

## Popular U.S. Podcast "How I Built This": Co-production and distribution of the Japanese version with Nippon Broadcasting System

November 12, 2021 - Nikkei Inc. (headquartered in Chiyoda-ku, Tokyo; Tsuyoshi Hasebe, President & CEO) and Nippon Broadcasting System, Inc. (headquartered in Chiyoda-ku, Tokyo; Maki Hiwara, President & CEO) have jointly produced a Japanese version of the popular U.S. podcast program "How I Built This," which will be distributed starting November 15.

"How I Built This" is a program distributed by National Public Radio (NPR), a public radio station in the United States, in which famous entrepreneurs talk about their success stories in interviews. Examples include James Dyson, the founder of Dyson, a company known for its vacuum cleaners. The program is popular among a wide range of listeners in the United States. Mr. Hideo Shinada, a senior researcher at the Nikkei BP Research Institute with extensive experience in news gathering, will serve as the host, and the program will be produced in Japanese with the original voices of the entrepreneurs.



Each program lasts about 30 minutes and can be listened to on Nikkei's special website (<https://ps.nikkei.com/tu/npr2111/>), Nikkei Style (starting on November 15), and other major podcast platforms such as Nippon Broadcasting System's "Podcast Station." In addition to

James Dyson, the program will feature interviews with Jimmy Wales, founder of the online encyclopedia Wikipedia, and Kevin Systrom, creator of the photo-sharing app Instagram. The distribution period is planned to be six months.

### **About National Public Radio (NPR)**

NPR is a non-profit public radio network that operates throughout the United States. Known for its rigorous news coverage, the network reaches millions of U.S. residents daily with a variety of types of content through radio broadcasts, digital audio distribution and events. With a nationwide network of award-winning journalists and 17 international bureaus, NPR and its Member Stations are never far from where a story is unfolding.

For more information, please visit <https://www.npr.org/about>.

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### **About Nikkei**

Nikkei is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the Financial Times in 2015.

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