a year established itself as Japan's online media leader. The online edition provides subscribers not only with articles carried by The Nikkei print edition, but also with original content not found anywhere else. For more information, please visit www.nikkei.co.jp/nikkeiinfo/english/.

About Ustream Asia Inc.:

"Ustream" is the leader in live video distribution using the Internet. The platform empowers any individual, public figure or brand to stream to a global audience of unlimited size. Ustream offers free broadcasting and viewing platforms for the Web and mobile devices. The interactive functionality within Ustream enables real-time engagement with Facebook, Twitter, MySpace and AIM. Hundreds of high-profile broadcasters have partnered with Ustream to reach millions of people. Ustream Asia Inc. was established in May 2010 with a view of business development in Asia. Ustream also has many celebrity and companies as its user in Japan, and distribute variety of premium content such as movies, music, sport related video collaborating with media content holders. Please visit www.ustream.tv.